

LB Hammersmith & Fulham Retail Needs Study Update

Final Report

On behalf of **London Borough of Hammersmith & Fulham**



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Contents

- 1 Introduction 1**
- 2 Planning policy context 3**
 - 2.1 Introduction 3
 - 2.2 National Planning Policy Framework..... 3
 - 2.3 London Plan 4
 - 2.4 Core Strategy and Development Management Local Plan 6
 - 2.5 Summary 8
- 3 Hierarchy of centres..... 9**
 - 3.1 Introduction 9
 - 3.2 Hammersmith 9
 - 3.3 Fulham..... 11
 - 3.4 Shepherd’s Bush 12
 - 3.5 Elsewhere in the Borough 13
 - 3.6 Summary 14
- 4 Key trends 15**
 - 4.1 Introduction 15
 - 4.2 Research 15
 - 4.3 Key trends 18
 - 4.4 Summary 22
- 5 Spending patterns..... 23**
 - 5.1 Introduction 23
 - 5.2 Spending patterns 24
 - 5.3 Changes since 2009..... 2
 - 5.4 Adjustments in 2021 4
 - 5.5 Summary 5
- 6 Quantitative need 6**
 - 6.1 Introduction 6
 - 6.2 Claims on expenditure growth 6
 - 6.3 Trading performance 8
 - 6.4 Quantitative need 8
 - 6.5 Old Oak & Park Royal 13
 - 6.6 Summary 14
- 7 Qualitative need..... 16**
 - 7.1 Introduction 16
 - 7.2 Hammersmith 16
 - 7.3 Fulham..... 17
 - 7.4 Shepherd’s Bush 18
 - 7.5 Summary 19
- 8 Recommendations 20**

Figures

Figure 3.1 UK Major Grocery Operators Growth 1994-2014	19
Figure 5.1 Study area and study zones.....	23
Figure 7.1 Improvements to Hammersmith town centre	16
Figure 7.2 Improvements to Fulham town centre.....	17
Figure 7.3 Improvements to Shepherd's Bush town centre	18

Tables

Table 2.1 Town centre classifications	5
Table 2.2 Town centre hierarchy and estimated retail need	7
Table 3.1 Town centre floorspace (retail and leisure) – 2012 Experian GOAD data	9
Table 5.1 Study zones by geography.....	23
Table 5.2 Comparison spending patterns in 2015	24
Table 5.3 Convenience spending patterns in 2015	1
Table 5.4 Food and drink leisure spending patterns in 2015	1
Table 5.5 Changes in comparison goods market share since 2009	2
Table 5.6 Changes in convenience goods market share since 2009	3
Table 5.7 Changes in food and drink leisure market share since 2009	3
Table 5.8 Adjustments to comparison sector market share in 2021	4
Table 5.9 Adjustments to convenience sector market share in 2021	5
Table 6.1 Summary of turnover of commitments	7
Table 6.2 Comparison need under a constant market share	10
Table 6.3 Comparison need under an adjusted market share	11
Table 6.4 Convenience need under a constant market share	12
Table 6.5 Convenience need under an adjusted market share	12
Table 6.6 Food and drink leisure need under a constant market share.....	13

Appendices

Appendix A	Existing retail evidence
Appendix B	Competing centres
Appendix C	Study area
Appendix D	Household survey data
Appendix E	Quantitative spreadsheets
Appendix F	Data inputs
Appendix G	Quantitative methodology

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1 Introduction

- 1.1.1 Peter Brett Associates LLP (PBA) was instructed by the London Borough of Hammersmith and Fulham (LBHF) in September 2015 to provide an updated assessment of retail need for the Borough.
- 1.1.2 In 2010 Roger Tym and Partners, now PBA, undertook an update to the West London Retail Needs Study (WLRNS) 2006 produced by GVA Grimley. The 2010 report included retail need projections for three boroughs: Ealing, Hammersmith & Fulham and Hounslow.
- 1.1.3 Since the publication of the 2010 report, national policy for retail and town centres has been amended following the publication of the National Planning Policy Framework (NPPF) in March 2012 and the Planning Practice Guidance online resource in March 2014.
- 1.1.4 This Retail Needs Study Update (RNSU) has been commissioned as a key evidence base document to inform the preparation of the new Hammersmith and Fulham Local Plan ('the Local Plan'). The report will refresh relevant sections of the 2010 WLRNS and provide an updated assessment of retail need for LBHF in order to inform new retail and town centre policies for the Borough. The study's specific terms of reference are set out below:
- Analyse national and regional planning policy and guidance on retail and town centres and identify existing evidence on retail needs in LBHF
 - Identify the amount of A1 retail floorspace granted in the Borough's three town centres and elsewhere in LBHF
 - Undertake a new household survey of shopping patterns to provide an up to date picture of shopping habits in the study area in order to identify the catchment area of each town centre and the occurrence of under/over trading of convenience floorspace
 - Analyse the quality of existing comparison and convenience retail provision and food and drink uses in LBHF's three town centres identifying any gaps in provision
 - Identify existing and projected consumer expenditure levels for the study area taking into account the GLA population projections
 - Assess future needs for comparison and convenience retail floorspace and A3 to A5 commercial food and drink uses in LBHF based on the existing market share and an increased market share, to take account of the effect of the permitted developments
 - Consider the impact of retail need projections within the Old Oak and Park Royal Opportunity Area
 - Recommend appropriate retail planning policies for the new local plan, including a local threshold for retail impact assessments.
- 1.1.5 Responding to these terms of reference, the report is structured as follows:
- **Section 2** sets out the planning policy context
 - **Section 3** describes the existing role and function of centres, including identifying planned investment
 - **Section 4** sets out key trends in the retail and leisure sector
 - **Section 5** explains spending habits of the Borough's residents, based on evidence from a telephone survey of households

- **Section 6** assesses a quantitative need for additional retail floorspace in the convenience (food) and comparison (non-food) sectors, as well as and A3 to A5 food and drink leisure uses
- **Section 7** assesses the qualitative need for additional floorspace across the Borough
- **Section 8** sets out the study's recommendations

1.1.6 An overview of existing evidence on retail need is attached at **Appendix A**.

1.1.7 It should be noted that a separate study has been undertaken by PBA for the Old Oak & Park Royal Development Corporation (OPDC), which includes land within LBHF. The study for OPDC addresses the retail and leisure needs generated from that development and is out with the issues addressed within this RNSU.

2 Planning policy context

2.1 Introduction

2.1.1 This section summarises the planning policy context as it applies to this RNSU. In particular, it considers the relevant requirements of the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) in respect of local authorities' obligations to assess and meet needs. The development plan, in the form of the London Plan and the LBHF's Core Strategy and Development Management Local Plan are also reviewed.

2.2 National Planning Policy Framework

2.2.1 The NPPF was published by the Government in 2012. Paragraph 14 includes a presumption in favour of sustainable development, which for plan-making means that:

- *“Local planning authorities should positively seek opportunities to meet the development needs of their area;*
- *Local plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:*
 - *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
 - *Specific policies in this Framework indicate development should be restricted.”* (paragraph 14)”

2.2.2 In order to be considered sound, Local Plans should be **positively prepared** (i.e. based on a strategy which seeks to meet objectively assessed development and infrastructure requirements), **justified** (i.e. the most appropriate strategy, when considered against the reasonable alternatives), **effective** (i.e. deliverable and based on joint working) and **consistent** with national policy (paragraph 182).

2.2.3 Paragraph 23 states that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres. There is a requirement for local authorities to recognise town centres as the heart of their communities and to define a network and hierarchy of centres that is resilient to anticipated future economic changes. Finally, there is an important requirement that:

“needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability”

2.2.4 The NPPF also requires local plans to be based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. In terms of a retail evidence base, paragraph 161 states that they should assess:

- *“the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development;*
- *the role and function of town centres and the relationship between them, including any trends in the performance of the centres;*
- *the capacity of existing centres to accommodate new town centre development;*
- *locations of deprivation which may benefit from planned remedial action.”*

- 2.2.5 The Government produced PPG in March 2014 as web-based guidance on and support to the policies contained within the NPPF. Matters associated with town centre uses are set out in the section 'Ensuring the vitality of town centres'.
- 2.2.6 The PPG explains that a positive strategy for town centres, articulated through the local plan, is key to ensuring successful town centres which enable sustainable economic growth and provide a wider range of social and environmental benefits.
- 2.2.7 The PPG requires that town centre strategies should be based on evidence of the current state of town centres and opportunities to meet development needs and support their viability and vitality. Strategies should identify changes in the hierarchy of town centres, including where a town centre is in decline. In these cases, strategies should seek to manage decline positively to encourage economic activity and achieve an appropriate mix of uses commensurate with a realistic future for that town centre.

2.3 London Plan

- 2.3.1 At the regional level, the London Plan provides the overall strategic plan for London setting out an integrated planning framework for the development up to 2036. The London Plan was originally adopted in July 2011 and in March 2015 the Mayor adopted the Further Alterations to the London Plan ('The London Plan') with alterations to ensure conformity with the NPPF and to address London's increased population growth projections.
- 2.3.2 Policy 2.15 seeks to coordinate the development of a network of town centres across London. Town centres are identified as areas with opportunity for commercial intensification and residential development. To enhance the viability and vitality of town centres', development proposals should accommodate economic and/or housing growth, as well as enhancing the quality and diversity of retail, leisure, arts and other consumer services and public services.
- 2.3.3 Policy 4.6 seeks to enhance the provision of professional sports, cultural and entertainment enterprises recognising the benefits that the night-time economy makes to the wider London economy as well as to residents and visitors. LBHF town centres are each identified as containing a 'Strategic Cluster' of night time activity of both sub-regional and local importance. In developing local plans, Boroughs are required to designate cultural quarters and manage night-time entertainment uses in a coordinated approach with licensing, policing and transport.
- 2.3.4 Policy 4.7 deals with retail and town centre development. It explains that the Mayor supports a 'strong partnership approach' to assessing the retail, commercial, cultural and leisure capacity in town centres. It states that in developing Local Plans, Boroughs should:
- *"Identify future levels of retail, leisure and other commercial floorspace need in light of integrated strategic and local assessments;*
 - *Undertake regular town centre health checks to inform strategic and local policy and implementation;*
 - *Take a proactive partnership approach to identify capacity and bring forward development within or, where appropriate, on the edge of town centres; and*
 - *Firmly resist inappropriate out of centre development; manage existing out of centre retail and leisure development in line with the sequential approach; seeking to reduce car dependency; improve public transport, cycling and walking access; and promote more sustainable forms of development."*
- 2.3.5 Policy 4.8 promotes a competitive and diverse retail sector with centres that provide sustainable access to the goods and services that Londoners need. In order to maintain successful centres Local plans should:

- Support additional comparison goods shopping in larger centres and convenience retailing in smaller centres
 - Provide a policy framework for enhancing local shopping and specialist shops
 - Identify areas under served by convenience goods and support local markets
 - Support the development of e-tailing and more efficient delivery systems
 - Manage clusters of town centre uses, particularly food and drink uses, with regard to their impacts on the priorities of the London Plan.
- 2.3.6 Policy 4.9 is concerned with the provision of affordable shop units suitable for small or independent retailers. Boroughs are expected to develop local policies to support the provision of affordable shop units, secured through seeking contributions or imposing conditions on large retail developments.
- 2.3.7 Annex one of the London Plan allocates four opportunity areas (OAs) within the boundaries of LBHF. OA's are major brownfield sites with significant capacity to development for housing and other uses linked to existing or proposed improvements to public transport accessibility. Table A1.A identifies the four OA's as follows:
- **Earls Court & West Kensington:** an Opportunity Area Planning Framework (OAPF) has been adopted for the area covering: Earls Court exhibition centre and, the West Kensington and Gibbs Green Housing Estates. The area has an indicative capacity to deliver up to 9,500 jobs and a minimum of 7,500 new homes.
 - **Park Royal and Old Oak Common:** a joint OAPF has been adopted for the two OA's which cover 650 ha of industrial and railway land in north-west London covering three Borough's: Hammersmith and Fulham, Brent and Ealing. Together, the two OA's are identified to deliver 25,500 homes and 65,000 jobs over the next 20 to 30 years.
 - **White City OA:** an OAPF has been adopted for the area including: Shepherd's Bush town centre and Westfield White City to the south; and, BBC Televisions Studio's Wood Lane and the White City housing estate to the north. The area has an indicative capacity to deliver up to 10,000 jobs and a minimum of 6,000 new homes.
- 2.3.8 Annex two sets out the existing hierarchy of centres in London and identifies five main types of centre according to their role and function. The five broad categories of town centres, with indicative floorspace and appropriate uses for each are shown in Table 2.1. The table also indicates the classification of the LBHF's three town centres within this hierarchy.

Table 2.1 Town centre classifications

Classification	LBHF Centres	Floorspace (sqm gross)	Types of Uses
International Centres	-	Over 100,000	Globally renowned retail destinations with a wide range of high-order comparison goods.
Metropolitan Centres	Shepherd's Bush	At least 100,000	Significant proportion of high order convenience goods in addition to leisure and service floorspace.
Major Centres	Hammersmith Fulham	50,000	Retail, leisure and service floorspace with a relatively high proportion of

Classification	LBHF Centres	Floorspace (sqm gross)	Types of Uses
			comparison goods.
District Centres	-	10,000 – 50,000	Retail, leisure and service floorspace with some specialist retail.
Neighbourhood and Local Centres	-	-	Small supermarket (up to 500sqm), post office, pharmacy, laundrette and other local services.

Source: Table A2.1, the London Plan (2015)

- 2.3.9 Table A2.2 identifies potential changes to the London-wide town centre network over the Plan period up to 2036. Shepherds Bush is identified to be potentially re-classified as an 'International Centre' as defined in table 2.1.
- 2.3.10 The London plan identifies the future policy direction for each town centre. LBHF's three town centres are each identified as 'Medium growth centres' with moderate levels of demand for retail, leisure or office floorspace with the physical infrastructure to support this. Each town centre is also classified as having 'regeneration potential' to utilise existing floorspace to meet the demand for new commercial space.
- 2.3.11 In addition to the three main town centres, LBHF is served by a network of 27 smaller centres. Appendix 2 of the Draft Local Plan contains a comprehensive list of these centres including, 'Key Local Centres'; 'Neighbourhood Parades'; and, 'Satellite Parades'.

2.4 Core Strategy and Development Management Local Plan

- 2.4.1 This report will inform the retail and town centre policies of the new Local Plan. Upon adoption, the new Local Plan will supersede the Borough's adopted retail and town centre policies. These are set out in two key development plan documents; the Core Strategy (CS), adopted in 2011, and the Development Management Local Plan (DMLP), adopted in 2013.

Core strategy

- 2.4.2 The CS sets out three key spatial policies, the third Strategic Policy, 'Hierarchy of Town and Local Centres' identifies retail as a key driver of town centre regeneration and recognises that providing sufficient capacity for new retail floorspace is essential for fulfilling the shopping needs of local residents.
- 2.4.3 The CS establishes a retail need requirement of 74,500 sqm gross of comparison goods floorspace by 2021 which is distributed between the three town centres as set out in Table 2.2. Policies encourage a range of shopping and associated facilities within each centre and there should be sufficient retail space for smaller independent retailers.

Table 2.2 Town centre hierarchy and estimated retail need

Town Centres	Hierarchy of Centres	Estimated Retail Need		
		Comparison	Convenience	A3-A5
Borough-wide	-	74,500	7,600	11,100
Shepherd's Bush	Metropolitan	41,400	4,300	4,000
Hammersmith	Major	17,200	2,200	2,800
Fulham	Major	7,800	1,100	2,600

Source: LBHF Core Strategy (2011)

- 2.4.4 Key retail policies are dealt with in the Community Facilities section. **Policy CF1** recognises that significant investment is required to deliver retail for an attractive, lively, and economically successful town centre. Part of this strategy also involves protecting and enhancing current retail sites to ensure future developments do not negatively impact established local services.
- 2.4.5 The Core Strategy also identified a number of Regeneration and Opportunity Areas, an outline of the areas which have retail potential are set out below:
- **Policy WCOA:** the White City Opportunity Area will focus on the development of new homes at White City East (up to 2,000 new homes¹), BBC TV centre alongside the redevelopment of White City housing estate. The regeneration of Shepherds Bush Market will provide a new retail destination while the old town centre will undergo significant improvement works and plans for the BBC TV centre will deliver new retail and food and drink units.
 - **Policy HTC:** Hammersmith Town Centre and Riverside Regeneration Area seeks to maintain Hammersmith as a major town centre whilst creating a strategic office location at the riverside. The policy aims to build upon the locational advantages for office development by improving the quality of the environment, public realm, and accessibility. Key developments include the redevelopment of King's Mall Shopping Centre and major stores within the town centre, improvements to the quality and range of local independent retail services are also required.
 - **Policy FRA:** Fulham Regeneration Area (including Earls Court and West Kensington Opportunity Area) presents a substantial opportunity for mixed use redevelopment with a new local centre proposed within the Earls Court site. The redevelopment will create wider opportunities to improve poor quality shop frontages along North End Road and Lillie Road.
 - **Policy SFR:** South Fulham Riverside Regeneration Area will primarily involve residential development, requiring improvements to existing retail stores in the area. No new additional major stores should be constructed, but new shopping to meet local needs must be improved.
- 2.4.6 The progress made towards the regeneration of each the above areas is detailed in Section 3.

¹ Regeneration Invest Organisation (2015) <https://www.gov.uk/government/publications/regeneration-project-white-city-east-london-gdv-500m/regeneration-project-white-city-east-london-gdv-500m>

Development Management Local Plan

- 2.4.7 The Development Management Local Plan (DMLP) sets out relevant development management policies against which individual planning applications are determined. Importantly, Strategic Objective 8 outlines the strategy for town and local centres, recognising there is a need to regenerate Hammersmith and Fulham's town centres to improve their viability and to sustain the network of supporting key local centres.
- 2.4.8 The relevant retail town centre policies in the DMLP are summarised briefly below:
- **Policy DM C1** seeks to meet the retail needs of local residents, workers and visitors by maintaining a variety of retail units within a network of accessible centres.
 - **Policy DM C2** and **DM C3** require prime retail frontages to be managed to ensure that A1 shops remain the predominant use, while, in non-prime retail frontages, a wider mix of complimentary uses are encouraged.
 - **Policy DM C4** and **DM C5** aim to retain a sufficient level of retail units in key local centres, neighbourhood parades, and satellite parades to meet local shopping needs.
 - **Policy DM C6** requires proposals for class A3-A5 leisure uses to comply with restricted controls on operation hours and type of activity in order to protect amenity of centres.

2.5 Summary

- 2.5.1 The review of relevant local policies presented in the latter part of this section demonstrates that there is a clear requirement to update the retail policies to reflect new national policy set out in the NPPF. At the national level, the NPPF is clear that local plans should set policies for the management of town centres and that, for local plans to be sound, these policies should be supported by an assessment of both the quantitative and qualitative need for town centre uses, including retail.
- 2.5.2 The London Plan sets the direction of growth for each town centre in LBHF and also sets out a number of requirements for local authorities to consider when formulating town centre policies. Those additional requirements, which are additional to those set out in the NPPF include; designating and managing night-time entertainment uses and clusters of food and drink uses; supporting e-tailing and more efficient delivery systems; and, supporting the delivery of affordable shop units.
- 2.5.3 The LBHF core strategy identified regeneration areas within each of the LBHF's three town centres. The progress of each regeneration area and the effect of new development on the performance of the town centres is explained in Section 3.

3 Hierarchy of centres

3.1 Introduction

- 3.1.1 This section outlines the results of a desk-top review of the three town centres within LBHF: Hammersmith, Fulham and Shepherd's Bush. The role and function, diversity of uses, accessibility, environmental quality, future investments and pipeline developments for each centre is assessed. The analysis is informed by the London Town Centre Health Check, produced by the GLA in 2013. An overview of the main competing centres is attached at **Appendix B**.
- 3.1.2 The data provided in Table 3. 1 presents the breakdown of uses in each of the three town centres in LBHF.

Table 3.1 Town centre floorspace (retail and leisure) – 2012 Experian GOAD data

Town Centres	Town Centre	Occupied Town Centre	Total Retail	Comp. Goods Retail	Conv. Goods Retail	Service Retail	Vacant Retail	Leisure
Hammersmith	60,698	53,355	33,309	25,496	4,963	2,850	7,343	20,046
Fulham	64,308	55,337	34,235	13,388	13,962	6,885	8,971	21,102
Shepherd's Bush	197,232	187,291	146,619	130,027	10,348	6,244	9,941	40,672

Source: Experian GOAD (2012)

3.2 Hammersmith

Role and function

- 3.2.1 Hammersmith is identified as a major town centre in the London Plan and the majority of the town centre is allocated as a regeneration area in the CS. Hammersmith has a good mid-market comparison and convenience retail offer and, is an important commuter destination as an office location and site of local government services. The town centre has a strong arts and culture tradition, with the Hammersmith Eventim Apollo and the Lyric Theatre.

Existing shopping provision

- 3.2.2 The Broadway shopping centre provides modern retail floorspace with over 20 comparison retailers, although most units are relatively small, under 500 sqm. Kings Mall shopping centre has recently benefitted from a programme of refurbishment and accommodates the bulk of Hammersmith's fashion offer including Primark, River Island and H&M. Both shopping centres provide a mix of mid-market and value retailers. King Street provides a selection of small independent units, high street stores, charity shops and hardware stores. The smaller streets linking King Street and Glenthorne Road provide a small selection of higher quality independent retailers which should be retained and actively encouraged by planning policy.
- 3.2.3 Hammersmith has a range of mid-market and higher quality convenience units on offer. Broadway and the King's Mall provide a Sainsbury's and a Tesco Metro, with King Street offering an M&S food hall and Iceland. This convenience offer is supplemented by Thursday and Friday farmers market and world food market on Lyric Square.
- 3.2.4 Hammersmith's leisure offer includes Cineworld cinema on King Street; the Lyric Theatre, recently refurbished to a high standard with a roof garden; and, the Hammersmith Eventim Apollo which hosts a range of music and comedy events.

- 3.2.5 The Hammersmith Grove development provides a range of restaurant facilities, such as Bill's and Byron, within a pleasant public realm setting. Lyric Square has a high quality selection of bars, cafes and restaurants, including independents. The food and drink offer within Broadway and the King's Mall is of a mid-market quality, with Subway, Costa and Patisserie Valerie. On King Street, the offer is of a low quality, as late night takeaways such as KFC and Burger King dominate. The total leisure offer, including food and drink units, accounts for 33% of the total floorspace in Hammersmith town centre.
- 3.2.6 Overall, Hammersmith offers residents a range of convenience and comparison retail and related leisure facilities. We consider that Hammersmith fulfils its role as a major town centre, with retail floorspace providing for the needs of local residents. Broadway and the King's Mall provide facilities for the day to day convenience of residents, with King Street complementing this offer. The quality and range of all facilities could be improved, especially along King Street, to provide a better variety of shops.

Accessibility

- 3.2.7 Hammersmith is well served by public transport links, with the Circle, Hammersmith and City, District, and Piccadilly tube lines, as well as bus routes and a rail station for Overground and National Rail links accessible from the town centre. Hammersmith is also well connected by the A4 and A40(M). TFL's PTAL assessment gives the centre the highest rating of 6b, showing that public transport accessibility is of a high standard.
- 3.2.8 There are cycle parking facilities throughout the centre, and cycle lanes are provided within shared spaces with pedestrians. As a narrow and direct street in and out of the town centre, King Street is often congested. The Hammersmith Flyover cuts through the southern part of the town centre, providing parking facilities underneath, but also making pedestrian movement and accessibility difficult. Parking facilities are also located at Kings Mall.

Environmental quality

- 3.2.9 The area surrounding 10 Hammersmith Grove has benefitted from inward investment, it has a high quality public realm with seating and landscaping throughout. Lyric Square is another high quality area of public realm, with planting trees and a water feature, but could be improved with seating facilities. The public realm in certain areas, including the King Street and streets running beneath the flyover, would benefit from investment in new paving, street furniture and landscaping.

Investment and pipeline developments

- 3.2.10 The current pipeline development schemes will add a significant number of new jobs and homes to Hammersmith, increasing the customer base for retail and associated town centre uses. We have identified four major office schemes with permission for up to 36,244 sqm of new B1 office floorspace and four major residential schemes with planning permissions for up to 1,385 new homes, including Fulham Reach, Queens Wharf, Kings Mall and the Town Hall extension. These developments are located within Hammersmith Town Centre or the Riverside Regeneration Area and, will deliver new jobs and homes in close proximity to the town centre, thereby increasing footfall to benefit existing and potential future retail operators.
- 3.2.11 In terms of retail development, the only current proposal to improve the town centre retail offer is the refurbishment of Kings Mall and associated upgrades to the public realm at Lyric Square. This £150 million investment aims to improve the quality and variety of retail and commercial services at Kings Mall as the main shopping destination. The public realm works have been successful in attracting quality food and drink operators and the public square is well used throughout the year for events such as world foods market and public TV screenings.

3.3 Fulham

Role and function

- 3.3.1 Fulham is identified as a major town centre with potential for regeneration in the London Plan. The CS identifies the town centre as part of the Fulham Regeneration Area, which also includes Earls Court and West Kensington Opportunity Area, allocated in the London Plan. The South Fulham Riverside Regeneration Area, located south of the town centre comprises a significant amount of out of centre retail at Hurlingham Retail Park and the recently developed Sainsbury's foodstore at Fulham Wharf.

Existing shopping provision

- 3.3.2 Fulham's comparison retail is primarily within Fulham Broadway shopping centre, which offers a selection of mid-market retail, including Boots, Wilko, Accessorize and Paperchase. The comparison offer continues along North End Road, with a variety of low end retail, including Savers, Poundland, and charity stores. The area surrounding Harwood Road, Moore Park Road, and Fulham Road have a selection of high quality independent retailers.
- 3.3.3 Fulham has a range of mid-market and higher end convenience retail on offer. On Fulham Road and Vanston Place there is Waitrose, Wholefoods and M&S. This is complemented by the mid-market offer at Fulham Broadway: Sainsbury's and the daily North End Road Market, which provides local produce. There is also the Friday and Saturday Tudor Market on Jerden Place, providing a higher quality convenience retail offer.
- 3.3.4 Fulham has a diverse range of leisure facilities, including a Vue cinema and a gym located in Fulham Broadway, as well as a selection of branded mid-market restaurants and bars, including Pizza Express and Yo Sushi. North End Road provides a lower quality offer with KFC and McDonald's amongst a selection of takeaways. Fulham Road and Jerden Place have a higher quality selection of restaurants and bars, including Gourmet Burger Kitchen and Café Nero, as well as quality independents.
- 3.3.5 Overall Fulham provides a range of comparison, convenience, and leisure facilities for the local residents. We consider that Fulham fulfils its role as a major town centre with retail floorspace providing for the day to day needs of the local population. The retail and leisure services within Fulham Broadway are complimented by the facilities on North End Road, Fulham Road and Vanston Place, especially the local markets on Fridays and Saturdays, although the quality of the retail offer on North End Road could be improved. The total leisure offer in Fulham is 32% of the total retail floorspace available.

Accessibility

- 3.3.6 Fulham is well served by public transport links, with the District line and multiple bus routes all accessing the town centre. National Rail and Overground stations are located just outside of the town centre at West Brompton. Fulham Road also provides access to motorways in and out of the city. TFL's PTAL assessment gives Fulham a high rating of 5, showing that public transport accessibility is of a good standard, but could be improved.
- 3.3.7 There are ample cycle parking facilities located outside Fulham Broadway and throughout the town centre, however, there is little provision for cycle lanes. As a narrow and direct street in and out of the town centre, Fulham Road is often congested. Car parking is located within Fulham Broadway. Although the roads were busy, small pedestrianised streets combined with plenty of crossings make pedestrian accessibility and movement easy.

Environmental quality

- 3.3.8 The environmental quality throughout the town centre is of average quality. The town centre environment could be improved through better maintenance. Jerden Place and Vanston place

provide a small pedestrianised area, with trees and seating facilities which provides a pleasant urban realm surrounded by cafes and restaurants. Generally, landscaping and seating is lacking throughout the town centre which is dominated by the north-east flow of traffic along Fulham Road and Fulham Broadway. The market on North End Road restricts access into Fulham town centre for pedestrians, the narrow pavements feel cluttered which detracts from the town centre environment overall.

Investment and pipeline developments

- 3.3.9 There are no major developments in the pipeline for Fulham town centre although we have identified a number of small developments coming forward for a mix of commercial uses. The development of 5-17 Vanston Place by Bellway Homes (ref: 2009/02794/FUL) has delivered 42 new homes and two ground floor Class A1/A2 retail units providing circa 245 sqm floorspace. Subsequently, a variation of condition was granted to enable the two small ground floor units to be used combined to form a larger single unit ((2013/03612/VAR). A proposal to redevelop the Storage Centre on Effie Road will add 489 sqm of office floorspace.
- 3.3.10 There are two outline planning permissions for the Earls Court and West Kensington Opportunity Area, one each with LBHF (2011/02001/OUT) and RBKC (PP/11/01937). The permitted redevelopment scheme includes 1,300 new homes, 84,701 sqm office floorspace, 23,318 sqm retail floorspace, 8,938 sqm hotel/apartments, 25,760 sqm education/community use, 10,578 sqm private hospital, as well as new public realm and transport links.
- 3.3.11 South Fulham Riverside Regeneration Area has attracted a significant investment in its retail offer. The recently completed Fulham Wharf development provides a redeveloped 9,395 sqm Sainsbury's supermarket alongside 465 new homes and 731 sqm of complimentary Class A3 floorspace (2010/02481/FUL). Proposals for Hurlingham Retail Park will provide 3,045 sqm gross flexible A1-A4 floorspace alongside 242 homes as part of a high density mixed-use scheme on the site of the existing retail warehouse units (2013/02870/FUL).

3.4 Shepherd's Bush

Role and function

- 3.4.1 Shepherd's Bush is identified as a metropolitan town centre and a regeneration opportunity area in the London Plan. The town centre also comprises part of the White City Opportunity Area.
- 3.4.2 It is the highest order centre in LBHF which demonstrates medium potential for growth. The centre has a strong mid-market comparison and convenience retail offer, with a number of complimentary high end comparison facilities. The centre forms part of the Shepherd's Bush Conservation Area which includes Grade II Listed buildings, Shepherd's Bush Empire and the former Odeon Cinema (LBHF Draft Local Plan, 2015).

Existing shopping provision

- 3.4.3 Shepherds Bush has a diverse comparison retail offer, primarily located at Westfield, offering a wide variety of fashion brands, anchor tenants include M&S, Debenhams and Next. 'The Village' in Westfield provides a high quality offer with House of Fraser and other luxury retailers. Westfield attracts significant spending from across London and from tourists. These facilities are complemented by West 12 shopping centre and units along Uxbridge Road which provide a mix of mid-market and value retailers, catering more to local needs.
- 3.4.4 Shepherds Bush has a good range of convenience facilities, with high-end food retailers Waitrose and M&S located in Westfield and value-orientated retailers Morrison's and Poundland at West 12. There are a number of small convenience stores located on Uxbridge Road including a Sainsbury Local and Tesco Metro, and a number of independent retailers as well as Shepherd's Bush Market, which adds to the overall convenience offer.

- 3.4.5 Shepherd's Bush also has a diverse leisure offer accounting for 20% of the total floorspace. Westfield provides a range of high to mid quality food and drink outlets with over 50 branded national operators while West 12 contains a number of national brands. On Uxbridge Road the offer is of a lower quality, dominated by late night takeaways such as KFC, McDonalds and other franchises. The centre also contains two Vue cinemas and the Shepherds Bush Empire O2 and Shepherds Bush Theatre which host live music, theatre and comedy events. Linked to these there are several late night bars located around the green.

Accessibility

- 3.4.6 Shepherd's Bush is well served by public transport links, with the Central, Circle, and Hammersmith and City tube lines, as well as the Overground and National Rail services and regular buses linking to all areas of London. TFL's PTAL assessment gives Shepherd's Bush the highest rating of 6b, showing that public transport accessibility is of a high standard. There is a high quantity of cycle parking facilities throughout the town centre, and car parking facilities are located at Westfield Shopping Centre. There are few cycle lanes as roads are narrow and give preference to vehicular traffic. The West Cross Route Motorway provides accessibility to the town centre, but also creates congestion along Uxbridge Road and Shepherd's Bush Green, this constrains pedestrian movement.

Environmental quality

- 3.4.7 The area surrounding the Westfield Shopping Centre has benefitted from the inward investment as it is of a very high quality, with public realm, seating, and landscaping throughout. Shepherd's Bush Common has also seen significant improvements, and this space is now a high quality area of open space, including a children's playground. The quality of paving, litter, and landscaping could be improved along Uxbridge Road, Market Lane, and Shepherd's Bush Green, as cracked paving stones and chewing gum suggest these areas are poorly maintained.

Investment and pipeline developments

- 3.4.8 There are a significant number of major pipeline developments in Shepherds Bush, the majority of which have been brought forward as part of the White City Opportunity Area. We have identified planning permission for 12,906 sqm new B1 office floorspace and approximately 2,080 homes within the opportunity area. The majority of this development will be delivered across the Imperial College West Campus, Westfield Shopping Centre extension, BBC Television Centre and Goldhawk Road Industrial Estate developments as well as a number of smaller sites.
- 3.4.9 In terms of new retail development, the Westfield Shopping Centre extension will provide the bulk of new retail floorspace in the town centre with permission for 61,840 sqm A1 retail floorspace including a new John Lewis anchor store and 8,170 sqm A3 restaurant space. The redevelopment of Shepherds Bush market will provide 6,000 sqm of upgraded market/retail in a new retail destination. Major mixed-use redevelopment sites including Imperial College West Campus and BBC Television Centre, include permission for flexible commercial A1-A4 floorspace is intended to provide local shops and services for local residents and workers.
- 3.4.10 The scale and range of development proposed in Shepherds Bush will attract a significant number of people to the area to live and work which will drive footfall across the town centre supporting the turnover of retail units.

3.5 Elsewhere in the Borough

- 3.5.1 LBHF also has four key Local Centres which play a significant role in the provision of retail within the Borough. A desk-top review of each of these has been conducted and the details are outlined throughout the following section.

- **East Acton Local Centre:** This high street offers a small selection of comparison and convenience stores, including some low quality local facilities, as well as national brands, such as Iceland and Greggs. The East Acton tube station and the regular bus services connect this area to the rest of London.
- **Askew Road Local Centre:** The retail comparison and convenience offer in this area is dominated by local independent stores and cafes. There is also a Tesco and Co-op store, providing grocery shopping to the local area. The main form of public transport in the area is bus, and the nearest tube stations are Goldhawk Road or Stamford Brook.
- **Fulham Road Local Centre:** This high street offers a range of comparison and convenience stores, including Tesco and Starbucks, a number of independent retailers, and a selection of restaurants, bars and local cafes. This area has a high quality retail provision, with stores such as Oliver Bonas. The area is well connected by bus links to Fulham Town Centre, where rail and tube services can be accessed.
- **North End Road (West Kensington) Local Centre:** This area is dominated by residential housing estates with little retail provision. The retail comparison which is present is low quality independent stores and some national brands, including Tesco and Greggs. There are also a number of local restaurants and cafes. The area is well served by bus links, and has access to West Kensington Tube station for service throughout London.

3.5.2 In addition to the key local centres, LBHF is served by 17 Neighbourhood Parades and 6 Satellite Parades. These centres mainly provide for daily convenience needs of residents with a focus on convenience shops and local services.

3.6 Summary

- 3.6.1 Hammersmith is an important London office location beyond the CAZ, and the current pipeline of office schemes will build on this. The recent refurbishment of Lyric Square and Kings Mall will enhance the attractiveness of the town centre to residents and business occupiers contributing to the aims of the Regeneration Area. The delivery of new jobs and homes will strengthen footfall within the town centre and support the turnover of retail occupiers.
- 3.6.2 The retail offer in Fulham is generally of a high quality, although the quality of the retail offer along North End Road is not as strong as elsewhere in the centre. As part of the proposed Fulham Regeneration Area there are also plans to redevelop the northern end of North End Road (see paragraph 3.5.1) for a reconfigured mix of uses, although no development proposals have come forward to date. This development has the potential to encourage wider investment within the remainder of North End Road.
- 3.6.3 Shepherd's Bush performs a dual function, offering residents and visitors alike with a diverse range of comparison and convenience retail and related leisure facilities. Shepherd's Bush fulfils its role as a Metropolitan town centre with floorspace in Westfield attracting expenditure from across London and beyond. The scale of development proposed in Shepherds Bush will increase the attractiveness of the centre as a major retail destination, contributing to upgrading its classification in the London Plan to an International town centre. While Shepherd's Bush is considered a major retail destination, the more secondary areas of the town centre, including stores along Uxbridge Road and Shepherds Bush Market fulfil an equally important local function, providing for the day to day convenience needs of local residents.

4 Key trends

4.1 Introduction

4.1.1 This study is being prepared in the midst of renewed focus on the changing role and function of town centres. It is widely accepted that the traditional role of town centres has been undermined by the continued attraction of out-of-town retail locations, the growth in popularity of multi-channel shopping, the recent economic downturn and associated decline in expenditure growth. This section reviews the key trends in respect of retail and town centre uses.

4.2 Research

4.2.1 Since the recent economic downturn a considerable number of independent studies have been published considering the future role and function of town centres. Most notable of these are:

- The Portas Review (2011), Mary Portas
- The Grimsey Review (2013), Bill Grimsey
- Beyond Retail: Redefining the Shape and Purpose of Town Centres (2013), British Council of Shopping Centres
- 21st Century High Streets (2013), British Retail Consortium
- Accommodating Growth in Town Centres (2014), Greater London Authority
- Digital High Street 2020 Report (2015), Digital High Street Advisory Board

4.2.2 The key messages and recommendations from each of these studies are set out in the following paragraphs below. In summary, the wide-ranging recommendations proposed in these reports have two overall aims, namely:

1. To increase footfall and expenditure in town centres – in order to increase store turnover and improve vitality and viability of town centres.
2. To reduce costs associated with operating and investing in town centres – to improve store turnover and to level the playing field between physical ‘bricks and mortar’ and online retail businesses.

The Portas Review

4.2.3 In May 2011, retail expert Mary Portas was appointed by the Coalition Government to lead an independent review into the future of the high street in response to the decline of town centres nationally, seen as a consequence of reduced spending on the high street. The report supported the call to strengthen planning policy in favour of ‘town centre first’ and includes 27 separate recommendations to tackle the further decline of the high street.

4.2.4 The core recommendations included measures to strengthen the management of high streets, improvements to the business rates system, reducing car parking charges, placing greater onus on landlords to proactively manage their assets or face the use of compulsory purchase powers by local authorities, and to increase community involvement in town centres.

4.2.5 The Coalition Government published its formal response to the Portas Review in 2012, which accepted virtually all of the recommendations and secured funding for 24 ‘Portas Pilot’ towns to trial the recommendations. The Coalition Government established the future High Street

Forum to implement Portas's recommendations and provided funding to establish business improvement districts (BIDs) and a 'Future High Street X Fund' (renamed the High Street Renewal fund) to reward towns delivering innovative plans to rejuvenate their town centres.

The Grimsey Review

- 4.2.6 Bill Grimsey, the former managing director of DIY chain Wickes and food retailer Iceland, published his report as an 'alternative response' to the recommendations of the Portas Review. The report made a total of 31 wide-ranging recommendations, including encouraging more people to live in town centres, appointing a High Streets Minister, and freezing car parking charges for a year.

Beyond Retail

- 4.2.7 Following the Portas Review, the Government supported the establishment of an industry task force to analyse retail property issues relating to town centres. The findings of the task force's report were presented in the Beyond Retail report.
- 4.2.8 One of the report's key observations was that the trend towards market polarisation has resulted in three broad types of town centre offer: strong centres with a wide retail and leisure offer; convenience food and service-based centres with an element of fashion and comparison goods; and, localised convenience and everyday needs-focused centres. The report makes a number of recommendations, including:
- Strong and dynamic leadership, led at the local authority level also including business and community involvement, to bring about long-term change in town centre functions;
 - Undertake bold, strategic land assembly, to assemble redevelopment opportunities of scale and worth;
 - Provide greater flexibility in the planning system to enable redundant retail premises to be converted to '*more economically productive uses*';
 - Consider the mechanisms to address funding gaps to encourage local authorities to commit to long-term planning for town centres;
 - Town centres must take advantage of technology to assist in marketing, driving footfall, and assisting independents and SMEs; and,
 - Review of the business rate system and publishing of new retail valuation guidance.

21st Century High Streets

- 4.2.9 In 2013, the British Retail Consortium published the second '21st Century High Streets' report as an update to the original report published in 2009. This sets out key policy recommendations to help secure 'flourishing 21st Century high streets' under six key topics:
- A unique sense of place: Local partnerships, authorities and retailers must create a brand for the town centre to engender consumer loyalty through differentiation and informative marketing.
 - An attractive public realm: Local partnerships and authorities must actively manage the public realm creating attractive public spaces.
 - Planning for success: Local authorities should develop a clear strategic vision focused on the role of the town centre and cooperate with neighbouring authorities to maintain viable and complimentary retail destinations.

- **Accessibility:** Local authorities should manage accessibility holistically and responsively and should provide adequate parking to assist in driving footfall.
- **Safety and security:** Local police should work with retailers to better understand the impacts of retail crime to promote town centres as safe, secure and effectively managed trading locations.
- **Supportive regulatory and fiscal regimes:** Central government should reform the Business Rate Multiplier to reduce the cost of operating and investing in town centres.

Accommodating Growth

- 4.2.10 The GLA jointly commissioned PBA, Maccreanor Lavington architects and Graham Harrington to investigate how London town centres can be successfully intensified to accommodate the growing demand for housing.
- 4.2.11 The report explains that fundamental structural changes in the retail sector have had the effect of reducing demand for retail floorspace in some of London's town centres. These structural changes are explained in detail in Section 3.3 and include: a shift towards value retailers at the expense of established retailers; a shift towards small convenience stores and away from large hypermarkets; growth in online retailing; polarisation in performance between large and small centres; and the increasingly important role of commercial leisure.
- 4.2.12 This trend presents an opportunity for London's town centres to accommodate growing demand for housing in two ways: firstly by creating more capacity and secondly by enhancing rates of housing delivery. The London SHLAA identified 54% of housing capacity on larger sites in and around town centres, although the report explains that residential capacity can be further increased by:
- Including sites currently excluded from the SHLAA and boroughs' development plans due to fragmented ownership constraints could generate an additional 3,000 dwellings pa.
 - Increasing yields on currently identified town centre sites by increasing densities could provide an estimated 1,900 dwellings pa.
- 4.2.13 This opportunity is crystallised in London Plan Policy 2.15 'Town Centres' Part A which states that London's Town Centres should provide:

'the main foci beyond the Central Activities Zone for commercial development and intensification, including residential development' (emphasis added)

Digital High Street

- 4.2.14 The Digital High Street Advisory Board was established following the work of the Future High Streets Forum to consider the revolutionary impact of digital technologies on future success of high streets. The report makes four principal interrelated recommendations that are critical to the revitalisation of high streets in the impending digitally dominated world. These include the following:
- **Internet infrastructure:** raise connectivity standards for residences and business by 2020 and provide clear consistent public access WIFI standards for consumers between venues and providers to increase deployment of digital technology.
 - **Digital skills:** eliminate 'digital skills gap' in communities among residents, employees and business owners.

- **High street digital lab:** a platform for digital consumer services which functions as a central resource for digital training programmes and provides widely available digital technology.
- **High street digital health index:** adopt the index concept as a method for the Government to assess the competitiveness of high streets, measure the economic value creation from digital developments, set goals for digital integration and inspire local governments and enterprises to adopt digital technologies.

4.3 Key trends

4.3.1 The market context for town centres, and retail in particular, is evolving. The role of the town centre is not as clearly defined as it has historically been, and indications are that the town centres which have best weathered the recent economic downturn are those which have a diverse range of uses. In this section the key changes in the retail and leisure market which are considered likely to have the most significant implications on town centres over the study period are discussed. These include:

- Polarisation to higher-order centres
- Restructuring of the convenience goods sector
- Growth of commercial leisure sector
- Effects of digital technology

Polarisation to higher-order centres

4.3.2 The 'polarisation trend' refers to the restructuring of the comparison sector and the preference for these retailers to concentrate trading activities within larger retail centres. Since the economic down turn a number of factors have created a need for retailers to rapidly adapt their business strategies, store formats and requirements to changing circumstances. These factors include:

- Reduced consumer expenditure growth
- Changes in customer requirements
- Growth of internet and multi-channel retailing

4.3.3 Retailers recognise that greater efficiency can be achieved by having a strategic network of large stores in larger retail centres offering a full range of their products, rather than a network of smaller-format stores which are only able to offer a limited range of products. Many retailers have sought to alter their business model in this way in order to compete with internet based retailers (which have significantly lower overhead costs) and to provide larger show-room type stores in attractive retail destinations or easily accessible out of centre retail park locations. As a result the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013².

4.3.4 For example, key anchor retailers such as Next, Mothercare, John Lewis and Marks & Spencer are actively searching for new large-format stores in and out-of-centre locations to accommodate new retail formats such as John Lewis at Home and Home and Garden with Fashion stores to display their full product ranges with click and collect facilities.

4.3.5 As a direct result of polarisation National retailers are becoming increasingly concentrated within the larger regional 'top 100' centres which benefit from large catchment areas and are

² Peter Brett (2013) Investing in the High Street: Town Centre Investment Management

able to meet the demand for larger modern premises. As a result of this trend, according to Deloitte, retailers will require less physical stores in future:

'The increasing costs of operating stores, changes in consumer behaviours, and the growing online opportunity, coupled with the rise of shopping centres with larger catchment areas and improvements in infrastructure facilitating travel suggest that retailers will need fewer stores in the future'³

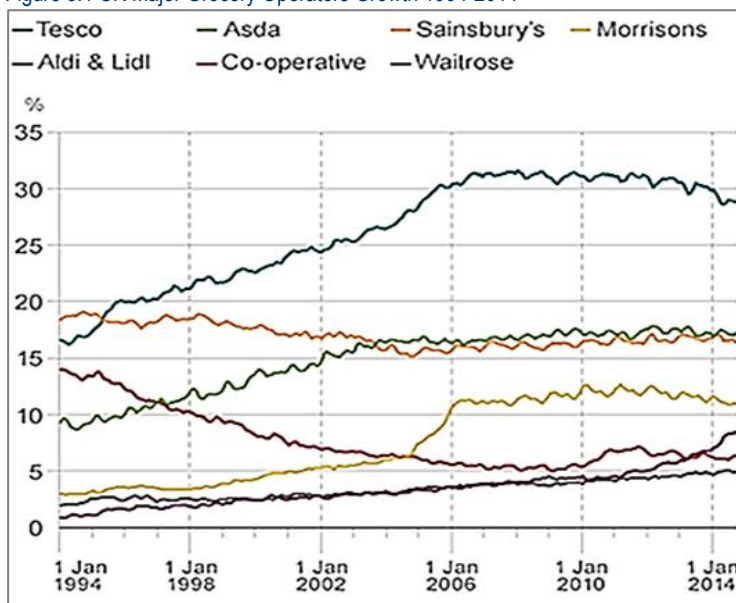
- 4.3.6 Deloitte estimate that portfolio reductions of between 30 to 40% are foreseeable in the short to medium term in certain retail categories. The implications of this trend for many small- and medium-sized town centres may mean that centres are required to refocus their role and function away from solely being shopping destinations to incorporate a much broader retail, leisure, culture and residential offer.

Restructuring of the convenience sector

- 4.3.7 During the economic downturn the convenience goods sector was a key driver of growth. This sector has traditionally been dominated by the 'Big Four' supermarket operators of Asda, Morrisons, Tesco and Sainsbury's and large foodstores (2,300 sqm net) have historically been the primary driver of growth in the sector. However, over the last decade, structural changes have taken place in the sector, including:

- **Discount food operators:** operators such as Aldi and Lidl have increased market share of the grocery market significantly during the economic downturn and are continuing to expand.
- **'C-format' stores:** to increase market shares major grocery retailers have expanded their network of small in-centre convenience stores (such as Tesco Express, Sainsbury's Local and Little Waitrose) as large stores become increasingly unprofitable to operate.
- **Online shopping:** the 'race for space' over the last decade has resulted in major operators investing in online grocery shopping in order to increase market shares.

Figure 3.1 UK Major Grocery Operators Growth 1994-2014



Source: Kantar (2014) Kantar World Panel

³ Deloitte LLP (2011) The Changing Face of Retail

- 4.3.8 Discount retailers have posted significant year-on-year growth in recent years and are now important forces in the convenience goods market. Data from Kantar shows that between January 2014 and January 2015, Aldi's and Lidl's market shares increased by 0.8% and 0.4% respectively, while the market shares of the Big Four all reduced. In 2015 Aldi overtook Waitrose as the sixth largest retailer with a market share of 5.3% up from 4% in 2014. These discount retailers are expected to continue to take market share from the Big Four supermarket operators in future years⁴.
- 4.3.9 Verdict forecasts that within the convenience sector, the proportion of floorspace accounted for by 'smaller stores' will increase from 37.6% in 2007 to 41.6% by 2017. Verdict explains this trend as follows:
- 'The second dip of the double-dip recession in 2012 has knocked consumer confidence and shoppers are sticking more tightly than ever to their budgets. They are shopping little and often ... increasing fuel prices, deterring out-of-town trips, and the move towards online food shopping each feed into this trend towards top-up shopping. Out-of-town space is increasingly difficult for grocers to make profitable'.*
- 4.3.10 Both Sainsbury's and Tesco now have more c-stores than large supermarkets and in January 2015 Tesco announced they would be closing 43 unprofitable stores, the majority of these were large foodstores. Operators are now favouring expansion of these smaller stores and in the same month Tesco announced that they would abandon the development of 49 'very large' foodstores. Added to this, both Sainsbury's and Morrison's have sought to rein in their development pipeline and to this end have withdrawn from a number of large store format development schemes over the last year.
- 4.3.11 Verdict predict that 53% of floorspace will continue to be accounted for by 'superstores' by 2017 with the market share accounted for by 'food specialists' and off-licences to continue to reduce. Industry body IGD predicts that the convenience goods market will grow by 29% between 2012 and 2017, from £33.9bn to £43.6bn, and the main retail operators are responding quickly by opening new format stores.

Growth of the commercial leisure sector

- 4.3.12 Most commentators predict that commercial leisure, such as cafes, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace. This is partly a replacement activity generated as a consequence of the reduced demand for traditional retail space, and partly driven by the increase in leisure expenditure as discretionary household expenditure rises. Although the RLNS will only assess the potential expenditure on Class A3, A4, and A5 leisure uses in the OPDC area, this section includes a review of key trends in the wider leisure sector since these trends have an impact on the wider uptake of town centre floorspace. These key trends include:
- **Cinema sector** will continue to expand via acquisition and diversification of the market despite falling attendance figures over the last two years⁵. The main three operators in the market are primarily opting to focus on larger markets where there is limited competition, whereas the second tier and boutique operators are focusing on the qualitative difference in their offer to enable them to create specialist different markets.
 - **Restaurant sector:** new brands contributing to increase demand for A3 space in London and established brands expected to continue with regional expansion as a result of increased competition. The restaurant sector has contributed significantly to the recent exponentially growth of the leisure sector supported by increased tourism spending.

⁴ Kantar (2015) Kantar World Panel

⁵ Savills (2015) UK Commercial Market in Minutes, Savills World Research

- **Kids' play/D2 use:** resurgence from the large space D2 market is offering increasingly diverse activities with operators from abroad seeking space in the UK (e.g. laser combat and trampolining) as a result of consumer's spending more disposable income on leisure-based activities.
 - **Health and fitness:** continued growth in market value with annual memberships increased from 12.6% to 13.2% and 177 new facilities opened in the year up to 2014 predominantly in the budget sector.
- 4.3.13 When considering leisure expenditure available to households, spending on food and drink typically accounts for more than 50% of total leisure spending, compared to around 15% on 'cultural services' (e.g. going to the cinema, theatre, art galleries or live music) and under 10% on hotels, games of chance and recreation/sporting services.
- 4.3.14 According to Savills⁶, overall leisure spending is forecast to grow at 2.2% in 2015 which is stronger than the sector's 1.8% estimated growth in 2014. This strong performance has been supported by improving labour markets and a recovery in real household incomes for the first time since 2008 due to the slow rate of inflation. Accordingly strong demand for space from the sector is expected to continue beyond 2015 and the supply of prime stock is expected to remain constrained.
- 4.3.15 There is scope for town centres to capitalise on this trend, redefining their function as leisure 'destinations' in their own right. The development of a strong commercial leisure offer can help to increase footfall, particularly outside of retail hours, and visitors undertaking 'linked trips' between retail, leisure and other uses also spend increased dwell-time in centres.

Effects of digital technology

- 4.3.16 Digital technologies, facilitating increased online sales, have altered how retailers utilise physical retail floorspace. These technologies have already had a noticeable impact on the ways in which retailers utilise physical floorspace. Some of the key trends witnessed to date include:
 - Growth in multi-channel retailing such via smart phones
 - Shift towards national retailers operating fewer larger 'show room' stores
 - Increasing in-store ordering and collection points
 - Incorporation of multi-channel retailing within retail stores
- 4.3.17 Examples of multi-channel retailing being incorporated within stores include online in-store ordering points and special promotions advertised to shoppers via smart phone devices.
- 4.3.18 In the future it is expected that digital technology will alter the way in which retailer utilise space. One such way is the introduction of 3D printing technologies which is expected to be increasingly utilised by both retailers and manufacturers, further blurring the divide between traditional A1 and B2/8 activities. Data from Report Buyer market research indicates that the worldwide demand for 3D printing across all sectors is projected to increase by over 20% per annum up to 2017.⁷
- 4.3.19 It is expected that 3D printing will have mixed impacts on the retail sector. Retailers with bricks and mortar stores may benefit from being able to offer 3D printing as an in-store service, creating highly customised products and adding value. Additionally new retailers may emerge in the market offering new products. Alternatively, retailers selling products that are cheap and

⁶ Ibid

⁷ Report Buyer (2014) https://www.reportbuyer.com/business_government/printing/world_3d_printing_market.html

easy to print at home, such as simple plastic items, will be most vulnerable to a reduction in their market shares.

- 4.3.20 The forecast impact will see a shift in the type of floorspace required by retailers; most notably retailers may begin seeking 'makerspaces' i.e. small workshop spaces combined within retail stores. There is scope for retailers to capitalise on this trend by incorporating multi-channel modes of shopping and digital technologies. The provision of in-store online ordering and collection points as well as highly customised products has the potential to support in-store retail sales and, depending on location, generate footfall in town centres.

4.4 Summary

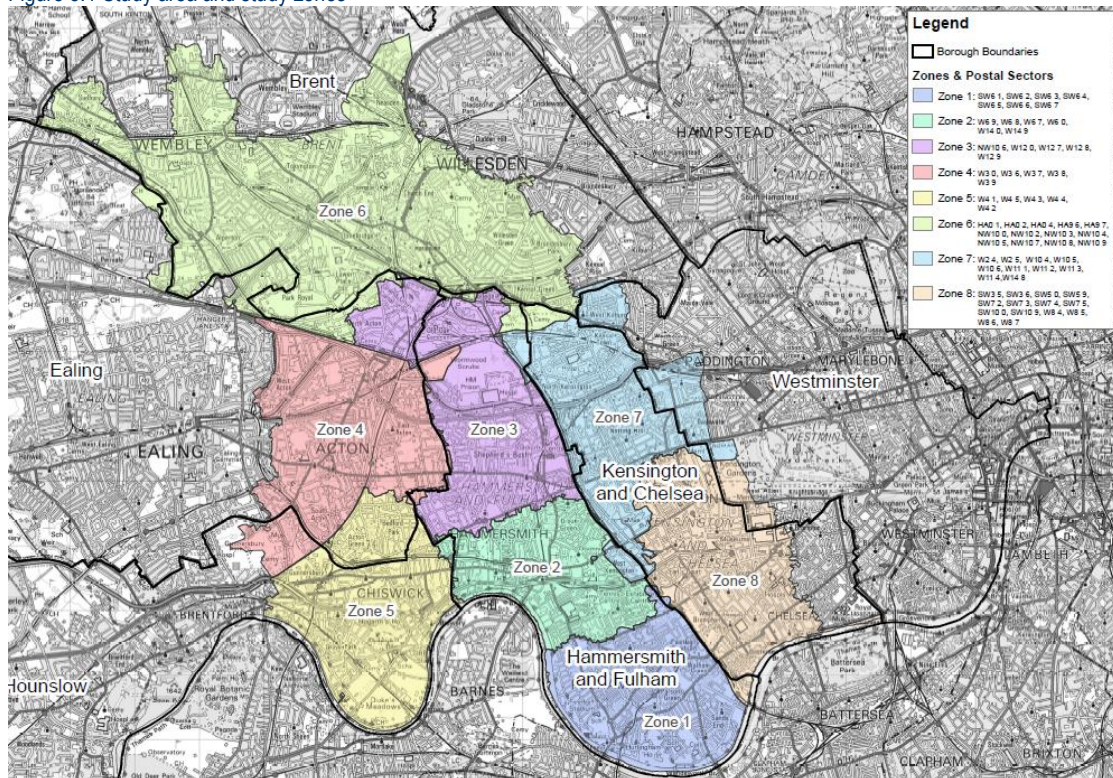
- 4.4.1 This section has reviewed published industry research on the future role and function of town centres and reviewed the key trends, recognised in these studies, which are likely to influence the demand for new retail and commercial leisure floorspace over the study period. In these sections, the two main challenges to town centres have been identified as competition from online retail and reduced consumer expenditure growth.
- 4.4.2 Competition from online retailers will impact disproportionately on smaller centres, as this threat acts in combination with the polarisation trend whereby many comparison retailers are seeking to restructure their portfolios with a focus on providing large 'showroom' type stores in the larger centres and withdraw from smaller centres. Although domestic spending power across the UK has reduced compared to pre-recession levels, London will be insulated to some extent by the imported spending power of international tourism and business. These two challenges can be seen as driving factors behind each of the key trends identified.
- 4.4.3 There is a role for local authorities to ensure that the strategy adopted for each new and existing centre is appropriate: for example by achieving the right balance of retail and leisure provision in each centre to enable it to fulfil its role and meet the needs of its catchment. At a national level, the NPPF provides the framework for these strategies but the Government continues to emphasise the importance of local issues in formulating local policy. In light of the recent raft of permitted development changes (GPDO 2015) which introduced further flexibility within A Class uses, having a robust and up-to-date evidence base on retail and leisure matters is particularly important in order to support locally-formulated policy solutions.

5 Spending patterns

5.1 Introduction

5.1.1 The results from the household telephone survey are used to identify patterns of comparison and convenience retail and leisure spending. The study area (see **Appendix C**) we have adopted for the household telephone survey, also shown in Figure 5.1, relates closely to LBHF boundary but also extends to include parts of the neighbouring Borough of Brent to the north; Ealing to the west; and, Royal Borough of Kensington and Chelsea (RBKC) to the east. This wider study area has been adopted to identify the role of LBHF's town centres within London network of centres and establish the core catchment of each town centre.

Figure 5.1 Study area and study zones



5.1.2 The study area is divided into eight postcode sector zones which are consistent with the study zones adopted in the 2010 WLRNS. These eight study zones form the basis of the analysis and are set out in Table 5.1. The bracketed numbers refer to the original zonal numbers as part of the WLRNS.

Table 5.1 Study zones by geography

Zone	Geography	Zone	Geography
1	Fulham	5	Chiswick
2	Hammersmith	6 (27)	LB Brent
3	Shepherds Bush	7 (28)	North RBKC
4	Acton	8 (29)	South RBKC

5.1.3 Within this study area, completed surveys were obtained from 1,000 households across the eight study zones. Questions were asked on convenience (food shopping), comparison (non-food shopping) and food and drink (A3, A4 and A5 uses) spending. The raw survey data is attached at **Appendix D**. Weightings are applied to the answers to achieve a composite

market share for spending on convenience goods, comparison goods and food and drink leisure uses. This informs our quantitative assessment, with the spreadsheets attached at **Appendix E** and the key data inputs and assumptions at **Appendix F**. The methodology to calculate spending patterns is identical to that used in the WLRNS.

5.2 Spending patterns

- 5.2.1 The data on spending patterns can be found in Tables 1-10 in Appendix E. This follows a standard step by step approach, by first calculating existing expenditure in 2015 and then distributing this spending to destinations based on the results from the telephone household survey.
- 5.2.2 It should be noted that minor adjustments to the market share for Fulham town centre have been undertaken to redistribute some of the spending in Fulham town centre to neighbourhood and out-of-centre destinations. The reason for this exercise is because Fulham is showing as achieving high levels of spending in the furniture, DIY and appliances sector where the town has limited stores selling these categories of goods. This leads us to conclude that the respondents have answered 'Fulham' when they mean either a nearby out of centre store or a neighbourhood centre. In the circumstances, this is a logical response to ensure that Fulham's turnover is realistic. The revised zonal market share for Fulham is shown at the base year in Table 5a, Appendix E.
- 5.2.3 In the comparison goods sector, the spending patterns are presented in Table 5.2 and show both the level of retention and leakage across the whole study area, as well as in zones 1-3 only (broadly the LBHF Borough boundary) to understand the sustainability of shopping patterns.

Table 5.2 Comparison spending patterns in 2015

	Study area (£m)	Study area (%)	Zones 1-3 (£m)	Zones 1-3 (%)
Hammersmith	108.6	5.6%	74.4	12.7%
Fulham	74.1	3.8%	60.3	10.3%
Shepherd's Bush	274.2	14.1%	101.3	17.3%
Elsewhere LBHF	63.6	3.3%	32.5	5.5%
Sub-total retained	520.5	26.8%	268.4	45.8%
Leakage	1,420.1	73.2%	317.2	54.2%
Total	1,940.6	100.0%	585.6	100.0%

- 5.2.4 As expected, the comparison goods spending patterns within the Borough itself are dominated by Shepherd's Bush, due to the provision in Westfield. The market shares for Hammersmith and Fulham are similar. The level of expenditure retention for the Borough across the eight zones is 26.8% and across the three local zones the retention level is 45.8%. This is considered to be a good retention level, given the diverse retail offer in London. The main competing destinations are Central London and destinations within the neighbouring Royal Borough of Kensington which are both easily accessible to residents of LBHF by public transport.

5.2.5 The outputs of the convenience exercise are presented at Table 5.3 below.

Table 5.3 Convenience spending patterns in 2015

	Study area (£m)	Study area (%)	Zones 1-3 (£m)	Zones 1-3 (%)
Hammersmith	42.7	3.3%	27.9	7.7%
Fulham	92.5	7.2%	84.7	23.5%
Shepherd's Bush	65.9	5.1%	48.5	13.5%
Elsewhere LBHF	170.4	13.2%	106.2	29.5%
Sub-total retained	371.6	28.8%	267.4	74.2%
Leakage	916.6	71.2%	93.1	25.8%
Total	1,288.2	100.0%	360.6	100.0%

5.2.6 In the convenience sector, Fulham is the strongest performing centre due to a successful Waitrose store in the centre. The majority of spending goes to elsewhere in LBHF, principally the large modern Sainsbury's at Townmeads Road, Fulham and the Tesco superstore on Shepherd's Bush Road. Reflecting the changing behavioural patterns in the convenience sector, a significant amount of spending is attracted to a variety of smaller stores (both national brands and independents) across the Borough within neighbourhood centres and elsewhere.

5.2.7 The level of expenditure retention for the Borough across the eight zones is 28.8 % and within three local zones the retention level is 74.2%. The modest expenditure leakage out of the Borough's three core zones is to a variety of stores in neighbouring Boroughs and is a function of the geography of London and commuting patterns.

5.2.8 The outputs of the exercise for the food and drink leisure sector are shown at Table 5.4.

Table 5.4 Food and drink leisure spending patterns in 2015

	Study area (£m)	Study area (%)	Zones 1-3 (£m)	Zones 1-3 (%)
Hammersmith	71.9	6.7%	60.6	17.6%
Fulham	89.2	8.3%	51.9	15.1%
Shepherd's Bush	65.7	6.1%	44.4	12.9%
Elsewhere LBHF	83.5	7.8%	66.7	19.4%
Sub-total retained	310.4	29.0%	223.6	65.1%
Leakage	761.5	71.0%	120.1	34.9%
Total	1,071.9	100.0%	343.7	100.0%

5.2.9 The food and drink leisure sector is necessarily broad, since it incorporates restaurants, cafes, pubs, bars, clubs and takeaway outlets. Given the mobility of the expenditure and the different types of establishment, the analysis of spending patterns can only be a broad brush assessment.

5.2.10 The exercise does reveal that at the study area level of geography, Fulham is the most popular destination for this activity, although if we consider the core local zones Hammersmith is more popular for residents of the Borough. Destinations elsewhere in the LBHF have the highest aggregate market share, which is reflective of the number of pubs and restaurants that will be located either in neighbourhood centres/parades or outside centres altogether. The level of expenditure retention for the Borough across the eight zones is 29.0 % and across the three local zones the retention level is 65.1%. Most of the expenditure leakage from the

Borough is directed to Central London, as would be expected. Destinations within the neighbouring Royal Borough of Kensington also attract trade from the Borough.

5.3 Changes since 2009

- 5.3.1 Since the zones are almost identical to eight of those used in 2009 as part of the WLRNS, it is possible to assess what has changed in the intervening six years. Given that there has not been any significant retail development within the Borough (other than the development of Sainsbury's at Fulham Wharf), it is expected that changes can mainly be attributed to behavioural preferences or external influences outside of the Borough.
- 5.3.2 When interpreting changes since 2009, the focus is on the percentage market shares rather than monetary values, since the new base data is used in this RNSU. The exercise focuses on the study area used as part of the RNSU (all eight zones) plus the three local zones. The main changes for the Borough are shown at Table 5.5 for the comparison sector.

Table 5.5 Changes in comparison goods market share since 2009

	Study area market share in 2009 (%)	Study area market share in 2015 (%)	Change (+/-)	Zones 1-3 market share in 2009 (%)	Zones 1-3 market share in 2015 (%)	Change (+/-)
Hammersmith	6.1%	5.6%	-0.5%	15.1%	12.7%	-2.4%
Fulham	2.8%	3.8%	+1.0%	8.3%	10.3%	+2.0%
Shepherd's Bush	7.7%	14.1%	+6.4%	11.7%	17.3%	+5.6%
Elsewhere LBHF	1.9%	3.3%	+1.3%	5.3%	5.5%	+0.3%
Sub-total retained	18.6%	26.8%	+8.2%	40.4%	45.8%	+5.4%
Leakage	81.4%	73.2%	-8.2%	59.6%	54.2%	-5.4%
Total	100.0%	100.0%	-	100.0%	100.0%	-

- 5.3.3 This exercise reveals that at a Borough level, its comparison goods market share has increased by 8.2%. Similarly, at the more local level, the market share of the Borough has increased by 5.4%. The improvements are focused on Shepherd's Bush and to a lesser extent Fulham. Hammersmith is shown as having a modest decrease in market share in same period.
- 5.3.4 The increase in Shepherd's Bush's market share can be explained by Westfield's performance maturing in the intervening six year period, since at the time of the 2009 survey the development had only been open a year and the cinema had yet to open. This improvement is not at the expense of other destinations within the Borough and reflects the higher quality shopping provision within the Westfield London shopping centre, meaning it competes with other higher order centres rather than Hammersmith and Fulham town centres.
- 5.3.5 In the convenience sector, the changes are shown at Table 5.6. This exercise has revealed that the convenience spending patterns are broadly similar across the study area. Shepherd's Bush has increased its market share slightly, which has contributed to an overall increase in the level of expenditure retention of 1.4 percentage points. This improvement could also be due to Westfield London's trading patterns maturing during this period. There is also an improvement in other LBHF destinations, which will have included the Sainsbury's at Fulham Wharf. These improvements have contributed to an overall increase in market share of 4.0 percentage points since 2009.

Table 5.6 Changes in convenience goods market share since 2009

	Study area market share in 2009 (%)	Study area market share in 2015 (%)	Change (+/-)	Zones 1-3 market share in 2009 (%)	Zones 1-3 market share in 2015 (%)	Change (+/-)
Hammersmith	2.8%	3.3%	+0.5	8.5%	7.7%	-0.8
Fulham	6.5%	7.2%	+0.7	18.7%	23.5%	+4.8
Shepherd's Bush	3.8%	5.1%	+1.4	10.1%	13.5%	+3.3
Elsewhere LBHF	11.8%	13.2%	+1.5	32.3%	29.5%	-2.8
Sub-total retained	24.8%	28.8%	+4.0	69.6%	74.2%	+4.6
Leakage	75.2%	71.2%	-4.0	30.4%	25.8%	-4.6
Total	100.0%	100.0%	-	100.0%	100.0%	-

5.3.6 At the local level, the differences are slightly more pronounced with Fulham and Shepherd's Bush both increasing their market share, with Hammersmith and elsewhere in LBHF experiencing a decrease. At the local level of zones 1-3, there is still an increase in the level of expenditure of 4.6 percentage points. This suggests that the centres are providing better local convenience shopping facilities and is reflective of the overall trend for smaller convenience stores.

5.3.7 Finally, considering the food and drink leisure sector, the changes are shown in Table 5.7.

Table 5.7 Changes in food and drink leisure market share since 2009

	Study area market share in 2009 (%)	Study area market share in 2015 (%)	Change (+/-)	Zones 1-3 market share in 2009 (%)	Zones 1-3 market share in 2015 (%)	Change (+/-)
Hammersmith	2.8%	6.7%	+3.9	8.5%	17.6%	+9.1
Fulham	6.5%	8.3%	+1.8	18.7%	15.1%	-3.6
Shepherd's Bush	3.8%	6.1%	+2.4	10.1%	12.9%	+2.8
Elsewhere LBHF	11.8%	7.8%	-4.0	32.3%	19.4%	-12.9
Sub-total retained	24.8%	29.0%	+4.1	69.6%	65.1%	-4.5
Leakage	75.2%	71.0%	-4.1	30.4%	34.9%	+4.5
Total	100.0%	100.0%	-	100.0%	100.0%	-

5.3.8 This exercise reveals an improvement in the market share of the Borough's food and drink sector of 4.1 percentage points, with improvements in all three of the Borough's town centres. Other destinations in the Borough have experienced a decrease in market share, probably due to the agglomeration of better food and drink facilities in town centres. However, because the monetary value of other destinations is much less than the town centres, this decrease has not influenced the overall trend of an increase in market share across the study area.

5.4 Adjustments in 2021

- 5.4.1 The spending patterns provide a snap shot in time at 2015. As is evident from the above changes since 2009, there is potential for market share to change over time and this will influence quantitative and qualitative needs. In aggregate, there has been an improvement in the Borough's market share under all sectors analysed, which helps with the sustainability of shopping patterns. This has happened without any significant new retail stock being built, although it is expected that Westfield London's trading performance will have matured over the last six years, resulting in it drawing more trade locally.
- 5.4.2 As part of the quantitative needs assessment at Section 6, it is important to consider what will happen to market shares in the forecast years. There are two very significant commitments to new retail floorspace within the Borough that have the capability to change market share permanently. Therefore, it is necessary to consider the potential changes to market share that might occur in future years from these developments. The two commitments are the extension to Westfield London in Shepherd's Bush and the redevelopment of Earl's Court. The developments include both comparison and convenience floorspace and therefore we have adjusted the market shares for both sectors.
- 5.4.3 The Westfield extension is anticipated to open in 2017, whilst the Earl's Court development has a much more extended timeframe. However, to inform the assessment of quantitative need and to enable a straightforward presentation of the position, the adjustments to market share are modelled in 2021. This is not a full impact assessment and the exercise is undertaken to inform judgements on future needs. The adjusted market shares are shown at Tables 5b and 7b at Appendix E. These tables show an adjusted set of market shares on a zonal basis. If these zonal adjusted market shares are combined, then the changes in market share as a result of the developments can be calculated. The exercise for the comparison sector is shown at Table 5.8.

Table 5.8 Adjustments to comparison sector market share in 2021

	Existing for study area (%)	Adjusted for study area (%)	Change (+/-)	Existing for zones 1-3 (%)	Adjusted for zones 1-3 (%)	Change (+/-)
Hammersmith	5.6%	5.3%	-0.3%	12.7%	12.1%	-0.6%
Fulham	3.8%	3.4%	-0.4%	10.3%	8.9%	-1.4%
Shepherd's Bush	14.1%	17.4%	+3.3%	17.3%	20.9%	+3.6%
Elsewhere LBHF	3.3%	4.8%	+1.5%	5.5%	9.6%	+4.1%
Sub-total retained	26.8%	30.9%	+4.1%	45.8%	51.5%	+5.6%
Leakage	73.2%	69.1%	-4.1%	54.2%	48.5%	-5.6%
Total	100.0%	100.0%	-	100.0%	100.0%	-

- 5.4.4 The consequence of the new developments will result in further improvements in the Borough's market share, as expected, within Shepherd's Bush and elsewhere in LBHF (which would incorporate Earl's Court). There would be a reduction in the market share of both Hammersmith and Fulham, with the changes more pronounced at the more local level for zones 1-3. However, it is anticipated that the aggregate market share for the Borough would increase a further 4.1 percentage points from the 2015 base position as a result of these commitments.
- 5.4.5 A similar exercise for the convenience sector is shown at Table 5.9.

Table 5.9 Adjustments to convenience sector market share in 2021

	Existing for study area (%)	Adjusted for study area (%)	Change (+/-)	Existing for zones 1-3 (%)	Adjusted for zones 1-3 (%)	Change (% +/-)
Hammersmith	3.3%	3.2%	-0.2	7.7%	6.7%	-1.1
Fulham	7.2%	6.6%	-0.5	23.5%	19.9%	-3.6
Shepherd's Bush	5.1%	6.4%	+1.2	13.5%	15.2%	+1.7
Elsewhere LBHF	13.2%	13.7%	+0.4	29.5%	35.9%	+6.5
Sub-total retained	28.8%	29.8%	+1.0	74.2%	77.7%	+3.5
Leakage	71.2%	70.2%	-1.0	25.8%	22.3%	-3.5
Total	100.0%	100.0%	-	100.0%	100.0%	-

- 5.4.6 In the convenience sector, there will also be improvements to the Borough's market share although not as pronounced as in the comparison sector, since diversions will primarily be between existing retailers. The aggregate convenience goods retention level is anticipated to increase by 1.0 percentage point for the whole study area, although the localised retention level for zones 1-3 is anticipated to increase by 3.5 percentage points. As anticipated, the focus of the improvements is in Shepherd's Bush and elsewhere in LBHF (to include Earl's Court).

5.5 Summary

- 5.5.1 As part of this RNSU, a new household survey of shopping and leisure patterns has been undertaken across an eight zone study area. The zones are consistent with those used as part of the WLRNS, which enables some time series analysis of data. This survey enables an assessment of spending patterns to be undertaken, which considers the level of spending retained (i.e. originating in the study area and spent in the Borough) and leakage (i.e. originating in the study area and spent elsewhere). Since the study area includes areas beyond the Borough boundary, the exercise is also included locally for zones 1-3 which broadly equate to LBHF's administrative boundary.
- 5.5.2 The key findings of the analysis of spending patterns are as follows:
- The Borough retains some 26.8% of the study area comparison expenditure, representing an increase of 8.2 percentage points from 2009. The Borough also retains 45.8% of the comparison expenditure within zones 1-3, representing an increase of 5.4 percentage points from 2009.
 - In the convenience sector, the Borough retains some 28.8% of the study area convenience expenditure, representing an increase of 4.0 percentage points from 2009. The Borough also retains some 74.2% of convenience expenditure within zones 1-3, representing an increase of 4.6 percentage points.
 - Finally, when considering food and drink leisure (which is a wide range of different uses), the Borough retains some 29.0 % of the study area food and drink expenditure, representing an increase of 4.1 percentage points from 2009. In zones 1-3, the level of retention is 65.1% which is actually a decrease of 4.5 percentage points since 2009.
- 5.5.3 Additionally, adjustments to market shares in 2021 have been undertaken to reflect the likely impact from the extension to Westfield (including John Lewis) and the Earl's Court redevelopment. It is anticipated that these developments will result in the Borough increasing its market share by 4.1 percentage points in the comparison sector and 1.0 percentage points in the convenience sector.

6 Quantitative need

6.1 Introduction

- 6.1.1 The retail spending patterns identified in Section 5 set out the starting position for the assessment of quantitative need. In this section, the updated assessment of quantitative need is presented. This adopts an identical methodology as used within the WLRNS, albeit some of the scenarios tested are different, as explained below. The quantitative spreadsheets are produced at **Appendix E**, the data inputs at **Appendix F** and an explanation of the methodology is presented at **Appendix G**. In addition, although a separate study, we comment on the consequences of the Retail and Leisure Needs Study prepared for the Old Oak & Park Royal Development Corporation (OPDC).
- 6.1.2 Quantitative need is presented at 2021, 2026 and 2031. It is presented on a cumulative basis; i.e. the quantum of need in 2021 then increase to 2026 and so on. Population growth for the study area, based on GLA projections, is presented at Table 1 in Appendix E. The expenditure growth for comparison, convenience and food and drink sectors are presented at Tables 2-4. For the retail sector, allowances have been made for special forms of trading (mainly the Internet), so the assessment of retail need considers 'bricks and mortar' floorspace only.
- 6.1.3 It must be emphasised that capacity forecasts should be in line with the PPG, be subject to regular review throughout the plan period, in order to ensure an up-to-date evidence base which is based on accurate economic and market trends. The reliability of expenditure forecasts post 2021 lessen and therefore the longer term estimates of need are less reliable. However, given that large regeneration projects can take up to 10 years to come forward, it is reasonable to consider the outputs to 2026. However, it is advised that the post 2021 outputs are treated with caution and that longer-term quantitative forecasts (post-2026) should be treated as indicative.

6.2 Claims on expenditure growth

- 6.2.1 The assessment considers two principal claims on expenditure growth; namely the turnover achieved by new commitments and an allowance for existing retailers to improve their performance year on year. It is also possible to consider an improvement in vacancy level, but in this assessment, an allowance for improvement in vacancy levels has not been explicitly modelled, although we address this point in the recommendations Section. Growth in special forms of trading (i.e. the Internet) is also technically a claim, but since this has been removed from the expenditure data at the start of the quantitative exercise, there is no need for it to be considered again.

Commitments

- 6.2.2 Commitments are extant planning permissions of developments that are under construction that will not have been open at the time that the household survey was undertaken in 2015. A full list of the main commitments has been obtained from the Council. These are divided into comparison and convenience commitments and are presented in Tables 11a and b at Appendix E.
- 6.2.3 The assessment of commitments makes certain assumptions on turnover levels and splits between comparison goods and convenience goods floorspace. Inevitably, this exercise has some limitations but it is a best estimate based on a consideration of the planning applications and the likely form of retail floorspace coming forward. It is expected that all retail floorspace will be trading by 2021, which it is appreciated is unlikely to be the case for Earl's Court. The main commitments are either within or on the edge of Shepherd's Bush or in out of centre locations (such as Earl's Court). The total turnover claim at 2021 is set out in Table 6.1.

Table 6.1 Summary of turnover of commitments

Category of goods	Turnover in 2021
Comparison goods	£407.3 million
Convenience goods	£89.3 million

- 6.2.4 There is in excess of 100,000 sqm of retail floorspace that has been permitted which has been taken into account as a commitment. Therefore, commitments will be a substantial claim on any expenditure available over the next 15 years. It is appreciated that some of the permitted floorspace might eventually be occupied by other A Class uses. But since this is not certain and the lack of comparable evidence on turnover levels of A3, A4 and A5 class uses, the commitments on the food and drink sector has not been modelled.

Sales density growth

- 6.2.5 Floorspace efficiency growth, or sales density growth, represents the ability of retailers to achieve higher than inflation increases in their turnover. It is important for retail assessments to take into account this growth since it allows for a certain amount of expenditure growth to be 'ring-fenced' to be spent within existing businesses. Conventionally, retail assessments make an allowance for the year-on-year growth in average sales densities of existing floorspace as a claim on expenditure growth.
- 6.2.6 The level of this growth allowance is largely dependent on the quality of the retail floorspace and its ability to achieve increased efficiencies. Larger stores with regular footprints will have a greater ability to absorb growth than small, constrained or irregular units. The level of growth allowed for needs to assume constant total floorspace and take into account the quality of the floorspace in the area and the scale of annual expenditure growth (under constant prices) being forecast elsewhere in the assessment. The latter point is important, since the quantum of spending available will have a direct bearing on the ability of existing retailers to increase their turnover vis-à-vis the base position.
- 6.2.7 Whilst some data providers have sought to quantify the expected levels of expenditure growth, under some scenarios this will exceed the level of annual expenditure growth and therefore is not a reasonable approach. It is clear that there is a lack of credible research on how much expenditure existing businesses can absorb year on year through improvements to their efficiencies. Therefore, PBA have considered the available data and formed its own assumptions on a reasonable level of growth to 'ring-fence' for existing retailers in both the comparison and convenience sectors.

Comparison sector

- 6.2.8 Due to the international function of Westfield, its modern units and the planned extension, PBA have modelled a blanket increase in sales density of 2.5% per annum for the whole of Shepherd's Bush's comparison goods offer. This is at the high level of the ranges advised by Experian when advising the GLA⁸. This is applied to both the existing stock in Westfield and the remainder of Shepherd's Bush. It is also applied to the turnover of commitments and to an estimated sales density for new floorspace, when converting expenditure capacity into a floorspace need.
- 6.2.9 For the remainder of the Borough, 1.5% per annum growth is applied, which is at the low level of the range advised by Experian and is reflective of the older retail stock in Hammersmith and Fulham.

⁸ Consumer Expenditure and Comparison Goods Floorspace Need in London, October 2013

Convenience sector

- 6.2.10 The ability for the convenience sector to improve its turnover year on year is more limited, which is due to the high trading levels that already exist (compared to the comparison sector) and the very low levels of expenditure growth expected year on year (just 0.1%). For this reason, PBA have not allowed for the existing floorspace to improve its turnover year on year.

Food and drink leisure sector

- 6.2.11 The ability for existing food and drink outlets to improve their turnover year on year will vary significantly depending on the type of outlet being considered and the scope to improve their efficiencies. There is limited evidence on what this sector could reasonably achieve and therefore an arbitrary 0.4% per annum is assumed to take into account the clear trends that this is a growth sector.

6.3 Trading performance

- 6.3.1 In order to understand needs for new floorspace, it is important to understand the trading performance of existing floorspace. This is also relevant to the qualitative assessment (Section 7). This exercise has been undertaken in Tables 12a-d, which addresses the comparison sector, convenience sector and food and drink leisure sector. Within this analysis, it has been necessary to make assumptions on 'inflow expenditure'; this is expenditure generated from beyond the study area but spent within the study area. These assumptions are informed estimates based on the function of the floorspace and utilises evidence from the WLRNS on the wider draw to locations within the LBHF.
- 6.3.2 It is also possible to make an adjustment in the base year (2015) to take into account any evidence of over or under trading. Overtrading refers to the performance of centres and stores within a catchment in relation to the expected benchmark turnovers. The benchmark turnover is the turnover the store would be expected to achieve if trading at company average turnover per sqm rates. Overtrading can also be assessed through qualitative indicators such as overcrowding and congestion in stores. As such, overtrading is both a quantitative and qualitative indicator of need.
- 6.3.3 A benchmark assessment of over / under trading of the convenience sector is presented at Table 12c at Appendix E. The benchmarking exercise is reliant on the use of operator average data in terms of the split between convenience and comparison goods floorspace within the stores (except in some stores where we have adjusted this based on our site visits to stores), and is based on national average sales densities, it nevertheless provides a robust, and industry-accepted, method of assessing current trading performance.
- 6.3.4 Quantitatively, for comparison goods floorspace, it is not considered appropriate to make any allowance for any over or under trading. This is primarily because comparison floorspace is generally less susceptible to the physical manifestations of overtrading such as congestion on the shop floor, out-of-stock items and queuing and is more able to absorb growth. This is also evident in the higher level of sales efficiency growth explained above. Therefore, it is assumed that the comparison sector is in equilibrium in the base year (i.e. available floorspace equals turnover of existing floorspace). This assumption is also used for the food and drink leisure sector.

6.4 Quantitative need

- 6.4.1 The assessments of quantitative need are presented at Tables 13 to 15, attached at Appendix E; a summary is presented at Table 16. They draw together the analysis of spending growth, claims on expenditure and trading performance to assess the scale of need for additional retail floorspace. The assessments are disaggregated to Shepherd's Bush, Hammersmith, Fulham and elsewhere in the Borough. A full Borough-wide figure is also supplied. The approach to presenting the data is common to each of the sectors:

- **Row A – Total expenditure (£m):** this is the total available expenditure in the study area, presented in the base year (2015) and each forecast year (2021, 2026 and 2031)
- **Row B – Market share of study area (%):** this is the expected market share that the Borough will achieve of the total study area expenditure, initial based on the household survey in 2015 and adjusted if necessary in the forecast years
- **Row C – Retained expenditure (£m):** this is the total amount of retained expenditure achieved by the Borough, which is function of rows A and B
- **Row D – Inflow expenditure (£m):** this is the total amount of spending attracted to the Borough but generated from beyond the study area boundary
- **Row E – Inflow proportion (%):** this is the percentage proportion of turnover, derived from the inflow expenditure (row D)
- **Row F – Total available expenditure (£m):** this is the sum of retained expenditure (row C) and inflow expenditure (row D) and represents the expenditure available to support the turnover of retail floorspace.
- **Row G – Over/under trading (£m):** this represents an adjustment in the base year for under or over trading against benchmarks; it is undertaken in the convenience sector only and is maintained constant through to the forecast years
- **Row H – Turnover of existing floorspace (£m):** this represents the existing turnover of floorspace, as calculated at row F in the base year and then increased to the forecast years using sales density growth rates (see above)
- **Row I – Turnover of commitments (£m):** this represents the estimated turnover of commitments and assumes that they will be trading by 2021; their turnover is increased to the forecast years using sales density growth rates (see above)
- **Row J – Expenditure capacity (£m):** this represents the spare expenditure to support new retail floorspace, taking into account growth to the forecast years, an adjustment for under/overtrading and claims on expenditure (sales density growth and commitments)
- **Row K – Assumed sales density (£ per sqm net/gross):** this is the sales density used to convert the expenditure capacity to a floorspace output. For the retail sector, this is shown as a net figure, but for the food and drink leisure sector it is shown as gross. The sales density is increased to the forecast years using sales density growth rates (see above)
- **Row L/M – net/gross quantitative need:** the net figure (in the retail sector) is the product of rows J and K, with the gross figure calculated by applying standard gross to net ratios. The food and drink leisure sector is shown as gross only

6.4.2 The above shows the common approach to assessing quantitative need. In the below sections, the specific outputs for each sector are explained. The outputs are shown to 2031, but as explained in earlier sections, the longer term need outputs should be treated as indicative only.

Comparison goods sector

6.4.3 In the comparison sector, a sales density of £6,000 per sqm net is used to convert expenditure capacity to a floorspace need. This figure is then increased in the forecast years by 2.5% per annum for Shepherd's Bush and 1.5% per annum for the remainder of the Borough. The trading level is seen as consistent with the likely trading performance of new retail floorspace within LBHF. Two scenarios are presented, as follows:

- **Scenario A - Constant market share:** this assumes that the market share in 2015 remains exactly the same in the forecast years and therefore each destination in the Borough achieves the same claim on expenditure growth. This is typically seen as policy neutral.
- **Scenario B - Adjusted market share:** as explained in Section 5, the market shares have been adjusted to take into account the changes to shopping patterns expected through the Westfield London extension and the Earl's Court development. This means that there is a new set of shopping patterns from 2021.

- 6.4.4 Under scenario B, the inflow proportion is maintained as constant for Shepherd's Bush, which would result in a monetary increase in inflow (since it represents a proportion of a larger market share). For elsewhere in LBHF, inflow is increased since Earl's Court does not exist as a destination and it is expected that up to 50% of its trade will be generated from beyond the study area.
- 6.4.5 It should be noted that unlike the WLRNS, scenario B does not take into account other commitments outside the Borough. It is also appreciated that in the WLRNS a further aspirational market share scenario was presented. However, given that the Borough already improved its market share without any significant development and given that there are substantial commitments to additional floorspace, it is not considered appropriate to test a further market share scenario.
- 6.4.6 The quantitative need outputs under a constant market share are shown at Table 6.2. These figures are rounded to the nearest 100 sqm and the Borough-wide figures are the sum of the disaggregated figures.

Table 6.2 Comparison need under a constant market share

Scenario A Constant market share	2021	2026	2031
Borough Wide (sqm net)	-49,600	-34,900	-18,000
Borough Wide (sqm gross)	-66,200	-46,500	-24,000
Shepherd's Bush (sqm net)	-42,100	-34,100	-24,900
Shepherd's Bush (sqm gross)	-56,200	-45,400	-33,200
Hammersmith (sqm net)	2,700	6,100	10,100
Hammersmith (sqm gross)	3,600	8,200	13,500
Fulham (sqm net)	1,500	3,400	5,600
Fulham (sqm gross)	2,000	4,500	7,500
Elsewhere LBHF (sqm net)	-11,700	-10,400	-8,900
Elsewhere LBHF (sqm gross)	-15,600	-13,800	-11,800

- 6.4.7 Under this scenario, there is no clear need across the Borough. This is due to the significant commitments at Westfield and Earl's Court. However, under a constant market share, there would be a localised need in Hammersmith and Fulham of 6,100 sqm net and 3,400 sqm net respectively by 2026.
- 6.4.8 The negative figures presented are due to the turnover of the commitments exceeding the growth in expenditure. Therefore, it is important to also consider the outputs from the adjusted market share scenario, presented at Table 6.3.

Table 6.3 Comparison need under an adjusted market share

Scenario B Adjusted market share	2021	2026	2031
Borough Wide (sqm net)	-10,700	6,800	26,800
Borough Wide (sqm gross)	-14,300	9,000	35,700
Shepherd's Bush (sqm net)	-10,800	-900	10,500
Shepherd's Bush (sqm gross)	-14,400	-1,100	13,900
Hammersmith (sqm net)	1,300	4,600	8,400
Hammersmith (sqm gross)	1,700	6,100	11,100
Fulham (sqm net)	-400	1,200	3,200
Fulham (sqm gross)	-600	1,700	4,300
Elsewhere LBHF (sqm net)	-700	1,800	4,800
Elsewhere LBHF (sqm gross)	-1,000	2,400	6,400

- 6.4.9 Under this scenario, the market share of the total Borough would increase from 26.8% to 30.9%. It would result in an increase in the need, as the Borough claims a higher proportion of expenditure growth whilst also resulting in an increase in inflow expenditure, principally because of the Westfield London extension and Earl's Court. This scenario results in a modest requirement of 6,800 sqm net across the Borough by 2026, with a higher indicative figure of 26,800 sqm net by 2031.
- 6.4.10 Under this scenario, the local requirement for Hammersmith and Fulham reduces to 4,600 sqm net and 1,200 sqm net respectively in 2026. This is a function of the market share of these centres reducing due to the influence of the commitments coming on stream from 2021. However, due to the market share changes, there is a limited need of 1,800 sqm net for elsewhere in LBHF in 2026. It is noteworthy that, even under this scenario, there is no quantitative need for Shepherd's Bush until after 2026.

Convenience goods sector

- 6.4.11 In the convenience sector, a sales density of £10,472 per sqm net is used to convert expenditure capacity to a floorspace need. This is an average of the national foodstore operators. It remains constant throughout the study timeframe since no allowance for sales density growth has been made. Due to the changing nature of the convenience sector, unlike the WLRNS it is not considered appropriate to test the sensitivity of the outputs with an alternative smaller store sales density, since most retailers will achieve a similar turnover (irrespective of the store's size).
- 6.4.12 As part of the convenience assessment, the assessment builds in overtrading of £71.4 million in the base year. This is part of the core assessment, unlike the WLRNS where it was a separate scenario. This is because there have been a number of convenience commitments that will help relieve overtrading. Two scenarios have been presented in an identical manner to the comparison sector, where Scenario A assumes a constant market share and Scenario B is an adjusted market share. The constant market share outputs are presented at Table 6.4, rounded to the nearest 100 sqm.

Table 6.4 Convenience need under a constant market share

Scenario A Constant market share	2021	2026	2031
Borough Wide (sqm net)	-600	100	1,200
Borough Wide (sqm gross)	-900	200	1,900
Shepherd's Bush (sqm net)	-2,200	-2,000	-1,900
Shepherd's Bush (sqm gross)	-3,400	-3,100	-2,900
Hammersmith (sqm net)	1,600	1,700	1,800
Hammersmith (sqm gross)	2,500	2,600	2,800
Fulham (sqm net)	3,200	3,500	3,500
Fulham (sqm gross)	5,000	5,300	5,400
Elsewhere LBHF (sqm net)	-3,200	-3,000	-2,200
Elsewhere LBHF (sqm gross)	-5,000	-4,600	-3,400

6.4.13 Under a constant market share, there is practically no need for additional convenience goods retail floorspace across the Borough by 2026. Even accounting for the overtrading adjustment, the turnover of commitments will exceed the available expenditure. There are modest local needs for Hammersmith and Fulham, at 1,700 sqm net and 3,500 sqm net respectively in 2026. In particular, the need in Fulham is due to the Waitrose store significantly overtrading compared to its benchmark.

6.4.14 As with the comparison sector, an adjusted set of market shares are presented at Table 6.5.

Table 6.5 Convenience need under an adjusted market share

Scenario B Adjusted market share	2021	2026	2031
Borough Wide (sqm net)	2,300	3,000	4,200
Borough Wide (sqm gross)	3,500	4,600	6,500
Shepherd's Bush (sqm net)	-600	-400	-200
Shepherd's Bush (sqm gross)	-900	-500	-300
Hammersmith (sqm net)	1,400	1,500	1,600
Hammersmith (sqm gross)	2,200	2,300	2,500
Fulham (sqm net)	2,500	2,800	2,800
Fulham (sqm gross)	3,900	4,200	4,300
Elsewhere LBHF (sqm net)	-1,100	-900	0
Elsewhere LBHF (sqm gross)	-1,700	-1,400	0

6.4.15 Under this scenario, the adjustments to the market shares mean that there is a modest need across the Borough of 3,000 sqm net by 2026. However, this only results in the oversupply in Shepherd's Bush and Elsewhere in LBHF being reduced. Therefore, the local need in Hammersmith and Fulham actually reduces slightly to 1,500 sqm net and 2,800 sqm net respectively by 2026. This is a consequence of commitments coming on stream and eroding the market share of these centres.

Food and drink leisure sector

- 6.4.16 In the food and drink leisure sector, the approach is more straightforward since this is based on a single market share scenario and does not account for commitments. It assumes that new floorspace will achieve a turnover of £6,500 per sqm gross in 2015, increasing in the forecast years. The outputs of the analysis are shown in Table 6.6

Table 6.6 Food and drink leisure need under a constant market share

Constant market share	2021	2026	2031
Borough Wide (sqm gross)	8,300	15,000	22,000
Shepherd's Bush (sqm gross)	3,100	5,500	8,100
Hammersmith (sqm gross)	1,300	4,600	8,400
Fulham (sqm gross)	1,800	3,300	4,800
Elsewhere LBHF (sqm gross)	1,600	2,900	4,300

- 6.4.17 This demonstrates that across the Borough there will be a need for 15,000 sqm gross of A3, A4 and A5 floorspace although this figure should be considered committed food and drink floorspace. Across the Borough there is between 1,077 sqm and 41,396 sqm of Class A3-A5 floorspace in the development pipeline as a result of a number of planning permissions granted with flexible A1-A5 units. The Earl's Court development scheme provides 29,430 sqm of this flexible A1-A5 floorspace. While it is not possible to predict how much of this floorspace will be used for food and drink uses, it is likely that a significant amount of need will be met by approved schemes.
- 6.4.18 The Borough-wide need is disaggregated across the Borough, taking into account the existing market share of the destinations in question. It needs to be borne in mind that some of the major developments in the Borough (principally Earl's Court) will have a significant amount of A3, A4 and A5 floorspace that will help meet these needs. Furthermore, there might be changes of use that also increase the supply of this type of floorspace. Therefore, the figure should be considered as a guide only.

6.5 Old Oak & Park Royal

- 6.5.1 A separate Retail and Leisure Needs Study has been undertaken by PBA for the Old Oak & Park Royal Development Corporation (OPDC), which includes land within LBHF. This was first published in January 2016 and the quantitative analysis undertaken has identified need in the order of 64,100 sqm gross of A class uses in the period to 2037 arising from a combination of future resident and worker expenditure, as well as inflow expenditure to the OPDC area, primarily driven by the new transport interchange. The impact of this quantum of floorspace on existing centres has been assessed and, given the scale of growth forecast for those centres over the plan period, it is considered that based on current forecasts the impacts of this scale of development will be within the bounds of acceptability.
- 6.5.2 Inevitably, development within the OPDC area has the potential to alter shopping patterns due to both the provision of new floorspace and the creation of a new interchange that will fundamentally change the function of this part of West London. However, we do not expect that the findings of this study (covering the remainder of LBHF) will significantly change. This is because, the quantitative assessment within this study for LBHF does not take into account the significant population uplift as a result of developments within the OPDC. This is captured within the study for OPDC and it is this population and worker spending that is funding the turnover of the new planned floorspace.

6.5.3 It is appreciated that retail catchments will experience inflows and outflows, the scale of which will be sensitive to the eventual format and profile of retail development. However, the consequence of our approach to not include the spending generated by development at OPDC is that the effect on the remainder of LBHF will largely be neutral, particularly since it is not expected there will be any significant impact on the centres within LBHF. Furthermore, given the timings being considered for development within the OPDC, this would extend beyond the Plan period.

6.6 Summary

6.6.1 In this section, an updated assessed of quantitative need is presented. This adopts an identical methodology as used within the WLRNS, albeit the scenarios tested are different. Quantitative need is presented at 2021, 2026 and 2031. The key outputs of the analysis demonstrate that there is a limited quantitative need in the short to medium term across the Borough. Condensing the key outputs, the key messages are as follows:

- Under a constant market share scenario, there is no quantitative need for additional retail floorspace (comparison or convenience) across the **Borough**. There is a theoretical need for 15,000 sqm gross of A3, A4 and A5 floorspace, but this might be absorbed by commitments and changes of use.
- Under an adjusted market share scenario for the **Borough**, there is also no quantitative need for additional retail floorspace until 2026 in the comparison sector, which is 6,800 sqm net / 9,000 sqm gross, increasing indicatively to 26,800 sqm net / 35,700 sqm gross by 2031. In the convenience sector, it is 3,000 sqm net / 4,600 sqm gross by 2026, increasing to 4,200 sqm net / 6,500 sqm gross by 2031.
- Considering the individual centres, there is no need in **Shepherd's Bush** under a constant market share in either the comparison or convenience sectors. Under the adjusted market share approach, there is also no need in the convenience sector but there is a need by 2031 of 10,500 sqm net / 13,900 sqm gross in the comparison sector.
- For **Hammersmith**, there is a need under both scenarios. In the comparison sector, this ranges between 4,600 sqm net / 6,100 sqm gross and 6,100 sqm net / 8,200 sqm gross by 2026, increasing to between 8,400 sqm net / 11,200 sqm gross and 10,100 sqm net / 13,500 sqm gross by 2031. In the convenience sector, the need is more modest and ranges between 1,500 sqm net / 2,300 sqm gross and 1,700 sqm net / 2,600 sqm gross by 2026 with a marginally higher need in 2031.
- For **Fulham**, there is also a need under both scenarios. In the comparison sector, this ranges between 1,200 sqm net / 1,700 sqm gross and 3,400 sqm net / 4,500 sqm gross by 2026, increasing to between 3,200 sqm net / 4,300 sqm gross and 5,600 sqm net / 7,500 sqm gross by 2031. In the convenience sector, the need is between 2,800 sqm net / 4,200 sqm gross and 3,500 sqm net / 5,800 sqm gross by 2026 with a marginally higher need in 2031.
- When considering **Elsewhere in the Borough**, there is no need under the constant market share scenario for either the comparison or convenience sector. Nor is there a need in the convenience sector under the adjusted market share scenario. There is a limited need in the comparison sector under the adjusted market share scenario, of 1,800 sqm net / 2,400 sqm gross by 2026 increasing to 4,800 sqm net / 6,400 sqm gross by 2031.
- Within the **Old Oak & Park Royal Development Corporation (OPDC)**, which includes land within LBHF, a separate Retail and Leisure Needs Study has found that there is a need for 64,100 sqm gross of A class uses in the period to 2037 arising from a combination of future resident and worker expenditure. This does not influence the quantitative findings of this study for the remainder of LBHF.

- 6.6.2 These are quantitative outputs and need to be judged alongside qualitative findings when formulating planning policies.

7 Qualitative need

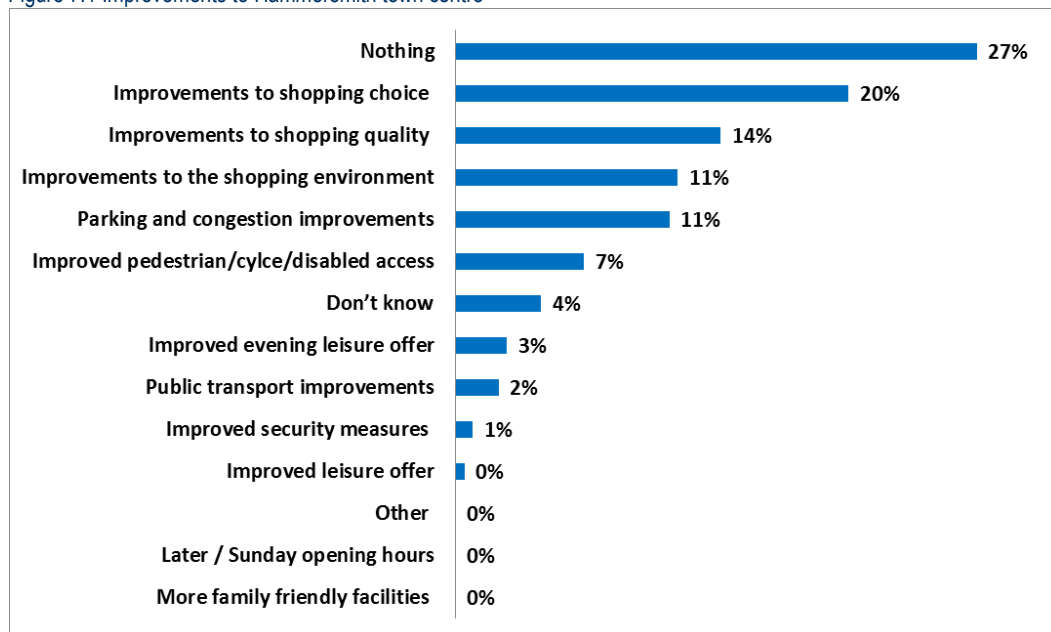
7.1 Introduction

- 7.1.1 Qualitative need concerns the type and quality of retail floorspace that might be required in a particular area. Typically, issues concern identifying gaps in local provision, consumer choice and competition, overtrading, location-specific issues (such as accessing retail in deprived areas) and the quality of existing provision. These overlapping criteria are reviewed below with reference to qualitative comparison and convenience goods needs for each centre, also addressing the food and drink sector where necessary.
- 7.1.2 The household survey undertaken in support of this study and discussed in more detail in Section 5 included questions to understand local residents' opinions of centres within the Borough. Specifically this includes evidence on suggested improvements to the centres and provides a helpful indicator of qualitative need.
- 7.1.3 Gaps in provision are ultimately subjective; what one particular shopper may consider a gap in provision may not be of particular concern to another. Ultimately, subject to their position in the hierarchy, centres need to be able to meet a range of shopping requirements, to help minimise expenditure leakage and promote sustainable patterns of shopping. The assessment of qualitative needs takes this into account.

7.2 Hammersmith

7.2.1 Figure 7.1 below shows graphically the household survey results on the requests for improvements to Hammersmith town centre. The most popular view is that nothing needs improvement, suggesting the centre meets its expectations. The second and third most popular response was that improvements to Hammersmith's shopping offer in terms of choice and quality. This suggests that the shopping offer needs improving as a whole and, unless significant improvements can be delivered, Hammersmith will continue to lose trade to higher order centres such as Shepherd's Bush.

Figure 7.1 Improvements to Hammersmith town centre



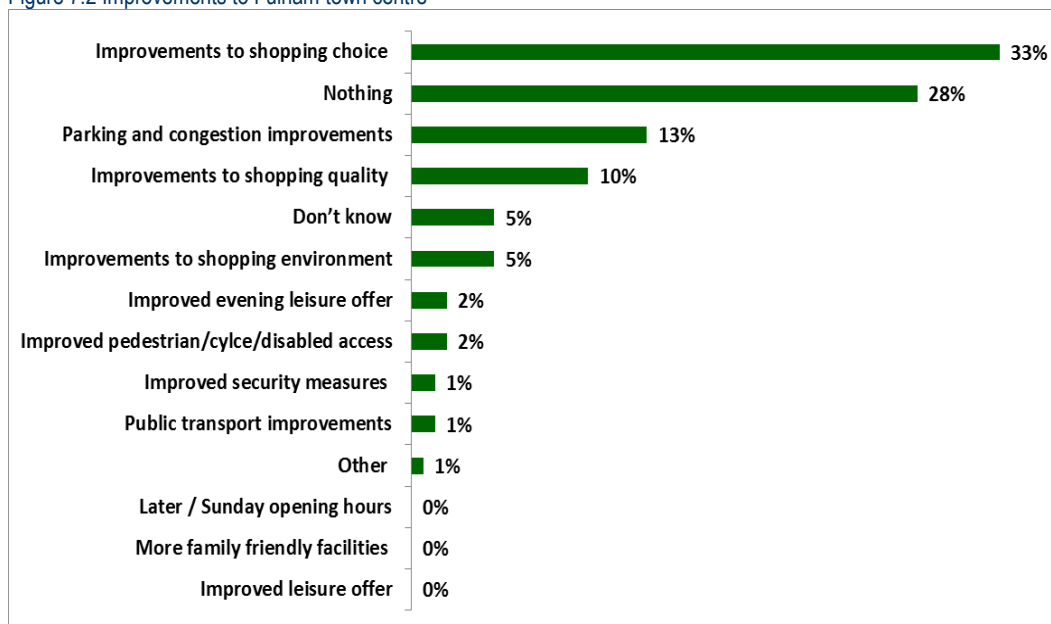
Source: Q32, NEMS Household survey, Appendix D

- 7.2.2 The household survey has shown that Hammersmith has lost market share slightly since 2009, a trend which is more pronounced in the local zones. Whilst not significant, this could be a concerning trend given the large amount of committed new retail floorspace within the Borough. The convenience goods market share has remained broadly constant since 2009, which is reflective of the lack of significant changes in convenience provision.
- 7.2.3 The trading performance of the comparison sector at about £6,500 per sqm is broadly aligned with expectations. In the convenience sector, the Sainsbury's store in Kings Mall is slightly under-trading, although this is more than offset by the strong trading performance of all other foodstores in the centre and is reflective of the trends in the convenience sector for more regular top-up shopping trips.
- 7.2.4 It is noted that there is significant investment underway in Kings Mall, which may address some of the qualitative concerns expressed in the survey. However, this is only one part of the centre and it will be important to ensure that the remainder of the centre benefits from spin off benefits from this investment. As explained in our consideration of the hierarchy of centres, there will be additional spending available in the town centre through new housing and employment space. Therefore, encouraging an improvement in the town centre to ensure that it is fit for purpose for the new demographic should be a priority.

7.3 Fulham

- 7.3.1 In Fulham, Figure 7.2 shows that improvements to the shopping offer in terms of choice was the most popular view expressed by respondents, outweighing all other responses. Second to this, the next most popular view expressed was that no further improvements are required to the town centre. This suggests that a good proportion of local residents feel that Fulham already met their needs in full.
- 7.3.2 Improvements to car parking and measures to reduce congestion were the next most popular improvements suggested by users; during the site visit, PBA observed heavy congestion along Fulham Road/Fulham Broadway restricting the free flow of pedestrians through the centre.

Figure 7.2 Improvements to Fulham town centre



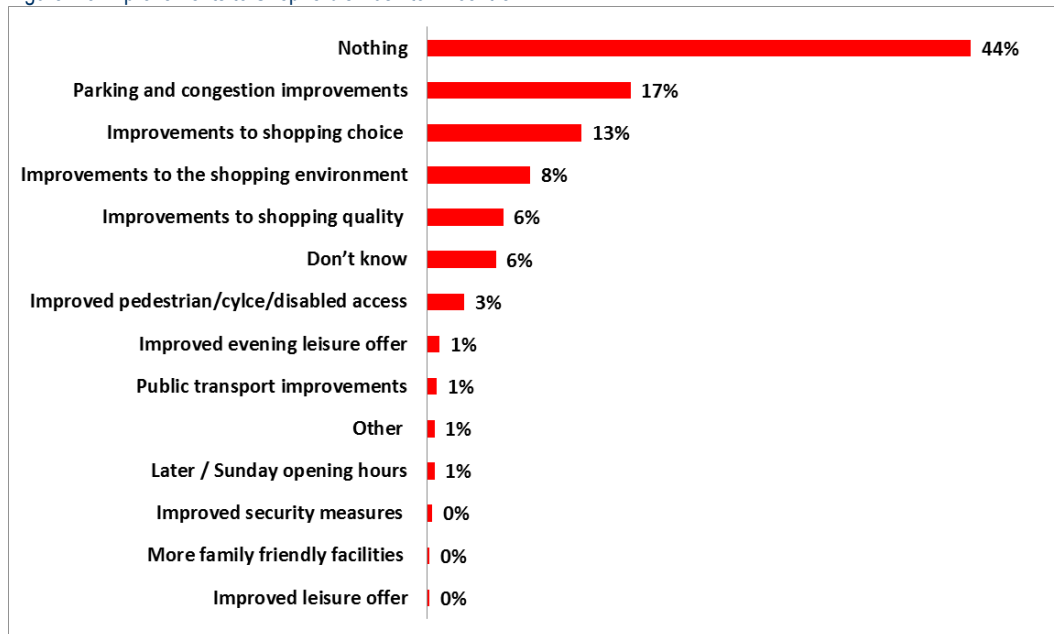
Source: Q32, NEMS Household survey, Appendix D

- 7.3.3 Fulham’s market share has slightly improved since 2009; it is expected this is due to a combination of a reduction in vacancies and improved retailer performance from some retailers in the centre. However, Fulham is expected to suffer a reduction in trade once the Westfield extension and more importantly the Earl’s Court development opens.
- 7.3.4 The centre generally draws much of its trade from the local zone 1 catchment and therefore has a loyal customer base. This is evidenced by its apparent strong trading performance in both the comparison and convenience sectors. In particular, the Waitrose store on North End Road is trading particularly strongly, whilst other convenience stores in the town also have a strong trading performance. This will be due to a combination of the local catchment and the high level of per capita expenditure in the area.
- 7.3.5 The assessment of the centre has revealed that there are some traffic and public realm concerns, plus the quality of some of the retail facilities would benefit from improvement, particularly along North End Road. In addition, the choice of retail facilities is somewhat limited compared to other major centres.

7.4 Shepherd’s Bush

7.4.1 In Shepherd’s Bush, Figure 7.3 unsurprisingly suggests that no improvements are required to the centre, which is probably due to the choice provided by Westfield London. The second most popular response was that Shepherds Bush would benefit from improvements to car parking and measures to reduce congestion. This reflects observations from the site visit which revealed that Uxbridge Road is often congested due to traffic accessing the town centre from the motorway. The next most popular response shows that respondents believe the local shopping choice could be improved. During the site visit, it was clear that Westfield dominates the retail offer in the town centre, and therefore, the need for more shopping choice may come from a local desire for more local/independent shops outside of Westfield.

Figure 7.3 Improvements to Shepherd’s Bush town centre



Source: Q32, NEMS Household survey, Appendix D

7.4.2 Shepherd’s Bush has a significant market share, due to the influence of Westfield London. In fact, following the maturing of trading patterns since 2009 the centre has improved its market share, primarily at the expense of other centres outside the Borough. The performance of the centre will no doubt improve further with the extension to the shopping centre and the delivery of a John Lewis store to the centre for the first time. There is no clear qualitative requirement for any improved or additional retail floorspace.

- 7.4.3 The trading performance in both the comparison and convenience aligns with expectations. Therefore, the focus for qualitative improvements should be in respect of the area outside to Westfield London, particularly the traditional Shepherd's Bush centre along Uxbridge Road, around the Green as well as the West 12 Shopping Centre. Whilst there have been some clear spin off benefits, the centre would benefit from improved management and co-ordination with the shopping centre to ensure that the retail and leisure uses are complementary and sustainable.

7.5 Summary

- 7.5.1 In the assessment of qualitative need, the role and function of centres have been considered alongside the results of the household survey in terms of both market share and trading performance. In addition, the survey asked questions on the potential improvements of each centre. This section includes a rounded consideration of the main qualitative need indicators for each centre. The key qualitative messages from our assessment are as follows:

- Hammersmith has suffered a slight reduction in comparison goods market share and is vulnerable from further impact as major developments come forward. Whilst it is encouraging to see the evidence of investment in the Kings Mall, there are areas of the town where the quality of the retail offer is low and would benefit from an improvement in both the tenant profile and the surrounding public realm. This should be a priority to ensure that the town is fit for purpose to serve the new population from residents and workers arriving due to planned new developments.
- Fulham appears to be performing well, with a loyal customer base. There is evidence of strong trading of foodstores, which could be a qualitative indicator of need. The assessment has revealed that public realm suffers from traffic intrusion and that there is the quality and choice of retail could be improved. The key is to ensure the centre is equipped to ensure it trades successfully alongside Earl's Court and provides a distinct and complementary retail offer.
- Shepherd's Bush is performing well, primarily due to the role of Westfield London as a major international retail and leisure destination in its own right. The primary qualitative pressure concerns the integration of the traditional town centre with Westfield London and the potential improvement of the existing retail stock along Uxbridge Road and beyond Shepherd's Bush market.

8 Recommendations

- 8.1.1 In making recommendations, the study has drawn on the evidence collected in Sections 2-7. This includes a review of the hierarchy of centres, an assessment of key trends, a review of the planning policy position, an assessment of shopping patterns and an assessment of quantitative and qualitative need.
- 8.1.2 There is a significant scale of committed retail floorspace, which negates the need for any new retail floorspace across the Borough. Even under the adjusted market share scenario, need does not materialise until at the end of the Plan period. However, there are some localised needs for both Hammersmith and Fulham town centres. Due to the scale of commitments and the outcome of the quantitative analysis, there is no strong pressure to make any significant Local Plan allocations for the Council to meet its need in full.
- 8.1.3 Taking a balanced view, it is likely that the adjusted market share scenario will be the more realistic outcome. However, this should not simply translate into land allocations for new retail floorspace. Shepherd's Bush needs better integration with Westfield and will go through a period of adjustment once the permitted extension comes forward. Given the priority for Hammersmith and Fulham centres to improve their performance, rather than deliver a significant quantum of additional retail floorspace, the strategy for these centres should be consolidation.
- 8.1.4 Therefore, in terms of key recommendations, these are as follows:
- Use the adjusted market share quantitative projections, using the outputs to 2026 as a guide and the outputs to 2031 as indicative only. There is no requirement to make significant retail allocations across the Borough.
 - Monitor the performance of Shepherd's Bush as a whole, once the Westfield London extension is built
 - The strategy for Hammersmith and Fulham should be for consolidation and improvement of the existing town centre, rather than the provision of new floorspace. This means:
 - Continue to encourage residential and employment uses in the town centres but outside of the primary shopping area to improve footfall and customer base
 - Encourage retail and other town centre uses as part of large mixed use developments, particularly within key sites in the town centre. Where such developments are delivered, planning policy should explicitly require applicants to consider the potential end use of the ground floor to ensure that commercially attractive floorplates are delivered alongside sufficient servicing. Often, the value in major mixed use developments is through the residential units on upper floors and insufficient consideration is given to the design and end user of the ground floor, the consequence is boarded up commercial units that are challenging to let due to constraints such as inappropriately located columns, a lack of depth in the unit, high levels of vibration effecting the residential units above (preventing a gym use for example) or poor servicing.
 - Periphery or under-performing areas in the towns can either be released from retail use, or redeveloped to ensure that the core of the town centres perform better, improving their overall performance
 - Due to the large quantum of retail and other uses coming forward at Earl's Court, PBA encourage the Council to both monitor its effect on Fulham and provide a strategy for the policy position of the area to be regularised in order to ensure it trades comfortably alongside Fulham and other designated centres in the Borough.

- 8.1.5 Finally, there is a requirement for this study to consider whether a locally set threshold for the requirement of retail impact assessments. The NPPF sets the default threshold at 2,500 sqm, meaning that retail, leisure and officer floorspace below this level does not require a formal assessment of impact. The NPPG states that in setting a locally appropriate threshold it will be important to consider the:
- scale of proposals relative to town centres
 - the existing viability and vitality of town centres
 - cumulative effects of recent developments
 - whether local town centres are vulnerable
 - likely effects of development on any town centre strategy
 - impact on any other planned investment
- 8.1.6 Based on the analysis within this report, it is expected that the appropriateness of the 2,500 sqm threshold will be sensitive to the particular centre which the development is competing with. For example, the 2,500 sqm threshold will be appropriate for Westfield but less so for Fulham, due to the scale and function of the different shopping destinations. Smaller designated centres will inevitably be more sensitive to competition from developments that might be less than 2,500 sqm.
- 8.1.7 The trends in retailing in the convenience sector are for smaller convenience stores that would normally seek trading floorspace lower than the Sunday Trading Act threshold (280 sqm net). Inevitably, these small stores would compete more acutely with local centres and neighbourhood parades than the larger three centres in the Borough.
- 8.1.8 Given the scale of committed floorspace across the Borough (over 100,000 sqm), it is advised that a cautious approach is adopted to setting the floorspace threshold to ensure the cumulative effects of these permissions do not cause harm to established centres. Considering other Boroughs, the threshold ranges between 500 sqm (Brent, Hounslow), 400 sqm (RBKC) and 300 sqm (Wandsworth). In the study for the OPDC, the recommended threshold was set at 2,500 sqm due to the fact that this is a regeneration area and there is significant need for additional floorspace.
- 8.1.9 In light of the above, it is recommended that a local threshold is adopted. It is more straightforward to monitor a blanket threshold across the Borough, to be applied to schemes outside town centres / primary shopping areas (for retail uses). In order to ensure that the smaller foodstores that compete directly with local centres are assessed, it is proposed that the threshold is set at 300 sqm gross. Inevitably, assessments of impact should be proportionate to the development proposed and it will be necessary for applicants to agree the scope of any assessment at an early stage of any pre-application engagement.

Appendix A Existing retail evidence

- A.1.1 The available evidence on retail need in LBHF is contained within the 2010 WLRNS. More recent evidence on the scale of comparison retail need in LBHF is provided in the London-wide evidence prepared by Experian for the GLA 'Consumer Expenditure and Comparison Floorspace Need in London' published in 2013. We summarise the key outputs from both these studies below as they apply to LBHF.
- A.1.2 The 2010 WLRNS quantitative assessment forecasts retail needs for comparison floorspace in LBHF from 2011-2031 under three different scenarios as follows:
- Constant market shares: 79,600 sqm gross
 - Adjusted market shares: 71,000 sqm gross
 - Increased market shares: 79,600 sqm gross
- A.1.3 Similarly the WLRNS quantitative assessment forecasts retail needs for convenience floorspace in LBHF from 2011-2031 under three different scenarios as follows:
- Constant market shares: 4,600 sqm gross
 - Overtrading/under trading: 20,600 sqm gross
 - Aspirational market shares: 7,600 sqm gross
- A.1.4 Experian's 'Consumer Expenditure and Comparison Floorspace Need in London' published in 2013 for the GLA assesses the scale and nature of consumer expenditure on comparison goods retail in London from 2011 to 2036.
- A.1.5 The report forecasts a significant rise in comparison goods retail expenditure in London over this period which translates into a baseline requirement of 370,000 sqm net additional comparison floorspace. This baseline floorspace requirement is adjusted to reflect four different scenarios. These four scenarios provide a range of comparison floorspace needs for London between 2001 and 2036 distributed between each Borough in both net and gross terms.
- A.1.6 For LBHF the range of floorspace is between 71,300 sqm net (108,300 sqm gross) and 22,800 sqm net (59,800 sqm gross) depending on the scenario. For clarification in this study the gross figure assumes that existing vacant floor space is not filled before making the estimate. The net floorspace requirement by contrast assumes that all existing vacant floorspace is used up before making the estimate.
- A.1.7 Comparing the forecast comparison floorspace requirements from both of the above studies, the amount of gross floorspace forecast under the WLRNS increased market share scenario falls within the range of net/gross floorspace forecast under Experian's four nodes scenario.
- A.1.8 The WLRNS increased market share scenario forecasts a gross requirement of 79,600 sqm and Experian's four nodes scenario forecasts a requirement of 71,300 sqm net or 108,300 sqm gross.
- A.1.9 It is not possible however to make a direct comparisons between the findings of these two studies since they each cover different time scales and apply different definitions of net and gross figures to forecast floorspace requirements.

Appendix B Competing centres

Ealing

- B.1.1 Ealing is identified in the London Plan as a Metropolitan Town Centre demonstrating medium potential for growth (The London Plan, 2015). As a residential area, Ealing is well served by public transport, with the highest PTAL rating of 6b. Ealing's Development Strategy states that the town centre has a strong evening economy encouraged by the strong employment base and higher education facilities. However, the range and quality of its retail offer requires improvement.
- B.1.2 The Goad Survey shows that Ealing has 15,257 vacant units; this is equivalent to a vacancy rate of just 12%, compared to the national average retail vacancy rate of 13.2%. The comparison retail offer is located in Ealing Broadway Shopping Centre; with a small number of local specialist retailers on High Street. Small local cafes and bars dominate the town centre, with a concentration of restaurants surrounding Haven Green.
- B.1.3 Following the £.6.5m redevelopment of Ealing's Arcadia Shopping Centre, the town centre has further redevelopment plans, including (P/2015/3479) the redevelopment of 9-42 Broadway and 1-4 Haven Place, providing 191 residential units, 6,667sqm retail floorspace, 784sqm leisure floorspace, 514sqm bar use, car parking facilities, and new public realm and landscaping.

Hounslow

- B.1.4 Hounslow is identified in the London Plan as a Metropolitan Town Centre with regeneration opportunities, and medium potential for growth (The London Plan, 2015). Hounslow has been given a 6a rating by the PTAL assessment showing that accessibility within the area is of a high standard. Pedestrian accessibility has been improved since the partial pedestrianisation of the High Street.
- B.1.5 The Goad Survey shows that Hounslow has a well-balanced comparison and convenience offer for its size, and a low vacancy rate of just 8%, compared to the national average of 13.2%. The town centre comparison offer is located within The Blenheim and Treaty Shopping Centres, where national retailers and anchor stores are on offer, including Debenhams and Next. Following the partial pedestrianisation of the High Street, the comparison and convenience offer has improved. Local independent stores cluster around Hounslow Central and Hounslow East stations. Hounslow also has a good range of offices, leisure and cultural facilities, such as a library and a theatre.
- B.1.6 Following the development of the Hounslow Town Centre Masterplan by BDP in 2013, Barratt Developments are now investing £185m into the redevelopment of Hounslow's High Street. The proposals involve 525 residential units, 12,400sqm commercial space, a cinema, and improved public realm. Plans are still being formulated, and construction is due to commence in early 2017, with completion due 2020.

Kingston

- B.1.7 Kingston is identified in the London Plan as a Metropolitan Town Centre with high potential for growth (The London Plan, 2015). According to Kingston upon Thames Local Development Framework, it is a significant leisure destination and a centre for legal, business and public services, as well as a popular higher education centre. Kingston Town centre is well served by public transport links, with a PTAL rating of 6a.
- B.1.8 According to the Goad survey (Table 2), Kingston has 276,438sqm of retail floorspace available, a vacancy rate of only 3% compared to the national average of 13.2%. Retail

activity is centred around the historic town centre to the south of Clarence Street, The Bentall Centre, and Eden Walk Shopping Centre, with a John Lewis anchor store, and a variety of high end retail offers, including Aldo and COS. There are also a variety of restaurants and bars, as well as an ODEON cinema and Bowling facility for evening activity.

- B.1.9 There are plans to redevelop the Old Post Office site to the south of the main shopping district. The application seeks to develop a high quality mixed-use development with 338 new homes, 2,000sqm retail space, 1,000sqm office space, a further 640sqm flexible commercial space, and 2,50sqm community space.

Kensington High Street

- B.1.10 Kensington High Street is identified in the London Plan as a Major Town Centre Plan with medium potential for growth (The London Plan, 2015). The Centre has traditionally been one of London's most successful retail destinations, but due to the popularity of Oxford Street in central London, and the development of Westfield, its retail vitality has suffered. The area also has a densely developed residential community, which is well served by bus, tube, Overground and National Rail transport links, giving the area a PTAL rating of 5.
- B.1.11 The comparison and convenience retail offer is primarily located on the long and narrow route that is Kensington High Street. With only 5,538sqm of vacant retail floorspace, it has a vacancy rate of just 6%, compared to the national average of 13.2%. There are no shopping centres in the Town Centre, instead retail stores such as TK Maxx, Marks and Spencer, and Topshop front onto the busy High Street, along with convenience offers such as Waitrose and Wholefoods. There are also a variety of high quality restaurants and bars located along the High Street.
- B.1.12 (PP/13/06801) There is a planned redevelopment of Charles House, involving the construction of 7 new buildings of up to 17-storeys in height, providing 530 residential units. (PP/15/02618) The redevelopment of the former Post Office building, Whitlock House offices, and the old Odeon Cinema will involve the development of 62 residential units, retail and office floorspace, as well as infrastructure and public realm works.

King's Road East

- B.1.13 King's Road East is identified in the London Plan as a Major Town Centre with low potential for growth (The London Plan, 2015). The King's Road East and Sloane Square area is considered one of London's most vibrant and diverse shopping streets. It is also the home to the Royal Court Theatre and many other cultural amenities. With multiple tube and bus links, King's Road East is highly accessible by public transport, receiving a PTAL rating of 6a.
- B.1.14 King's Road East's primary function is for comparison retail and the Town Centre has a high quality supply of high street and high-end retailers, such as Jo Malone, COS, The Body Shop, and Boots. With a town centre retail offer of 102,243sqm, King's Road East has a vacancy rate of 9.5%, compared to the national average of 13.2%. Restaurants, bars, and evening entertainment cluster around Sloane Square, where a number of local independent offers are available. The convenience offer includes Pret A Manger, Partridges, and Waitrose.
- B.1.15 (PP/14/03650) Plans have been approved for the partial demolition and redevelopment of the cinema and adjoining buildings at 196-222 King's Road, involving 46 residential units, 3,386sqm convenience retail floorspace, 2,219sqm office floorspace, 1,968sqm cinema floorspace, and 1,000sqm pub/bar floorspace.

Richmond

- B.1.16 Richmond is identified in the London Plan as a Major Town Centre with low potential for growth (The London Plan, 2015). As the highest order centre in the Borough, Richmond is the

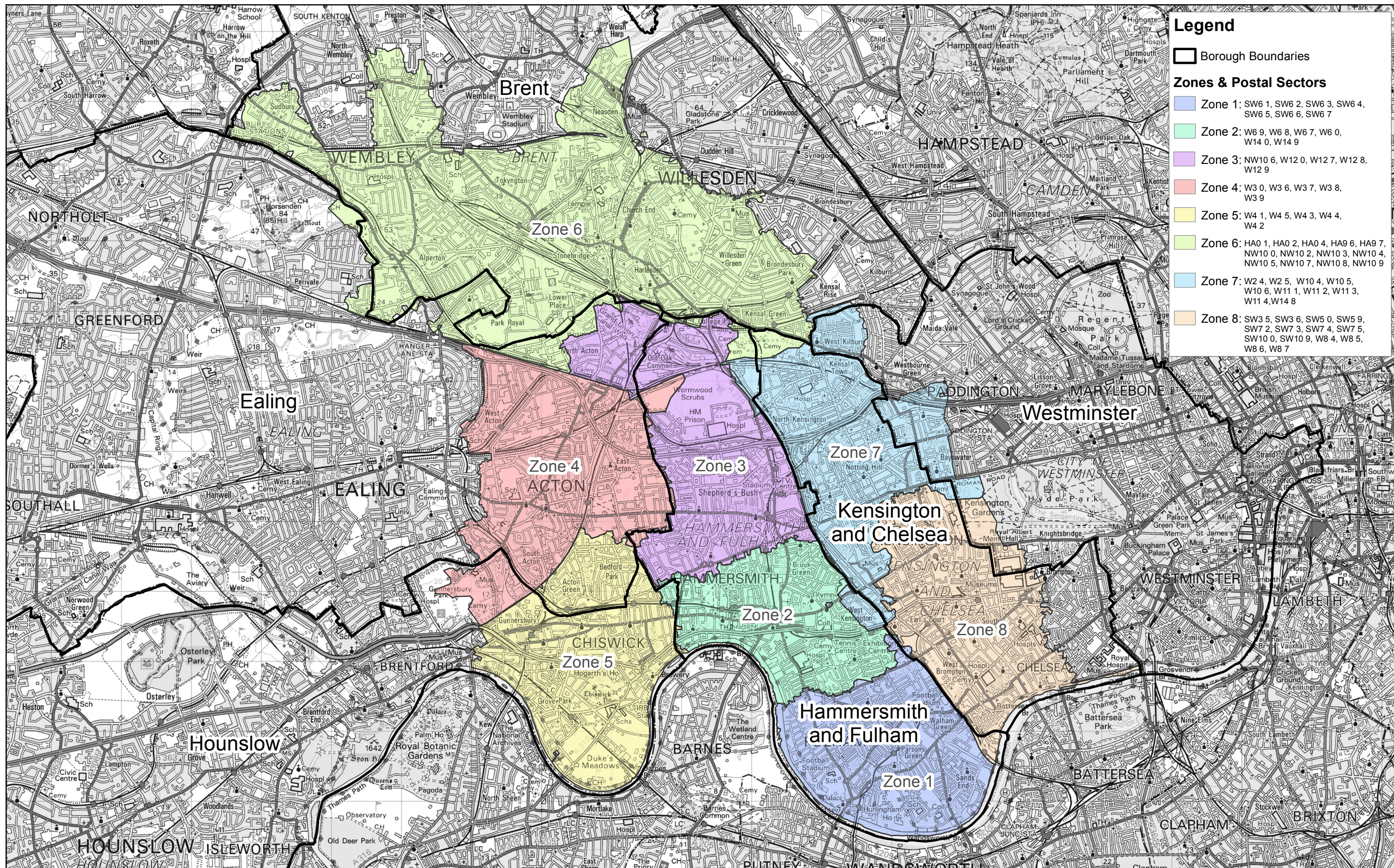
location for larger shops, offices and leisure uses. With National Rail, tube and bus routes all accessing the Town Centre, Richmond received a high PTAL rating of 6a.

- B.1.17 As one of the smaller competing town centres, Richmond only has 60,015 sqm of retail floorspace, with a vacancy rate of 6.5% compared to the national average of 13.2%. The primary comparison retail area is along The Quadrant and George Street, where high quality retail facilities such as H&M, Boots and House of Fraser are located. The convenience offer is clustered around Richmond Station, with a Starbucks, Carluccio's, Subway and Sainsbury's. There are also some smaller pedestrianised lanes with local independent retails, bars and restaurants. Richmond also has an Odeon Cinema and Museum at the Hill Street part of the Town Centre.
- B.1.18 (10/3465/FUL) Planning permission has been granted for the redevelopment of Twickenham Railway Station, involving the construction of 3 buildings of 3 to 8-storeys in height, comprising of 165 residential units, 734sqm flexible retail/restaurant/leisure floorspace, and associating infrastructure and landscaping improvements.

Wembley

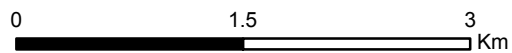
- B.1.19 Wembley is identified in the London Plan as a Major Town Centre with regeneration opportunity and high potential for growth (The London Plan, 2015). Wembley Town Centre is famous for being the home of Wembley stadium; however, it is also a highly residential area. The area is highly accessible through regular bus, tube and National Rail services, and as a result Wembley received a high PTAL rating of 6a.
- B.1.20 Wembley only has 48,523sqm of retail on offer, and a vacancy rate of 12.5% compared to the national average of 13.2%. The retail offer is located on Wembley High Road, where low quality national and local retailers are positioned, including Oxfam charity, Primark, and Wilko. The area surrounding Wembley Central has seen significant investment and redevelopment, attracting higher quality retailers such as TK Maxx and Boots. The convenience offer on High Road is also of a low quality, with a Nando's, KFC, and other local takeaways on offer. There is a Cineworld and a number of national restaurant chains surrounding Wembley Stadium.
- B.1.21 Wembley has been identified as a key regeneration area by the London Plan, and the Wembley Plan was adopted in early 2015, identifying a number of regeneration projects, including Wembley Park Drive, Ealing Road, and Wembley Triangle. All of these have been given serious investment as a means of improving the quality of the retail services on offer as well as the quality of the built environment.
- B.1.22 (09/2291) Permission has been granted for the development of a part 9, part 17-storey building of 661 student rooms, 2,500sqm of community/leisure floorspace, 530sqm retail floorspace, and associated car and bicycle parking facilities. (14/4931) Permission has been granted for the development of 7 mixed use buildings up to 19-storeys in height, accommodating 725 residential units, 14,000sqm residential floorspace, either 500 student accommodation units or a 250 bed hotel, and 3,000sqm commercial floorspace. The development will also improve infrastructure and public realm facilities.

Appendix C Study area



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Figure Number



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Client
London Borough of Hammersmith and Fulham

Catchment Area Map
West London

Appendix D Household survey data

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where did your household last undertake a main food and grocery purchase?																		
Aldi, Hospital Road, Hounslow TW3 3HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley Park, HA9 9EX	4.0%	40	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	16.9%	39	0.0%	0	0.0%	0
Asda, Western Road, Ealing, NW10 7LW	6.8%	68	0.0%	0	0.0%	0	19.1%	17	8.6%	8	0.5%	0	16.0%	37	3.5%	6	0.4%	1
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Oldfield Circus, Greenford, UB5 4RR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	1.1%	11	6.9%	8	3.4%	4	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-operative, Horn Lane, Acton, W3 6PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, High Street, Harlesden, NW10 4NS	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith, W6 9JG	0.2%	2	0.0%	0	0.4%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley, HA9 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, North End Road, Fulham, SW6 1NQ	0.2%	2	1.6%	2	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	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Broadway, West Ealing, W13 0SA	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Lidl, Falcon Road, Clapham Junction, SW11 2PE	0.5%	5	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Wembley Park, HA9 8TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	1
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston Upon Thames, KT1 1NU	0.1%	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
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.2%	2	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	1.3%	13	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	6.3%	8
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.4%	4	0.0%	0	3.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London, Ariel Way, London W12 7GA	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Morrisons, 299 Uxbridge Road, Hatch End, HA5 4QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury, NW9 9QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	4.3%	43	0.0%	0	0.0%	0	2.0%	2	45.3%	41	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	1.8%	18	0.6%	1	6.6%	7	6.1%	5	0.5%	0	0.0%	0	0.2%	0	2.4%	4	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	6.8%	68	0.0%	0	0.0%	0	3.1%	3	1.1%	1	0.0%	0	8.5%	20	26.4%	44	0.7%	1
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	15	0.0%	0	0.0%	0
Sainsbury's, Essex Place, Chiswick, W4 5UT	3.6%	36	0.0%	0	2.0%	2	4.3%	4	2.1%	2	37.3%	28	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	0.8%	8	6.8%	8	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	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	11	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	1.4%	14	0.6%	1	8.2%	9	2.7%	2	0.5%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston Upon Thames, KT2 5EN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	4.4%	44	29.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	11
Sainsbury's Local, Wandsworth Road, Nine Elms, SW8 2LF	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road, Putney, SW15 2LJ	0.0%	0	0.4%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.4%	4	2.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, 383 King Street, W6 9NJ	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
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	1.3%	13	0.0%	0	0.5%	0	3.1%	3	0.8%	1	12.5%	9	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.4%	4	0.0%	0	3.5%	4	0.5%	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	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0
Tesco Extra, Great Central Way, Willesden NW10 0TL	4.5%	45	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	18.1%	42	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith, W6 7NL	3.1%	31	0.0%	0	13.8%	15	14.2%	13	0.8%	1	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Tesco Superstore, Tilling Road, Cricklewood, NW2 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Superstore, West Cromwell Road, Kensington, W14 8PB	2.3%	23	0.4%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.7%	4	7.7%	10
Tesco Superstore, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.5%	5	0.0%	0	0.0%	0	0.6%	1	3.4%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, Acton, 31 The Vale, W3 7XA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Shopping Centre, Ealing, W5 5JY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.2%	3
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	10	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	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
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.8%	8	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea, SW10 9NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.2%	2	0.0%	0	2.3%	2	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	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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	0.6%	1	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.5%	5	0.0%	0	0.0%	0	1.2%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 123-138 Notting Hill Gate, W11 3QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Alexandria Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
West Ealing, W13 0NL																		
Waitrose, Chiswick High Street, Chiswick, W4 5TE	1.1%	11	0.0%	0	0.5%	0	0.9%	1	1.4%	1	11.2%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington, W8 6SA	1.8%	18	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	7.3%	10
Waitrose, Kings Road, Chelsea, SW3 5XP	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	14
Waitrose, North End Road, Fulham, SW6 1LX	2.7%	27	19.3%	22	5.6%	6	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%	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
Waitrose, The Colonnades, Porchester Road (Kensington & Chelsea)	0.8%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, Westfield London, Ariel Way, London W12 7GA	1.7%	17	0.0%	0	11.3%	12	1.9%	2	0.5%	0	0.0%	0	1.0%	2	0.4%	1	0.0%	0
Whole Foods Market, 63-97 Barkers Building Kensington High Street, W8 5SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet / delivered	8.8%	88	14.3%	16	14.8%	16	10.9%	10	4.9%	4	23.8%	18	1.9%	4	8.1%	13	5.2%	7
Aldi, Kilburn High Road, Hampstead	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	1.0%	2	9.5%	13
Bayswater, LB Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Brunswick Centre, Bloomsbury, LB Camden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Co-operative Food, Harrow Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-operative Food, Kings Road, Worlds End, Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Fulham	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road Local Centre	0.5%	5	2.2%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.5%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensal Rise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Kings Road West (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Ladbroke Grove Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Barnet other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
LB Brent other centres (Outside study zones)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0
LB Ealing other centres (Outside study zones)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Hammersmith & Fulham out of centre (Zone 1)	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hillingdon out of centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea markets (Zone 7)	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
LB Kensington & Chelsea out of centres (Zone 7)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Wandsworth other	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
centres																		
LB Westminster other centres	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Lidl, Edgware Road, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.1%	2	0.0%	0
Munster Road Local Centre	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden, LB Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other outside of London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Sainsbury's Local, Askew Road, Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.9%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	6	1.4%	2	0.0%	0
Sainsbury's Local, Wandsworth Bridge Road, Fulham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cromwell Road, Kensington	2.1%	21	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.7%	20
Shepherd's Bush Road Local Centre	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
Shepherd's Bush Town Centre	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Askew Road, Shepherds Bush	0.5%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sherbrooke Road, Fulham	0.0%	0	0.4%	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 Road, Wembley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0
Waitrose (Little), Heathmans Road, Parsons Green	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Porchester Road, Bayswater	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Wembley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	0	3.2%	5	0.0%	0
(Don't do this type of shopping)	3.0%	30	1.7%	2	2.7%	3	2.5%	2	3.4%	3	0.9%	1	1.7%	4	4.5%	7	6.4%	9
Weighted base:	1001		111		105		88		90		75		232		165		134	
Sample:	1001		104		101		100		100		101		215		154		126	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q01</i>																		
Asda, Forty Lane, Wembley Park, HA9 9EX	4.8%	46	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	20.0%	45	0.0%	0	0.0%	0
Asda, Prince Regent Road, Hounslow TW3 1JT	0.1%	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
Asda, Roehampton Vale, Roehampton, SW15 3DT	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Ealing, NW10 7LW	6.1%	59	0.0%	0	3.5%	4	16.2%	14	11.4%	10	0.0%	0	13.0%	30	0.9%	1	0.4%	1
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.0%	0	0.4%	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	0.4%	4	0.0%	0	2.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.4%	4	3.7%	4	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	0.2%	2	0.0%	0	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, High Street, Harlesden, NW10 4NS	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith, W6 9JG	0.2%	2	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley, HA9 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Iceland, North End Road, Fulham, SW6 1NQ	0.5%	5	4.3%	5	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Broadway, West Ealing, W13 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Road, Clapham Junction, SW11 2PE	0.9%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.8%	7
Lidl, Wembley Park, HA9 8TS	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Marks & Spencer Simply Food, Jerdan Place, Fulham, SW6 1BE	0.3%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.0%	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
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	1.1%	10	0.0%	0	1.0%	1	0.5%	0	0.8%	1	11.0%	8	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.8%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	3.3%	4
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.5%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, Westfield London, Ariel Way, London W12 7GA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Morrisons, 299 Uxbridge Road, Hatch End, HA5 4QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury, NW9 9QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	4.8%	46	0.0%	0	0.4%	0	9.8%	8	41.4%	36	1.4%	1	0.2%	0	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	1.2%	11	0.0%	0	2.9%	3	6.1%	5	1.1%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	6.2%	59	0.0%	0	0.0%	0	3.1%	3	0.6%	1	0.0%	0	6.5%	15	27.1%	41	0.0%	0
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	2.1%	21	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	8.0%	18	0.0%	0	0.0%	0
Sainsbury's, Essex Place, Chiswick, W4 5UT	3.1%	29	0.0%	0	3.9%	4	1.2%	1	4.4%	4	27.6%	21	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	0.1%	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
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	1.2%	12	0.0%	0	4.8%	5	2.1%	2	0.0%	0	2.5%	2	0.0%	0	2.2%	3	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	3.8%	37	23.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	11
Sainsbury's, Wandsworth Road, Nine Elms, SW8 2LF	0.0%	0	0.4%	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	0.1%	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
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.5%	4	2.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, 383 King Street, W6 9NJ	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
Sainsbury's Local, Battersea Park Road, Battersea, SW11 3BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	0.8%	8	0.0%	0	0.5%	0	0.9%	1	1.7%	1	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.2%	4
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.0%	0	0.0%	0	0.4%	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	0.8%	7	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Sainsbury's Local, Lower Richmond Road, Putney,	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

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October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SW15 1EU																		
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.8%	7	0.4%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.4%	1
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0
Tesco Extra, Great Central Way, Willesden NW10 0TL	4.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	41	0.0%	0	0.0%	0
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith, W6 7NL	3.2%	31	0.6%	1	14.0%	14	13.3%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Tesco Superstore, Tilling Road, Cricklewood, NW2 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Superstore, West Cromwell Road, Kensington, W14 8PB	1.2%	12	0.5%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.2%	3	2.5%	3
Tesco Superstore, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Metro, Acton, 31 The Vale, W3 7XA	0.5%	4	0.0%	0	0.0%	0	0.9%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Metro, Broadway Shopping Centre, Ealing, W5 5JY	0.1%	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
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	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
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.4%	4	0.5%	0	3.5%	4	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	0.7%	7	6.2%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea, SW10 9NA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	6
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.4%	4	0.0%	0	2.4%	2	0.9%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.3%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.0%	0	0.4%	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, Fulham, SW6 2EL	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North End Road, Hammersmith, W14 9PP	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.3%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

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October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Acton, W3 9SL																		
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Waitrose, 123-138 Notting Hill Gate, W11 3QG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Waitrose, 9 Kingsend, Ruislip HA4 7DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	1.1%	11	0.0%	0	0.5%	0	1.5%	1	1.7%	1	10.4%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.0%	0	0.4%	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, Kensington, W8 6SA	2.7%	26	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	13.6%	17
Waitrose, Kings Road, Chelsea, SW3 5XP	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Waitrose, North End Road, Fulham, SW6 1LX	3.8%	37	25.0%	27	8.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, The Colonnades, Porchester Road (Kensington & Chelsea)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Westfield London, Ariel Way, London W12 7GA	2.0%	19	0.0%	0	12.0%	12	4.6%	4	0.5%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Whole Foods Market, 63-97 Barkers Building Kensington High Street, W8 5SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Internet / delivered	7.8%	75	11.9%	13	12.3%	13	9.4%	8	4.5%	4	22.0%	16	1.9%	4	7.5%	11	4.2%	5
Acton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kilburn High Road, Hampstead	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.5%	1	1.8%	2
Bayswater, LB Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Shopping Centre, Edgware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Brunswick Centre, Bloomsbury, LB Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Chiswick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Harrow Road, Paddington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Co-operative Food, Kings Road, Worlds End, 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	0.9%	1
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ealing	0.1%	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
Fulham	0.5%	5	4.1%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road Local Centre	0.3%	3	2.3%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	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
Harlesden	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Kensal Rise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	1
Kilburn High Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Ladbroke Grove Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
LB Brent other centres (Outside study zones)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
LB Hammersmith & Fulham markets	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Hammersmith & Fulham other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1

Column %ges.

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
LB Hammersmith & Fulham out of centre (Zone 1)	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Islington other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea markets (Zone 7)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
LB Kensington & Chelsea markets (Zone 8)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
LB Kensington & Chelsea other centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
LB Kensington & Chelsea out of centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
LB Southwark out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Wandsworth other centres	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LB Westminster other centres	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Lidl, Edgware Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Munster Road Local Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden, LB Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
North Pole Road local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Notting Hill Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.4%	1	0.0%	0
Other outside of London	0.4%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.2%	0	0.0%	0	1.0%	1
Portobello Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Local, Askew Road, Shepherds Bush	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.9%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.7%	6	1.4%	2	0.0%	0
Sainsbury's Local, North End Crescent, Hammersmith	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, Wandsworth Bridge Road, Fulham	0.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cromwell Road, Kensington	2.8%	27	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	20.4%	26
Shepherd's Bush Road Local Centre	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush Town Centre	0.3%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Sherbrooke Road, Fulham	0.1%	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
Tesco Metro, High Road, Wembley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0
Waitrose, Porchester Road, Bayswater	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.7%	3	0.0%	0
Wembley Town Centre (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
	2.5%	24	0.0%	0	4.9%	5	1.2%	1	1.1%	1	9.2%	7	1.9%	4	3.3%	5	1.0%	1
Weighted base:	963	109		102	85	87	75	228	152	126								
Sample:	957	99		96	95	98	99	210	143	117								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 What form of transport do you use to visit your main food shopping destination?																		
<i>Not those who said '(Don't do this type of shopping)' at Q01</i>																		
Car - Driver	39.9%	388	41.9%	46	24.3%	25	44.6%	38	51.1%	44	38.5%	29	53.7%	123	26.0%	41	33.4%	42
Car - Passenger	7.5%	73	6.2%	7	4.4%	4	2.8%	2	10.1%	9	13.1%	10	10.4%	24	3.2%	5	9.6%	12
Bus	11.9%	115	8.0%	9	5.5%	6	18.1%	16	5.8%	5	5.2%	4	15.2%	35	13.3%	21	16.4%	21
Cycle	1.3%	13	0.4%	0	2.6%	3	1.9%	2	1.9%	2	0.5%	0	0.0%	0	3.4%	5	0.4%	1
Disabled vehicle (e.g. mobility scooter)	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Taxi	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.5%	1
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Walk	28.5%	277	30.7%	34	49.9%	51	21.5%	18	25.6%	22	21.7%	16	12.3%	28	41.0%	65	33.9%	43
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	22	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	5.6%	13	4.2%	7	1.0%	1
(Don't travel - goods delivered)	7.9%	77	11.8%	13	13.3%	14	10.6%	9	4.5%	4	20.9%	16	1.7%	4	8.1%	13	4.0%	5
Weighted base:		970		109		102		86		87		75		228		157		126
Sample:		961		100		96		96		98		99		211		144		117

Q04 When your household undertakes its main food and grocery spend at (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]

Not those who said '(Don't do this type of shopping)' at Q01

Yes - other food shops	8.8%	85	2.3%	2	11.8%	12	11.3%	10	19.0%	16	7.2%	5	10.2%	23	3.6%	6	7.9%	10
Yes - other non food shops (clothing, footwear, electrical etc)	9.9%	96	8.4%	9	14.0%	14	9.6%	8	15.5%	13	12.5%	9	6.0%	14	11.4%	18	8.3%	10
Yes - pubs, restaurants or cafes	2.6%	25	0.4%	0	6.2%	6	6.6%	6	1.6%	1	0.8%	1	1.9%	4	3.5%	6	0.5%	1
Yes - financial service (i.e. bank, building society)	3.0%	29	0.9%	1	5.3%	5	3.5%	3	4.3%	4	2.1%	2	1.6%	4	1.8%	3	6.4%	8
Yes - other service (e.g. hairdresser, travel agent, estate agent)	1.3%	13	0.4%	0	2.4%	2	0.9%	1	2.6%	2	1.4%	1	0.2%	0	1.1%	2	2.9%	4
Yes - leisure activity	3.8%	37	7.1%	8	3.3%	3	8.5%	7	4.8%	4	6.7%	5	0.9%	2	3.3%	5	1.3%	2
Yes - other	3.4%	33	4.3%	5	0.5%	0	2.1%	2	4.2%	4	6.1%	5	1.3%	3	8.2%	13	1.8%	2
No	67.7%	657	72.1%	79	64.6%	66	66.5%	57	62.4%	54	61.9%	46	74.9%	171	61.0%	96	69.4%	87
(Don't know / varies)	5.8%	56	4.8%	5	7.6%	8	1.4%	1	0.0%	0	9.3%	7	4.8%	11	9.5%	15	7.0%	9
Weighted base:		970		109		102		86		87		75		228		157		126
Sample:		961		100		96		96		98		99		211		144		117

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Meanscore: [£]																
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																
<i>Not those who said '(Don't do this type of shopping)' at Q01</i>																
£1 - £5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
£6 - £10	1.5%	14	0.6%	1	0.4%	0	0.9%	1	0.0%	0	3.7%	3	0.5%	1	2.2%	4
£11 - £15	1.2%	12	0.4%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.2%	0	4.4%	7
£16 - £20	4.5%	44	0.8%	1	8.2%	8	1.0%	1	11.4%	10	0.9%	1	2.6%	6	7.6%	12
£21 - £25	1.6%	16	0.7%	1	0.0%	0	9.7%	8	1.5%	1	1.6%	1	0.7%	2	1.0%	2
£26 - £30	6.8%	66	8.9%	10	9.2%	9	2.0%	2	5.8%	5	5.2%	4	8.7%	20	6.4%	10
£31 - £35	1.4%	13	0.4%	0	2.5%	3	3.9%	3	0.0%	0	0.0%	0	2.2%	5	1.3%	2
£36 - £40	6.1%	60	11.6%	13	3.7%	4	2.3%	2	7.6%	7	1.8%	1	7.8%	18	8.5%	13
£41 - £45	3.1%	30	1.3%	1	0.5%	0	10.2%	9	0.6%	1	3.0%	2	3.4%	8	4.2%	7
£46 - £50	10.6%	103	9.8%	11	13.7%	14	11.5%	10	15.4%	13	2.7%	2	14.2%	32	8.1%	13
£51 - £55	1.7%	16	2.0%	2	0.5%	0	0.5%	0	1.8%	2	1.4%	1	2.9%	7	1.9%	3
£56 - £60	4.4%	43	4.5%	5	4.4%	4	5.5%	5	5.0%	4	5.6%	4	4.6%	10	2.7%	4
£61 - £65	0.9%	8	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.5%	0	1.8%	4	1.1%	2
£66 - £70	5.2%	51	5.5%	6	4.1%	4	2.3%	2	7.7%	7	1.1%	1	5.2%	12	5.0%	8
£71 - £75	2.3%	22	2.0%	0	2.4%	2	1.2%	1	1.7%	1	2.6%	2	1.0%	2	6.4%	10
£76 - £80	3.6%	35	5.4%	6	6.2%	6	3.3%	3	3.6%	3	1.7%	1	1.1%	2	1.9%	3
£81 - £85	0.7%	7	2.2%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.8%	1
£86 - £90	1.0%	10	1.2%	1	1.4%	1	1.9%	2	0.5%	0	3.5%	3	0.4%	1	0.8%	1
£91 - £95	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
£96 - £100	11.5%	111	14.9%	16	14.8%	15	15.0%	13	7.0%	6	18.2%	14	7.8%	18	6.1%	10
£101 - £120	4.1%	40	5.1%	6	2.9%	3	3.2%	3	1.7%	1	7.3%	5	6.4%	15	0.7%	1
£121 - £140	1.9%	18	0.8%	1	1.5%	2	0.9%	1	3.3%	3	0.4%	0	1.8%	4	3.1%	5
£141 - £160	4.8%	47	7.4%	8	7.3%	7	4.4%	4	1.2%	1	5.5%	4	4.9%	11	1.3%	2
£161 - £180	0.7%	6	0.9%	1	0.4%	0	0.0%	0	0.0%	0	6.0%	4	0.3%	1	0.0%	0
£181 - £200	1.4%	14	1.3%	1	3.0%	3	1.5%	1	1.7%	1	1.4%	1	0.9%	2	1.5%	2
£201 - £250	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
£250+	1.8%	17	2.2%	2	0.5%	0	0.9%	1	1.2%	1	3.1%	2	0.0%	0	4.0%	6
(Don't know / varies)	14.7%	143	8.0%	9	9.5%	10	12.1%	10	12.1%	10	20.5%	15	19.0%	43	18.6%	29
(Refused)	2.0%	20	3.0%	3	2.9%	3	4.3%	4	3.0%	3	2.2%	2	1.1%	3	0.4%	1
<i>Mean:</i>	<i>76.45</i>	<i>82.50</i>	<i>76.89</i>	<i>72.17</i>	<i>68.58</i>	<i>99.41</i>	<i>68.45</i>	<i>70.65</i>	<i>87.00</i>							
Weighted base:	970	109	102	86	87	75	228	157	126							
Sample:	961	100	96	96	98	99	211	144	117							

Meanscore: [Number of visits per week]**Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?***Not those who said '(Don't do this type of shopping)' at Q01*

Everyday	2.3%	22	2.7%	3	4.0%	4	0.5%	0	0.5%	0	0.5%	0	0.5%	1	1.7%	3	7.8%	10
5 - 6 times a week	0.3%	3	0.0%	0	0.4%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1
3 - 4 times a week	8.0%	78	9.0%	10	11.0%	11	5.7%	5	6.6%	6	6.2%	5	4.1%	9	15.4%	24	6.4%	8
Twice a week	12.6%	122	12.4%	14	16.7%	17	12.4%	11	16.3%	14	10.3%	8	5.4%	12	11.2%	18	22.8%	29
Once a week	51.1%	495	49.3%	54	38.3%	39	45.3%	39	63.4%	55	49.9%	37	61.4%	140	45.8%	72	46.9%	59
Once every two weeks	14.0%	136	15.6%	17	14.4%	15	28.8%	25	8.1%	7	16.7%	12	16.4%	38	9.0%	14	6.7%	8
Once a month	5.7%	55	5.1%	6	11.5%	12	3.2%	3	3.8%	3	11.5%	9	3.6%	8	5.8%	9	4.8%	6
Less often	0.9%	8	0.4%	0	0.5%	0	1.2%	1	0.0%	0	2.8%	2	0.2%	0	2.4%	4	0.0%	0
(Don't know / varies)	5.2%	50	5.3%	6	3.2%	3	2.4%	2	1.3%	1	1.3%	1	8.4%	19	8.6%	14	3.5%	4
<i>Mean:</i>	<i>1.38</i>	<i>1.42</i>	<i>1.56</i>	<i>1.15</i>	<i>1.30</i>	<i>1.13</i>	<i>1.08</i>	<i>1.54</i>	<i>1.87</i>									
Weighted base:	970	109	102	86	87	75	228	157	126									
Sample:	961	100	96	96	98	99	211	144	117									

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)									
Asda, Forty Lane, Wembley Park, HA9 9EX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Road, Ealing, NW10 7LW	0.9%	9	0.0%	0	0.0%	0	0.6%	1	2.1%
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.9%	9	8.5%	9	0.0%	0	0.0%	0	0.0%
Co-operative, Greenford Avenue, Hanwell, W7 1JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.8%	8	0.0%	0	2.3%	2	6.1%	5	0.0%
Co-operative Food, North End Road, Fulham, W14 9EX	0.9%	9	3.6%	4	4.5%	5	0.0%	0	0.0%
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.7%	7	0.0%	0	0.0%	0	7.6%	7	0.0%
Co-operative, Horn Lane, Acton, W3 6PL	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.8%
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.4%	4	0.0%	0	0.0%	0	2.1%	2	2.2%
Iceland Extra, High Street, Harlesden, NW10 4NS	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, King Street, Hammersmith, W6 9JG	0.7%	7	0.0%	0	0.4%	0	0.9%	1	0.5%
Iceland, Central Square, Wembley, HA9 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, North End Road, Fulham, SW6 1NQ	0.6%	6	3.6%	4	2.3%	2	0.0%	0	0.0%
Lidl, Wembley Park, HA9 8TS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	1.4%	14	0.0%	0	0.4%	0	0.9%	1	0.0%
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.5%	5	0.4%	0	1.6%	2	2.0%	2	0.5%
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%
Marks & Spencer, Oxford Street, West End, W1N 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer, Putney High Street, Putney, SW15 1SP	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Westfield London, Ariel Way, London W12 7GA	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Marks & Spencer, Whiteleys	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Centre, Queensway, W2 4YT																		
Morrisons, 299 Uxbridge Road, Hatch End, HA5 4QT	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury, NW9 9QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	1.1%	11	0.0%	0	0.0%	0	0.9%	1	10.8%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	1.5%	15	0.0%	0	9.0%	9	2.5%	2	0.6%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	1.4%	14	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	2	6.7%	11	0.0%	0
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0
Sainsbury's, Essex Place, Chiswick, W4 5UT	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	12	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.2%	2	0.4%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0	0	0.0%	0
Sainsbury's, The Causeway, Staines, TW18 3AP	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	0.5%	5	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Wandsworth Road, Nine Elms, SW8 2LF	0.0%	0	0.4%	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	0.6%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sainsbury's Local, 383 King Street, W6 9NJ	0.4%	4	0.0%	0	2.4%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 54 Goldhawk Road, W12 8HA	0.3%	3	0.0%	0	2.3%	2	0.5%	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	1.1%	11	0.0%	0	0.6%	1	0.6%	1	0.0%	0	13.4%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.7%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.5%	5	2.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.9%	9	0.4%	0	3.4%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0
Tesco Extra, Great Central Way, Willesden NW10 0TL	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Tesco Superstore, 180	0.9%	9	0.0%	0	7.4%	8	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

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October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shepherds Bush Road, Hammersmith, W6 7NL																		
Tesco Superstore, West Cromwell Road, Kensington, W14 8PB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	1	1.1%	2
Tesco Superstore, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Acton, 31 The Vale, W3 7XA	0.7%	7	0.0%	0	0.0%	0	1.5%	1	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.5%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Tesco Metro, Broadway Shopping Centre, Ealing, W5 5JY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.0%	3
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	11	0.0%	0
Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	1.6%	16	10.6%	12	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea, SW10 9NA	0.8%	8	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	1.2%	12	0.0%	0	2.3%	2	7.6%	7	0.0%	0	0.5%	0	1.2%	3	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.5%	5	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.2%	2	0.0%	0	0.4%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Kings Road, Fulham, SW6 2EL	0.5%	5	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, North End Road, Hammersmith, W14 9PP	0.3%	3	0.0%	0	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.4%	1	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.6%	6	0.0%	0	0.0%	0	4.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 123-138 Notting Hill Gate, W11 3QG	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.1%	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
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.7%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street,	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Kensington, W8 6SA																		
Waitrose, Kings Road, Chelsea, SW3 5XP	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6		
Waitrose, North End Road, Fulham, SW6 1LX	1.4%	14	10.6%	12	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, The Colonnades, Porchester Road (Kensington & Chelsea)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Waitrose, Westfield London, Ariel Way, London W12 7GA	0.8%	8	0.0%	0	3.2%	3	2.7%	2	1.1%	1	0.5%	0	0.3%	1	0.0%	0	0.0%	0
Whole Foods Market, 63-97 Barkers Building Kensington High Street, W8 5SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
Internet / delivered	0.5%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.7%	1	0.2%	0	0.4%	1	0.5%	1
Acton District Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	15.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kilburn High Road, Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Bayswater, LB Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
BBC Media Centre White City	0.3%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road Local Centre	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
Brentford Town Centre	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
Brunswick Centre, Bloomsbury, LB Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Chiswick	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Harrow Road, Paddington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Co-operative Food, Kings Road, Worlds End, Chelsea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ealing	0.1%	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
Earls Court 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	0.4%	1
Fulham	0.7%	7	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hammersmith	1.1%	11	0.6%	1	1.8%	2	0.5%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	3.7%	5
Harlesden	1.0%	10	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Harrow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.4%	1	0.0%	0
Kensal Rise	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	10	0.0%	0	0.0%	0
Kensington High Street	1.4%	14	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	2.3%	3
Kilburn High Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Kings Road West (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Kings Road West (Zone 8)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3		
Ladbroke Grove Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
LB Brent other centres (Outside study zones)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
LB Brent other centres (Zone 6)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0
LB Brent out of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Camden other centres	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham markets	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham out of centre (Zone 1)	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hounslow other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea markets (Zone 7)	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
LB Kensington & Chelsea other centres (Outside study zones)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
LB Kensington & Chelsea other centres (Zone 7)	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
LB Kensington & Chelsea out of centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Kingston-Upon-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0

Column %ges.

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for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
other centres																
LB Redbridge other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
LB Richmond other centres	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
LB Southwark other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.2%	0	0.0%	0
LB Tower Hamlets other centres	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LB Wembley other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
LB Westminster Markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Westminster other centres	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.0%	2
Lidl, Edgware Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Munster Road Local Centre	0.2%	2	1.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden, LB Brent	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0
North End Road local centre	0.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Notting Hill Gate	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.4%	1
Parsons Green	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8
Sainsbury's Local, Askew Road, Shepherds Bush	0.2%	2	0.0%	0	0.5%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Sainsbury's Local, North End Crescent, Hammersmith	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's Local, Wandsworth Bridge Road, Fulham	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Shepherd's Bush Road Local Centre	0.3%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush Town Centre	0.9%	9	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.6%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Tesco Express, Askew Road, Shepherds Bush	0.6%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wembley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	11	0.0%	0
Tesco Express, Sherbrooke Road, 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
Tesco Metro, High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose (Little), Heathmans Road, Parsons Green	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Porchester Road, Bayswater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Wembley Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Wembley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
West Brompton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Willesden	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0
Wimbledon	0.1%	1	0.6%	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)	1.3%	13	0.0%	0	6.7%	7	0.0%	0	0.5%	0	0.9%	1	1.4%	3	0.8%	1
(Don't do this type of shopping)	28.9%	290	23.6%	26	13.9%	15	17.9%	16	40.3%	36	21.8%	16	40.8%	95	23.9%	39
Weighted base:	1001		111		105		88		90		75		232		165	
Sample:	1001		104		101		100		100		101		215		154	

Column %ges.

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q08 And where did you go for top-up food shopping the time before that?									
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q07</i>									
Asda, Forty Lane, Wembley Park, HA9 9EX	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Road, Ealing, NW10 7LW	0.7%	5	0.0%	0	0.0%	0	0.8%	1	1.0%
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%
Budgens, Harlesden Plaza, Harlesden Plaza, NW10 4NG	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Budgens, Parsons Green Lane, Fulham, SW6 4JA	1.4%	9	11.1%	9	0.0%	0	0.0%	0	0.0%
Co-operative, Greenford Avenue, Hanwell, W7 1JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.9%	6	0.0%	0	3.5%	3	4.5%	3	0.0%
Co-operative Food, North End Road, Fulham, W14 9EX	0.9%	6	6.4%	5	0.8%	1	0.0%	0	0.0%
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.5%	4	0.0%	0	0.0%	0	4.1%	3	0.0%
Co-operative, Horn Lane, Acton, W3 6PL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	8.0%
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.6%	4	0.0%	0	0.0%	0	3.3%	2	3.5%
Iceland Extra, High Street, Harlesden, NW10 4NS	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, King Street, Hammersmith, W6 9JG	0.9%	6	0.0%	0	0.0%	0	1.0%	1	0.8%
Iceland, Central Square, Wembley, HA9 7AJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, North End Road, Fulham, SW6 1NQ	0.7%	5	5.9%	5	0.0%	0	0.0%	0	0.0%
Lidl, Broadway, West Ealing, W13 0SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Lidl, Wembley Park, HA9 8TS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Jerdan Place, Fulham, SW6 1BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.1%	1	0.5%	0	0.0%	0	0.6%	0	0.0%
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	2.8%	20	0.0%	0	0.8%	1	1.0%	1	0.0%
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, King Street, Hammersmith, W6 0QF	1.0%	7	1.7%	1	2.1%	2	2.4%	2	1.6%
Marks & Spencer, Lower	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

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October 2015

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Mortlake Road, Kew Retail Park, TW9 4AD																		
Marks & Spencer, Putney High Street, Putney, SW15 1SP	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Westfield London, Ariel Way, London W12 7GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.3%	2	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	1.4%	10	0.0%	0	0.0%	0	0.0%	0	18.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	2.1%	14	0.0%	0	10.1%	8	4.5%	3	1.0%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	1.7%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	8.3%	10	0.0%	0
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Essex Place, Chiswick, W4 5UT	0.9%	7	0.0%	0	0.5%	0	0.0%	0	0.8%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.7%	5	0.0%	0	3.7%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	0.1%	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
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston Upon Thames, KT2 5EN	0.1%	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
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, SW8 2LF	0.1%	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
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.8%	5	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's Local, 383 King Street, W6 9NJ	0.4%	3	0.0%	0	3.2%	3	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	1.5%	11	0.0%	0	0.8%	1	0.8%	1	0.0%	0	16.2%	9	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	1.3%	9	2.9%	2	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	1.4%	10	6.8%	6	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.1%	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
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.8%	6	3.7%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	1.5%	11	0.5%	0	5.1%	4	7.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
Tesco Extra, Great Central Way, Willesden NW10 0TL	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	12	0.0%	0	0.0%	0
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith, W6 7NL	1.7%	12	0.0%	0	8.0%	7	3.8%	3	1.3%	1	0.9%	1	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Tilling Road, Cricklewood, NW2 1LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Superstore, West Cromwell Road, Kensington, W14 8PB	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1
Tesco Superstore, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.1%	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
Tesco Metro, Acton, 31 The Vale, W3 7XA	0.7%	5	0.0%	0	0.0%	0	1.0%	1	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	1.6%	11	0.0%	0	7.8%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Tesco Metro, Broadway Shopping Centre, Ealing, W5 5JY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11	0.0%	0
Tesco Express, 201 Wood Lane (off South Africa Lane) White City, London W12 7TU	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.1%	0	0.0%	0	0.6%	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	1.6%	11	10.0%	8	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea, SW10 9NA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	1.4%	10	0.0%	0	0.6%	0	9.3%	7	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.5%	4	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Kings Road, Fulham, SW6 2EL	0.5%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, North End Road, Hammersmith, W14 9PP	0.8%	5	0.0%	0	4.9%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.2%	3	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.6%	4	0.0%	0	0.0%	0	2.1%	2	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.4%	3	0.0%	0	0.0%	0	2.1%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 123-138 Notting Hill Gate, W11 3QG	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	1.3%	9	0.0%	0	0.5%	0	0.6%	0	0.0%	0	14.2%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.2%	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
Waitrose, High Street, Kensington, W8 6SA	1.4%	10	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.2%	8
Waitrose, Kings Road, Chelsea, SW3 5XP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Waitrose, North End Road, Fulham, SW6 1LX	1.8%	12	4.7%	4	10.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Colonnades, Porchester Road (Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, Westfield London, Ariel Way, London W12 7GA	0.9%	6	0.0%	0	0.6%	0	2.1%	2	0.0%	0	0.7%	0	0.0%	0	2.9%	4	0.0%	0
Internet / delivered	0.6%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.7%	0	0.3%	0	0.0%	0	0.8%	1
Acton District Centre	2.1%	14	0.0%	0	0.0%	0	0.0%	0	27.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater, LB Westminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
BBC Media Centre White City	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Brentford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Brunswick Centre, Bloomsbury, LB Camden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Chiswick	0.4%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Harrow Road, Paddington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Co-operative Food, Kings Road, Worlds End, Chelsea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Earls Court 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	0.6%	1
Fulham	1.5%	11	11.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Fulham Palace Road Local Centre	0.1%	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
Fulham Road East, LB Kensington and 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	0.8%	1
Hammersmith	1.1%	8	0.8%	1	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	5.7%	5
Harlesden	1.5%	10	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0
Harrow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Kensal Rise	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	11	0.0%	0	0.0%	0
Kensington High Street	1.9%	14	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	3.6%	3
Kilburn High Road	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Kings Road West (Outside study zones)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.8%	2
Kings Road West (Zone 8)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Ladbroke Grove Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
LB Brent other centres (Outside study zones)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
LB Brent other centres (Zone 6)	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0
LB Camden other centres	0.3%	2	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0
LB Ealing other centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Ealing other centres	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Zone 4)																		
LB Hammersmith & Fulham markets	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham out of centre (Zone 1)	0.1%	1	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham out of centre (Zone 7)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
LB Hounslow other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea markets (Zone 7)	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.6%	1
LB Kensington & Chelsea markets (Zone 8)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
LB Kensington & Chelsea other centres (Outside study zones)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
LB Kensington & Chelsea other centres (Zone 7)	0.2%	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
LB Kensington & Chelsea out of centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
LB Kingston-Upon-Thames other centres	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.6%	1
LB Redbridge other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
LB Richmond other centres	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
LB Southwark other centres	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
LB Tower Hamlets other centres	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
LB Wembley other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LB Westminster Markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
LB Westminster other centres	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.6%	1	0.6%	1
Lidl, Edgware Road, Cricklewood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Munster Road Local Centre	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden, LB Brent	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
New Kings Road Neighbourgood centre	0.1%	0	0.6%	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 local centre	0.4%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
North Pole Road local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.6%	1	0.0%	0
Notting Hill Gate	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Other outside of London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Parsons Green	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.0%	0
Sainsbury's Local, Askew Road, Shepherds Bush	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.0%	0
Sainsbury's Local, North End Crescent, Hammersmith	0.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1
Sainsbury's Local, Wandsworth Bridge Road, Fulham	0.6%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.3%	4
Shepherd's Bush Road Local Centre	0.1%	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
Shepherd's Bush Town Centre	2.2%	15	0.0%	0	0.0%	0	21.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.9%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6
Tesco Express, Askew Road, Shepherds Bush	0.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wembley	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0
Tesco Express, Sherbrooke Road, Fulham	0.1%	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
Waitrose (Little), Heathmans Road, Parsons Green	0.7%	5	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Porchester Road, Bayswater	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Wembley Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
West Brompton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Column %ges.

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Willesden	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	22	1.6%	1	4.1%	3	2.4%	2	1.3%	1	2.8%	2	4.9%	7	2.4%	3	4.2%	4
Weighted base:	698	85	83	73	53	58	134	124	87									
Sample:	705	78	73	83	67	81	123	115	85									

Meanscore: [£]

Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping at (STORE MENTIONED AT Q07)?

Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q07

£1 - £5	9.9%	69	21.6%	18	16.8%	14	14.6%	11	13.8%	7	3.7%	2	4.5%	6	7.6%	9	1.3%	1
£6 - £10	20.3%	142	19.9%	17	27.1%	23	11.3%	8	10.6%	6	11.8%	7	25.9%	35	24.8%	31	18.1%	16
£11 - £15	10.0%	70	2.4%	2	6.0%	5	3.0%	2	18.8%	10	2.5%	1	14.0%	19	13.7%	17	15.4%	13
£16 - £20	16.0%	111	9.6%	8	15.2%	13	30.9%	22	17.5%	9	8.4%	5	15.7%	21	16.7%	21	13.9%	12
£21 - £25	4.0%	28	1.4%	1	6.9%	6	6.8%	5	3.2%	2	1.2%	1	1.7%	2	7.2%	9	2.8%	2
£26 - £30	5.5%	39	3.3%	3	2.5%	2	5.0%	4	5.6%	3	17.5%	10	7.5%	10	4.2%	5	1.9%	2
£31 - £35	0.9%	7	1.1%	1	0.6%	0	1.7%	1	1.0%	1	0.0%	0	1.1%	1	0.8%	1	1.1%	1
£36 - £40	3.6%	25	8.5%	7	1.4%	1	2.0%	1	4.0%	2	9.6%	6	2.9%	4	2.9%	4	0.0%	0
£41 - £45	1.6%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.3%	4	0.8%	1	4.2%	5	1.1%	1
£46 - £50	4.8%	33	7.5%	6	2.0%	2	0.0%	0	3.1%	2	12.2%	7	7.1%	10	1.5%	2	5.7%	5
£51 - £55	0.3%	2	0.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£56 - £60	1.0%	7	3.4%	3	0.0%	0	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	2.3%	2
£61 - £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
£66 - £70	1.0%	7	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	6
£71 - £75	0.2%	2	0.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	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 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	1.8%	12	8.1%	7	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	3.8%	3
£101 - £120	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £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
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	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)	16.0%	112	9.1%	8	13.4%	11	21.5%	16	16.9%	9	19.4%	11	17.8%	24	15.3%	19	16.3%	14
(Refused)	2.1%	15	2.9%	2	1.8%	1	0.6%	0	2.3%	1	2.3%	1	0.6%	1	0.0%	0	7.9%	7
Mean:	23.14	28.30	21.62	18.74	19.37	34.09	19.55	18.59	30.78									
Weighted base:	698	85	83	73	53	58	134	124	87									
Sample:	705	78	73	83	67	81	123	115	85									

Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)

Yes	46.7%	468	32.6%	36	46.8%	49	51.6%	46	39.2%	35	52.5%	39	38.6%	90	60.4%	100	54.2%	73
No	53.3%	533	67.4%	75	53.2%	56	48.4%	43	60.8%	54	47.5%	36	61.4%	143	39.6%	65	45.8%	62
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where are these small shops located?																		
<i>Those who also spend money on food and groceries in small shops at Q10</i>																		
Askew Road	1.4%	7	0.0%	0	0.0%	0	14.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road	0.8%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	7.1%	33	52.2%	19	6.0%	3	1.7%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	10
Fulham High Street	0.8%	4	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road	1.5%	7	9.8%	4	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.9%	4	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	1
Hammersmith	4.2%	20	1.9%	1	20.1%	10	3.6%	2	0.0%	0	5.8%	2	0.0%	0	4.3%	4	1.3%	1
King Street West	1.0%	5	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latymer Court, Hammersmith Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Munster Road	0.2%	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
North End Road	2.1%	10	5.1%	2	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Parsons Green	0.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	3.5%	16	0.0%	0	8.3%	4	24.6%	11	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	2.4%	11	1.9%	1	1.8%	1	14.2%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Uxbridge Road East	0.4%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road	0.1%	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
South																		
Earls Court Road	0.6%	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
Fulham Road East	0.3%	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
Kensington High Street	6.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.7%	4	35.3%	26
Kings Road East (Zone 8)	0.7%	3	1.3%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Kings Road West (Zone 8)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Notting Hill	5.4%	25	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	21	4.6%	3
Portobello Road	5.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	28	0.0%	0
Westbourne Grove	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
World's End, Kings 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	0.9%	1
Acton	5.5%	26	0.0%	0	0.0%	0	1.7%	1	65.8%	23	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Alperton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Barnes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Bayswater	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0
Brentford	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Chelsea	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9
Chiswick	8.3%	39	0.0%	0	9.9%	5	2.9%	1	1.4%	1	81.1%	32	0.0%	0	0.0%	0	0.0%	0
Ealing	1.7%	8	0.0%	0	2.2%	1	0.0%	0	9.7%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0
East Acton	0.7%	3	0.0%	0	0.0%	0	6.0%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Harlesden	4.5%	21	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	18.4%	17	0.0%	0	0.0%	0
Harrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Isleworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Rise	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0
Kilburn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Kings Road East (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Putney	0.1%	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
Richmond	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
St Johns Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Uxbridge	0.6%	3	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	5.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	22	2.8%	3	0.0%	0
Wembley Park	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
West Ealing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Elystan Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Holland Park	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Kensal Green	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Ladbroke Grove	0.4%	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
LB Brent out of centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
LB Hammersmith & Fulham other centres	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
LB Tower Hamlets other centres	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
LB Westminster other centres	1.8%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	6.0%	6	0.9%	1
Maida Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other outside of london	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Queens Park	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.7%	1	0.0%	0
South Kensington	0.5%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2

Column %ges.

Weighted:

for Peter Brett Associates

October 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Willesden Green	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0
Wood Green	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
(Don't know / varies)	8.8%	41	3.8%	1	10.1%	5	8.4%	4	12.0%	4	0.0%	0	12.7%	11	10.2%	10	7.2%	5
Weighted base:		468		36		49		46		35		39		90		100		73
Sample:		480		33		54		46		46		57		92		89		63

Meanscore: [£]

Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?

Those who also spend money on food and groceries in small shops at Q10

£1 - £5	13.6%	64	5.4%	2	17.8%	9	14.6%	7	5.5%	2	10.0%	4	16.5%	15	17.9%	18	10.5%	8
£6 - £10	23.8%	111	44.2%	16	21.3%	10	22.5%	10	35.5%	12	12.5%	5	24.3%	22	16.2%	16	26.0%	19
£11 - £15	11.6%	54	5.0%	2	8.2%	4	4.6%	2	18.6%	7	2.5%	1	14.4%	13	11.7%	12	19.7%	14
£16 - £20	11.9%	55	15.0%	5	5.3%	3	21.0%	10	8.9%	3	17.0%	7	6.0%	5	12.8%	13	13.6%	10
£21 - £25	4.8%	23	1.1%	0	8.6%	4	1.2%	1	2.6%	1	6.7%	3	8.2%	7	5.2%	5	1.8%	1
£26 - £30	4.6%	21	1.3%	0	12.7%	6	1.7%	1	0.0%	0	7.1%	3	3.4%	3	4.9%	5	4.5%	3
£31 - £35	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	2.2%	2
£36 - £40	1.7%	8	1.3%	0	1.0%	0	0.0%	0	2.0%	1	5.6%	2	3.7%	3	0.0%	0	1.3%	1
£41 - £45	0.3%	1	0.0%	0	1.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.5%	16	2.7%	1	2.4%	1	5.7%	3	2.0%	1	6.7%	3	3.0%	3	2.6%	3	4.1%	3
£51 - £55	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
£56 - £60	2.3%	11	6.7%	2	2.2%	1	1.2%	1	11.7%	4	1.0%	0	0.4%	0	0.0%	0	2.2%	2
£61 - £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
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	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 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	1
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	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
£161 - £180	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
£181 - £200	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	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)	17.0%	80	14.5%	5	14.4%	7	24.7%	11	5.8%	2	28.3%	11	17.7%	16	19.6%	20	10.4%	8
(Refused)	1.4%	7	2.6%	1	2.4%	1	0.0%	0	7.4%	3	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		20.92		17.92		19.91		18.02		20.07		22.14		15.77		29.53		19.56
Weighted base:		468		36		49		46		35		39		90		100		73
Sample:		480		33		54		46		46		57		92		89		63

Meanscore: [%]

Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?

Those who also spend money on food and groceries in small shops at Q10

Nothing	74.6%	349	81.4%	30	57.2%	28	73.0%	33	83.6%	29	62.4%	25	76.4%	68	81.7%	81	74.4%	54
1 - 10%	4.9%	23	1.3%	0	4.3%	2	12.1%	6	8.2%	3	1.0%	0	6.2%	6	3.0%	3	4.1%	3
11 - 20%	2.0%	9	0.0%	0	1.9%	1	1.7%	1	0.0%	0	1.3%	1	4.4%	4	0.0%	0	4.3%	3
21 - 30%	3.1%	15	0.0%	0	8.2%	4	2.4%	1	1.4%	1	0.0%	0	1.4%	1	1.0%	1	9.2%	7
31 - 40%	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.4%	0	0.0%	0	0.0%	0
41 - 50%	3.2%	15	1.3%	0	10.9%	5	2.4%	1	2.6%	1	3.8%	2	0.5%	0	5.4%	5	0.0%	0
51 - 60%	0.9%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.5%	0	0.6%	1	0.0%	0
61 - 70%	2.3%	11	8.1%	3	4.0%	2	1.2%	1	1.4%	1	1.0%	0	0.0%	0	4.6%	5	0.0%	0
71 - 80%	2.5%	12	1.3%	0	1.4%	1	0.0%	0	1.4%	1	12.4%	5	0.0%	0	2.0%	2	4.3%	3
81 - 90%	2.6%	12	0.0%	0	12.2%	6	6.0%	3	0.0%	0	4.8%	2	1.5%	1	0.0%	0	0.0%	0
91 - 99%	0.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	1	1.7%	2	0.9%	1
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	12	1.9%	1	0.0%	0	0.0%	0	1.2%	0	4.8%	2	8.1%	7	0.0%	0	2.7%	2
(Refused)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.71		10.89		22.97		8.83		4.63		23.17		4.78		9.79		7.92
Weighted base:		468		36		49		46		35		39		90		100		73
Sample:		480		33		54		46		46		57		92		89		63

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																		
Sainsbury's, 51 Townsmead Road, Fulham	0.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Brent Cross	4.7%	47	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.4%	0	19.2%	45	0.6%	1	0.0%	0
Central London	6.8%	68	5.5%	6	14.6%	15	0.6%	1	2.8%	3	9.3%	7	3.3%	8	11.2%	18	7.7%	10
Chiswick	0.5%	5	0.0%	0	0.0%	0	1.5%	1	1.2%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ealing Road	1.9%	19	0.0%	0	0.0%	0	3.1%	3	11.6%	10	0.9%	1	2.1%	5	0.0%	0	0.0%	0
Earls Court 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	0.7%	1
Fulham	0.6%	6	4.2%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hammersmith	8.7%	87	7.0%	8	27.2%	29	17.0%	15	8.9%	8	8.0%	6	3.3%	8	8.4%	14	0.5%	1
Harlesden	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Harrow Road	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Kensington High Street	8.7%	87	5.4%	6	9.5%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	4	19.5%	32	26.4%	35
Kilburn	0.8%	8	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	1.3%	2	0.0%	0
Kings Road East	0.9%	9	0.9%	1	0.5%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	4.3%	6
Kings Road West	3.3%	33	13.9%	15	1.5%	2	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.4%	1	10.8%	15
Kingston-Upon-Thames	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.5%	2
Notting Hill Gate	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.4%	1	0.7%	1
Park Royal	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.5%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Portobello Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Putney	0.4%	4	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Rayners Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	2.0%	20	0.7%	1	2.0%	2	7.9%	7	4.9%	4	0.0%	0	1.2%	3	0.9%	1	0.8%	1
St Johns Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wembley	2.6%	26	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	26	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	4.8%	48	3.1%	3	2.3%	2	0.9%	1	2.5%	2	5.2%	4	7.5%	17	5.3%	9	7.0%	9
Westfield London	16.8%	168	16.3%	18	14.0%	15	39.5%	35	22.7%	20	20.1%	15	10.9%	25	22.1%	36	2.0%	3
Westfield Stratford City	1.6%	16	0.0%	0	4.0%	4	1.5%	1	2.8%	3	7.2%	5	0.6%	1	0.6%	1	0.0%	0
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Wimbledon	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.0%	10	0.7%	1	0.4%	0	2.2%	2	0.8%	1	8.8%	7	0.0%	0	0.0%	0	0.0%	0
London Designer Outlet, Wembley Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	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	0.4%	1	0.0%	0	0.0%	0
Internet / delivered	11.4%	114	17.5%	19	9.6%	10	10.6%	9	12.0%	11	18.4%	14	9.8%	23	4.3%	7	15.3%	21
Home catalogue	1.2%	12	0.8%	1	0.6%	1	3.2%	3	1.8%	2	0.0%	0	0.4%	1	1.4%	2	2.0%	3
Abroad	1.6%	16	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.5%	0	1.1%	3	1.2%	2	3.7%	5
Asda, Park Royal, 2-20 Western Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
City of London other centres	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Cricklewood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
Ealing	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0	1.4%	3	3.2%	5	0.0%	0
Harrow	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	10	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.5%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.2%	0	0.8%	1	2.4%	3
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Camden other centres	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
LB Ealing other centres	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
LB Islington other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
LB Richmond out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.2%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
LB Tower Hamlets other centres	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.5%	5	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Westminster other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other outside London	1.6%	16	0.0%	0	0.5%	0	1.5%	1	4.7%	4	5.1%	4	0.0%	0	2.3%	4	1.8%	2
Sainsbury's Local, Ladbroke Grove, North Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Great Central Way, Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	30	4.4%	5	0.4%	0	4.7%	4	1.7%	1	1.7%	1	2.1%	5	2.5%	4	6.2%	8
(Don't do this type of shopping)	4.6%	46	7.0%	8	4.8%	5	1.4%	1	2.3%	2	2.2%	2	6.1%	14	6.2%	10	2.9%	4
Weighted base:	1001	111		105		88		90		75		232		165		134		
Sample:	1001	104		101		100		100		101		215		154		126		

Meanscore: [Number of visits per month]

Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q14

Everyday	1.1%	10	0.0%	0	0.9%	1	0.0%	0	4.8%	4	0.0%	0	1.5%	3	0.0%	0	1.7%	2
5 - 6 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
3 - 4 times a week	1.1%	10	0.0%	0	3.6%	4	0.0%	0	5.4%	5	0.0%	0	0.3%	1	0.0%	0	0.8%	1
Twice a week	0.4%	4	0.0%	0	0.4%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a week	4.7%	43	7.0%	7	6.4%	6	7.2%	6	8.9%	8	0.0%	0	0.9%	2	1.3%	2	10.0%	12
Once every two weeks	9.4%	87	11.5%	11	8.1%	8	3.1%	3	5.5%	5	12.9%	9	9.9%	21	12.1%	18	9.1%	11
Once a month	23.7%	220	34.0%	34	26.5%	26	22.3%	19	16.8%	14	31.3%	23	22.5%	48	24.7%	37	15.5%	19
Once every two months	12.5%	116	9.8%	10	3.7%	4	7.3%	6	17.7%	15	16.5%	12	16.0%	34	17.5%	26	7.1%	9
3 or 4 times a year	14.5%	134	10.7%	11	23.1%	23	21.4%	18	7.7%	7	16.4%	12	19.8%	42	7.3%	11	9.2%	11
Twice a year	11.0%	101	11.9%	12	9.5%	9	19.0%	16	5.8%	5	8.8%	6	8.3%	18	10.2%	15	16.5%	20
Once a year	5.1%	47	2.3%	2	4.1%	4	3.3%	3	5.6%	5	4.7%	3	2.9%	6	8.7%	13	8.3%	10
Less often	3.7%	35	2.6%	3	1.1%	1	3.2%	3	2.5%	2	6.3%	5	3.3%	7	4.8%	7	5.9%	7
(Don't know / varies)	12.8%	118	10.2%	10	12.7%	13	11.8%	10	17.3%	15	3.2%	2	14.3%	31	13.3%	20	14.7%	18
Mean:	1.46		1.07		1.80		0.95		3.80		0.76		1.33		0.79		1.78	
Weighted base:	925	99		100		83		86		72		213		150		122		
Sample:	904	91		94		94		95		94		186		136		114		

Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?

Not those who said 'Internet / delivered' or 'Home catalogue' or 'TV / Interactive shopping' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q14

Car - Driver	23.9%	191	14.5%	11	4.9%	4	20.1%	14	30.0%	22	34.8%	20	42.3%	80	17.5%	25	13.9%	14
Car - Passenger	3.1%	25	0.5%	0	2.1%	2	0.6%	0	2.2%	2	0.5%	0	8.8%	17	1.9%	3	0.6%	1
Bus	31.5%	252	52.8%	41	14.2%	13	32.0%	23	41.7%	31	28.0%	16	32.4%	61	29.3%	41	25.9%	26
Cycle	1.6%	13	1.8%	1	4.0%	4	3.7%	3	0.0%	0	1.4%	1	0.0%	0	2.4%	3	0.7%	1
Disabled Vehicle (e.g. mobility scooter)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Taxi	0.5%	4	3.1%	2	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	0.0%	0
Train	12.5%	100	8.0%	6	19.6%	17	5.7%	4	11.8%	9	24.2%	14	10.7%	20	10.7%	15	14.2%	14
Walk	23.2%	185	15.0%	12	43.9%	39	33.4%	24	13.6%	10	9.2%	5	4.1%	8	34.7%	49	39.0%	39
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
Aeroplane	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Motorcycle	0.1%	0	0.6%	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)	3.3%	26	3.8%	3	11.3%	10	3.9%	3	0.6%	0	1.3%	1	0.2%	0	2.4%	3	5.8%	6
Weighted base:	799	78		89		71		74		58		190		141		99		
Sample:	780	72		85		79		82		80		166		123		93		

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q14</i>																		
Sainsbury's, 51 Townsmead Road, Fulham	0.0%	0	0.4%	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Brent Cross	3.6%	34	0.0%	0	0.0%	0	0.7%	1	2.6%	2	0.4%	0	14.4%	31	0.0%	0	0.0%	0
Central London	10.9%	101	12.8%	13	16.4%	16	3.8%	3	3.6%	3	10.8%	8	4.1%	9	16.9%	25	19.5%	24
Chiswick	0.9%	8	0.0%	0	3.5%	4	0.5%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ealing Road	2.6%	25	0.0%	0	0.0%	0	3.8%	3	15.0%	13	1.7%	1	3.4%	7	0.0%	0	0.0%	0
Fulham	0.8%	7	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hammersmith	8.8%	82	10.1%	10	23.2%	23	21.5%	18	11.4%	10	13.2%	10	1.5%	3	4.7%	7	0.8%	1
Harlesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Harrow Road	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	5	1.3%	2	0.0%	0
Kensington High Street	8.1%	75	3.5%	3	6.9%	7	1.1%	1	0.8%	1	0.7%	1	0.2%	0	22.3%	34	23.5%	29
Kilburn	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	1.1%	2	0.0%	0
Kings Road East	0.8%	7	2.5%	2	1.0%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.5%	2
Kings Road West	3.1%	29	11.1%	11	0.4%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	13.8%	17
Kingston-Upon-Thames	0.4%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.2%	0	0.0%	0	0.8%	1
Notting Hill Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Park Royal	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Portobello Road	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.2%	0	3.3%	5	0.0%	0
Putney	0.2%	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
Queensway / Westbourne Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Rayners Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Richmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.2%	0	0.0%	0	0.0%	0
Shepherds Bush	1.8%	17	1.2%	1	1.2%	1	8.6%	7	7.6%	7	0.0%	0	0.2%	0	0.0%	0	0.5%	1
Staines	0.1%	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
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0
Wembley	1.8%	17	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	16	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	6.5%	60	7.6%	7	6.9%	7	6.3%	5	7.5%	6	4.3%	3	5.6%	12	6.6%	10	7.2%	9
Westfield London	15.0%	139	10.1%	10	8.6%	9	17.8%	15	18.1%	16	20.2%	15	23.6%	50	15.9%	24	1.0%	1
Westfield Stratford City	0.7%	7	0.0%	0	0.5%	0	0.7%	1	3.0%	3	3.8%	3	0.2%	0	0.0%	0	0.0%	0
Willesden Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.4%	1	0.0%	0
Wimbledon	0.0%	0	0.4%	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)	0.8%	8	0.0%	0	0.4%	0	4.8%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
London Designer Outlet, Wembley Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.0%	6	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	0.5%	1	0.0%	0	0.0%	0
Internet / delivered	10.7%	99	14.1%	14	9.0%	9	11.5%	10	9.4%	8	14.0%	10	10.4%	22	5.4%	8	14.6%	18
Home catalogue	1.2%	11	0.9%	1	0.7%	1	2.4%	2	1.4%	1	0.0%	0	0.2%	0	1.9%	3	2.2%	3
Abroad	1.4%	13	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.5%	0	1.1%	2	0.9%	1	1.7%	2
Asda, Park Royal, 2-20 Western Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
City of London other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Ealing	2.0%	18	0.0%	0	0.0%	0	5.5%	5	5.4%	5	0.0%	0	1.8%	4	3.5%	5	0.0%	0
Harrow	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.8%	8	0.0%	0	0.0%	0
Knightsbridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.6%	3
LB Camden other centres	0.1%	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
LB Croydon other centres	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Ealing other centres	0.1%	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
LB Haringey other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Hillingdon other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
LB Hounslow other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
LB Newham other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
LB Richmond out of centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
LB Tower Hamlets other centres	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
LB Wandsworth other centres	1.5%	14	10.6%	10	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Westminster other centres	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.8%	1

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
North End Road	0.1% 1	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other outside London	1.1% 10	0.0% 0	0.7% 1	0.0% 0	0.6% 1	4.3% 3	0.2% 0	0.0% 0	4.5% 5
(Don't know / can't remember)	6.0% 55	4.2% 4	8.6% 9	6.3% 5	5.9% 5	6.2% 4	3.7% 8	10.4% 16	3.5% 4
Weighted base:	925	99	100	83	86	72	213	150	122
Sample:	904	91	94	94	95	94	186	136	114

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																		
Homebase, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Ikea, Croydon	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ikea, Glover Drive, Edmonton	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley Acton	7.4%	74	4.7%	5	15.9%	17	12.0%	11	2.8%	2	4.0%	3	7.0%	16	11.5%	19	0.5%	1
Alperton	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Brent Cross	1.5%	15	0.0%	0	2.3%	2	0.5%	0	0.8%	1	3.0%	2	4.0%	9	0.0%	0	0.0%	0
Central London	5.4%	54	4.4%	5	4.1%	4	5.4%	5	0.0%	0	7.3%	6	1.5%	3	7.1%	12	14.3%	19
Chiswick	1.1%	11	3.2%	4	0.5%	0	2.0%	2	1.7%	1	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Road	0.4%	4	0.0%	0	0.0%	0	0.5%	0	3.9%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Fulham	2.0%	20	2.5%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	8.7%	12
Fulham Road East	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.1%	1	0.4%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.3%	13	4.0%	4	3.2%	3	2.0%	2	0.0%	0	2.5%	2	0.0%	0	0.4%	1	0.7%	1
Harlesden	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Harrow Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	7.9%	11
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	0.4%	1
Kings Road East	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	4.8%	7
Kings Road West	2.0%	20	4.6%	5	0.4%	0	0.0%	0	0.5%	0	1.7%	1	0.0%	0	0.7%	1	8.7%	12
Kingston-Upon-Thames	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.8%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Portobello Road	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0	1.5%	2	0.0%	0
Praed Street / Paddington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Putney	0.4%	4	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Queensway / Westbourne Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Ruislip	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	0.4%	0	1.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Wembley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	1.7%	17	0.0%	0	5.2%	5	0.0%	0	0.9%	1	2.9%	2	0.2%	0	4.2%	7	0.7%	1
Westfield London	1.7%	17	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.7%	1	1.6%	4	7.0%	11	0.0%	0
Willesden Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.4%	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	1.8%	18	0.0%	0	0.0%	0	0.9%	1	1.8%	2	0.0%	0	6.1%	14	0.9%	1	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.6%	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)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.6%	1	0.0%	0
Internet / delivered	8.2%	82	14.8%	17	9.9%	10	12.3%	11	13.7%	12	16.5%	12	4.6%	11	4.1%	7	1.7%	2
Home catalogue	1.2%	12	2.2%	2	2.3%	2	0.0%	0	4.6%	4	0.0%	0	0.5%	1	0.0%	0	1.1%	2
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.4%	1
B&Q, Smugglers Way, Wandsworth	0.4%	4	3.2%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.4%	1	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Acton										
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.4%	4	0.0%	0	0.6%	1	3.4%	3	0.0%	0
Greenford	0.3%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Homebase, Swandon Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth										
Knightsbridge	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
LB Barnet out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Camden other centres	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
LB Croydon other centres	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
LB Ealing other centres	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
LB Enfield other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
LB Islington other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
LB Tower Hamlets other centres	0.4%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0
LB Wandsworth other centres	0.5%	5	4.5%	5	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	3
North End Road	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Other outside London	0.6%	6	0.0%	0	0.0%	0	3.1%	3	0.6%	1
(Don't know / can't remember)	10.5%	106	10.4%	12	13.0%	14	22.8%	20	14.0%	13
(Don't do this type of shopping)	40.3%	403	34.7%	39	36.2%	38	31.1%	27	39.7%	36
Weighted base:	1001		111		105		88		90	
Sample:	1001		104		101		100		100	
									75	
									232	
									165	
									154	
									134	
									126	

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q18</i>																		
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	0	0.0%	0	0.9%	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)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Western Circus, Acton	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ikea, Croydon	0.5%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Ikea, Glover Drive, Edmonton	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	14.4%	71	5.9%	4	25.6%	14	17.5%	7	7.0%	3	12.4%	5	14.8%	14	26.5%	23	1.9%	1
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	2	0.0%	0	0.7%	0	0.0%	0	2.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.1%	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
Brent Cross	2.3%	11	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	9.7%	9	0.7%	1	0.0%	0
Central London	10.0%	49	7.3%	4	8.8%	5	6.7%	3	0.0%	0	11.5%	5	4.2%	4	13.3%	12	23.7%	17
Chiswick	1.6%	8	5.8%	4	0.0%	0	0.0%	0	1.2%	1	8.8%	4	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Ealing Road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
East Sheen	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Fulham	2.8%	14	3.1%	2	1.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.1%	4	9.6%	7
Fulham Road East	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	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
Hammersmith	1.9%	9	7.6%	5	7.1%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Harlesden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Harrow Road	0.3%	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
High Wycombe	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	2.4%	12	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.5%	4	9.3%	7
Kilburn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Kings Road East	2.0%	10	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	8
Kings Road West	3.3%	16	4.6%	3	1.5%	1	0.0%	0	1.0%	0	3.0%	1	0.0%	0	0.0%	0	15.2%	11
Kingston-Upon-Thames	0.6%	3	0.7%	0	0.0%	0	1.1%	0	1.7%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.8%	1
Park Royal	0.1%	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
Portobello Road	0.4%	2	0.0%	0	0.9%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0
Putney	1.1%	5	4.7%	3	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Uxbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Wembley	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.2%	4	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	2.4%	12	0.0%	0	7.6%	4	1.9%	1	0.0%	0	7.0%	3	0.5%	0	2.8%	2	1.3%	1
Westfield London	1.7%	8	0.0%	0	1.8%	1	0.0%	0	2.0%	1	1.2%	1	3.5%	3	3.2%	3	0.0%	0
Willesden Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.1%	0	0.7%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	3.2%	16	0.0%	0	0.0%	0	1.9%	1	1.7%	1	1.2%	1	14.1%	13	0.8%	1	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes,	0.8%	4	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Focus, Magnet, Homebase)																		
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.1%	1	0.0%	0
Internet / delivered	18.1%	89	31.0%	19	20.9%	11	20.1%	8	29.1%	12	18.4%	8	10.8%	10	14.4%	13	11.2%	8
Home catalogue	2.4%	12	4.0%	2	4.6%	2	0.0%	0	9.9%	4	0.0%	0	1.3%	1	0.0%	0	2.1%	2
Abroad	1.5%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.7%	1
B&Q, Western Avenue, Acton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Brentford	0.3%	1	0.0%	0	0.0%	0	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ealing	1.4%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.7%	1	6.0%	5	0.0%	0
Greenford	1.1%	5	0.0%	0	0.0%	0	6.7%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth	0.7%	4	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Barnet out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
LB Camden other centres	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Croydon other centres	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
LB Ealing other centres	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Haringey other centres	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
LB Hillingdon other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Islington other centres	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
LB Tower Hamlets other centres	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	1.1%	6	8.1%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Other outside London	1.2%	6	0.0%	0	0.0%	0	8.6%	3	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.8%	1
South Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / can't remember)	8.1%	40	5.3%	3	7.0%	4	12.3%	5	8.0%	3	12.2%	5	10.5%	10	7.6%	7	4.1%	3
Weighted base:		492		61		53		41		41		43		94		87		72
Sample:		462		56		43		46		48		59		86		66		58

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																		
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	3.9%	39	0.8%	1	6.3%	7	4.5%	4	4.1%	4	30.6%	23	0.2%	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	0.2%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Homebase, Manor Road, Richmond	0.2%	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
Homebase, Syon Lane, Isleworth	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
Homebase, The Causeway, Staines (Spelthorne)	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Homebase, Western Circus, Acton	10.1%	101	4.1%	5	7.6%	8	37.6%	33	18.9%	17	2.9%	2	4.5%	11	12.2%	20	4.4%	6
Ikea, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ikea, Wembley	1.0%	10	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.4%	1
Acton	1.9%	19	0.0%	0	0.5%	0	0.0%	0	15.1%	14	0.4%	0	0.4%	1	2.1%	3	0.0%	0
Alperton	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Brent Cross	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Central London	0.4%	4	0.4%	0	0.5%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.4%	1	0.0%	0
Chiswick	1.7%	17	0.0%	0	1.8%	2	0.0%	0	0.0%	0	19.2%	14	0.0%	0	0.0%	0	0.5%	1
Ealing Road	0.5%	5	0.0%	0	0.0%	0	0.6%	1	3.4%	3	0.7%	1	0.2%	0	0.0%	0	0.0%	0
Earls Court Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Fulham	1.4%	14	8.2%	9	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Fulham Road West	0.5%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Hammersmith	0.9%	9	3.2%	4	3.5%	4	1.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Harrow Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kensington High Street	2.7%	27	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	1	13.3%	18
Kilburn	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	3.2%	5	0.0%	0
Kings Road East	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Kings Road West	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	1
Notting Hill Gate	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	4.7%	8	1.5%	2
Park Royal	0.9%	9	0.0%	0	0.0%	0	3.1%	3	0.6%	1	0.0%	0	2.2%	5	0.6%	1	0.0%	0
Portobello Road	1.6%	16	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.4%	1	7.1%	12	0.0%	0
Putney	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0
Shepherds Bush	1.6%	16	0.0%	0	7.4%	8	8.4%	7	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Watford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wembley	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.9%	14	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Willesden Green	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	3	0.8%	1	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.7%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.4%	1	0.0%	0
Internet / delivered	2.2%	22	0.0%	0	2.3%	2	1.9%	2	0.0%	0	0.9%	1	2.4%	6	1.7%	3	6.3%	8
Asda, Park Royal, 2-20 Western Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Askew Road	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood	1.9%	19	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	7.1%	17	1.2%	2	0.0%	0
B&Q, Smugglers Way, Wandsworth	3.2%	32	17.9%	20	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	12
B&Q, Western Avenue, Acton	3.4%	34	0.0%	0	3.2%	3	5.8%	5	14.7%	13	0.0%	0	4.7%	11	0.8%	1	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Cricklewood	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	1.0%	2	0.0%	0
Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester 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	0.4%	1
Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Holland Park	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Homebase, Swandon Way, Wandsworth	2.5%	25	13.8%	15	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8
Homebase, York Road, Battersea	0.2%	2	0.4%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ladbroke Grove	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
LB Barnet other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Barnet out of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Brent other centres (Zone 6)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
LB Brent other centres (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
LB Brent out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
LB Ealing out of centre	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
LB Harrow out of centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0
LB Redbridge out of centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
LB Wandsworth other centres	1.1%	11	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
LB Westminster other centres	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	2.5%	4	0.0%	0
North End Road	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside London	0.6%	6	0.0%	0	0.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.2%	4	0.4%	1
Wickes, Cricklewood Broadway, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Wickes, Hanger Lane, Ealing	0.6%	6	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	5.9%	59	7.3%	8	12.5%	13	5.1%	4	2.6%	2	12.3%	9	5.8%	13	2.9%	5	2.9%	4
(Don't do this type of shopping)	35.9%	359	24.1%	27	41.5%	44	22.8%	20	29.9%	27	24.5%	18	45.1%	105	44.3%	73	34.1%	46
Weighted base:	1001		111		105		88		90		75		232		165		134	
Sample:	1001		104		101		100		100		101		215		154		126	

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q20</i>																		
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	8.6%	50	0.6%	0	10.7%	5	16.5%	11	14.7%	9	48.7%	23	0.4%	0	0.7%	1	0.8%	1
B&Q, Glencoe Road, Yeading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.3%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.7%	4	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Homebase, Manor Road, Richmond	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Homebase, Western Circus, Acton	13.2%	77	1.2%	1	12.3%	6	30.3%	19	25.7%	16	0.7%	0	8.2%	9	23.2%	20	6.2%	5
Ikea, Wembley	3.4%	20	14.0%	11	5.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.6%	6
Acton	3.1%	18	0.0%	0	1.0%	0	7.1%	5	15.1%	9	0.7%	0	0.9%	1	3.3%	3	0.0%	0
Alperton	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0
Balham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Brent Cross	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Central London	0.6%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.8%	1	0.0%	0
Chiswick	2.9%	17	0.0%	0	3.9%	2	0.0%	0	0.0%	0	30.6%	15	0.0%	0	0.0%	0	0.8%	1
Ealing Road	1.1%	6	0.0%	0	0.0%	0	0.9%	1	7.5%	5	1.1%	1	0.7%	1	0.0%	0	0.0%	0
Earls Court Road	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	3
Fulham	2.9%	17	15.9%	12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Fulham Road East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fulham Road West	0.7%	4	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Hammersmith	1.8%	11	4.7%	4	2.4%	1	6.2%	4	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Harlesden	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0
Kensington High Street	3.1%	18	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	13.6%	11
Kilburn	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	6.0%	5	0.0%	0
Kings Road East	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Kings Road West	0.9%	5	0.6%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.9%	4
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Notting Hill Gate	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.5%	4	1.3%	1
Park Royal	1.5%	9	0.0%	0	0.0%	0	5.0%	3	2.0%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Portobello Road	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.6%	11	0.0%	0
Putney	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0
Shepherds Bush	3.3%	19	0.0%	0	17.1%	8	16.1%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Watford	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Wealdstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Wembley	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	14	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Westfield London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	1	0.0%	0
Willesden Green	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	1.5%	1	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	1	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.4%	2	0.0%	0	0.0%	0	1.2%	1	1.6%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.1%	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
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.7%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.8%	1	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	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
Internet / delivered	2.9%	17	0.6%	0	6.1%	3	2.6%	2	0.0%	0	0.8%	0	5.2%	6	5.3%	5	0.8%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
B&Q, Broadway Retail Park, Cricklewood	1.6%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.8%	7	2.3%	2	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
B&Q, Smugglers Way, Wandsworth	3.6%	21	12.7%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	11
B&Q, Western Avenue, Acton	4.7%	28	0.0%	0	0.8%	0	10.4%	7	20.8%	13	0.7%	0	6.2%	7	0.7%	1	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	2.0%	2	0.0%	0
Ealing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth	4.3%	25	23.7%	18	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7
Homebase, York Road, Battersea	1.7%	10	0.6%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.5%	6
Ladbroke Grove	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
LB Barnet other centres	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
LB Barnet out of centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
LB Brent other centres (Zone 6)	0.2%	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
LB Harrow out of centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0
LB Redbridge out of centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
LB Richmond out of centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	2.4%	14	12.8%	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
LB Westminster other centres	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.8%	4	0.0%	0
North End Road	0.2%	1	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 outside London	1.0%	6	0.0%	0	6.5%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1
South Kensington	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cricklewood Broadway, Cricklewood	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Wickes, Hanger Lane, Ealing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	15	1.8%	1	5.7%	3	2.0%	1	0.8%	1	0.8%	0	2.5%	3	4.8%	4	2.3%	2
Weighted base:		582		76		48		64		60		48		114		87		85
Sample:		579		64		50		67		64		71		113		79		71

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																		
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	1.1%	11	0.4%	0	0.0%	0	5.4%	5	4.2%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Alperton	0.8%	8	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Brent Cross	2.5%	25	0.0%	0	0.0%	0	5.8%	5	1.2%	1	0.0%	0	7.8%	18	0.4%	1	0.0%	0
Central London	4.1%	41	3.8%	4	4.5%	5	3.1%	3	3.4%	3	4.9%	4	0.7%	2	10.7%	18	2.5%	3
Chiswick	1.3%	13	0.0%	0	0.5%	0	5.1%	4	0.0%	0	10.1%	8	0.0%	0	0.0%	0	0.0%	0
Ealing Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court 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	0.5%	1
Edgware Road / Church Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Fulham	3.5%	35	28.2%	31	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Fulham Road East	0.8%	8	0.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6
Fulham Road West	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Hammersmith	1.7%	17	4.5%	5	4.4%	5	6.6%	6	0.0%	0	1.1%	1	0.2%	0	0.0%	0	0.0%	0
Harlesden	0.9%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0
Harrow Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Kensington High Street	5.3%	53	0.0%	0	5.8%	6	0.6%	1	0.6%	1	0.5%	0	0.2%	0	11.0%	18	20.3%	27
Kilburn	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	3.2%	5	0.0%	0
Kings Road East	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Kings Road West	3.7%	37	4.7%	5	4.1%	4	0.5%	0	0.5%	0	1.1%	1	0.0%	0	1.6%	3	17.4%	23
Kingston-Upon-Thames	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.5%	1
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.6%	3	0.0%	0
Park Royal	0.9%	9	0.0%	0	0.0%	0	1.4%	1	0.5%	0	0.0%	0	2.8%	7	0.4%	1	0.0%	0
Portobello Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Putney	0.1%	1	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Queensway / Westbourne Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Shepherds Bush	1.9%	19	0.0%	0	0.8%	1	12.4%	11	0.5%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0
St Johns Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Sunbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wembley	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	24	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	2.6%	26	3.2%	4	4.0%	4	1.4%	1	1.0%	1	1.3%	1	0.6%	1	7.7%	13	1.1%	2
Westfield London	1.6%	16	0.0%	0	0.0%	0	0.6%	1	1.6%	1	6.4%	5	1.8%	4	2.0%	3	1.2%	2
Westfield Stratford City	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	3.2%	32	11.1%	12	1.1%	1	0.5%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	11.9%	16
Royale Leisure Park, Western Avenue, Acton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	3.5%	35	0.0%	0	0.4%	0	3.7%	3	5.3%	5	0.8%	1	10.3%	24	1.4%	2	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes,	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Focus, Magnet, Homebase)																		
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Internet / delivered	19.4%	194	17.1%	19	37.3%	39	16.1%	14	29.9%	27	26.5%	20	14.0%	33	18.6%	31	8.9%	12
Home catalogue	0.7%	7	0.0%	0	0.0%	0	1.7%	2	5.4%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	1	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
B&Q, Smugglers Way, Wandsworth	0.0%	0	0.4%	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%	3	0.0%	0	0.6%	1	0.0%	0	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.4%	1	0.0%	0
Ealing	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.2%	0	3.2%	5	0.0%	0
Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LB Brent other centres (Outside study zones)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Camden other centres	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.0%	1
LB Greenwich other centres	0.0%	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
LB Wandsworth other centres	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Westminster other centres	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other outside London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	2	0.4%	1	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shepherd's Bush Road Local Centre	0.0%	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
Tesco Extra, Great Central Way, Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.6%	6	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
(Don't know / can't remember)	7.3%	73	3.4%	4	19.1%	20	9.5%	8	4.4%	4	9.8%	7	7.2%	17	3.2%	5	5.6%	8
(Don't do this type of shopping)	19.4%	194	15.5%	17	15.1%	16	16.3%	14	21.2%	19	16.1%	12	24.1%	56	19.4%	32	20.5%	28
Weighted base:	1001		111		105		88		90		75		232		165		134	
Sample:	1001		104		101		100		100		101		215		154		126	

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q22</i>																		
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	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
Homebase, Western Circus, Acton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.6%	4	0.5%	0	0.0%	0	0.0%	0	3.8%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	1.5%	11	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Brent Cross	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Central London	3.7%	27	0.0%	0	0.0%	0	11.9%	8	1.7%	1	0.0%	0	10.8%	17	0.6%	1	0.0%	0
Chiswick	5.8%	43	4.7%	4	7.4%	5	5.2%	3	3.5%	2	7.9%	4	2.2%	4	11.8%	15	4.6%	5
Ealing Road	1.3%	10	0.0%	0	0.7%	0	2.7%	2	0.0%	0	12.5%	7	0.3%	0	0.0%	0	0.0%	0
Earls Court Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.7%	1
Fulham Road East	3.8%	28	26.1%	24	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Fulham Road West	0.2%	2	0.4%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hammersmith	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Harlesden	2.1%	15	6.0%	5	5.7%	4	6.3%	4	0.8%	1	0.9%	1	0.0%	0	0.5%	1	0.0%	0
High Wycombe	1.1%	8	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	6.6%	48	0.0%	0	5.5%	4	0.0%	0	1.4%	1	0.7%	0	0.8%	1	16.8%	21	20.6%	20
Kings Road East	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	4.6%	6	0.0%	0
Kings Road West	0.4%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	2
Kingston-Upon-Thames	4.5%	33	2.4%	2	2.0%	1	0.0%	0	0.6%	0	3.4%	2	0.0%	0	3.0%	4	23.4%	23
Notting Hill Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.4%	2	0.0%	0	0.0%	0	0.7%	1
Park Royal	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.1%	3	0.0%	0
Portobello Road	1.3%	9	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	4.5%	7	0.5%	1	0.0%	0
Putney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Queensway / Westbourne Grove	0.2%	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
Richmond	0.2%	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
Shepherds Bush	0.1%	0	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	2.1%	16	0.0%	0	1.1%	1	11.0%	7	1.7%	1	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Twickenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	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
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	3.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	27	0.0%	0	0.0%	0
Westfield London	0.2%	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
Westfield Stratford City	3.6%	26	4.0%	4	11.3%	8	2.3%	2	1.8%	1	0.6%	0	0.6%	1	7.7%	10	1.3%	1
Willesden Green	3.6%	26	0.0%	0	8.7%	6	0.8%	1	2.1%	1	8.1%	4	4.1%	7	1.6%	2	5.1%	5
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Royal Leisure Park, Western Avenue, Acton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	3.7%	27	11.9%	11	1.0%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	13.8%	14
Staples Corner Retail Park (Brent Cross)	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes, Focus, Magnet,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
	3.5%	25	0.0%	0	0.6%	0	0.8%	1	6.3%	4	1.1%	1	10.9%	17	1.8%	2	0.0%	0
	0.4%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Homebase)																		
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	5.0%	8	0.0%	0	0.0%	0
Internet / delivered	24.7%	181	23.1%	21	38.6%	27	35.5%	23	37.6%	25	29.2%	16	17.2%	27	19.6%	25	17.1%	17
Home catalogue	1.2%	9	0.0%	0	0.0%	0	2.3%	2	6.2%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Smugglers Way, Wandsworth	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.6%	1	0.0%	0
Ealing	1.5%	11	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.9%	1	0.2%	0	4.1%	5	0.0%	0
Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	1	0.0%	0
Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
LB Brent other centres (Outside study zones)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Camden other centres	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
LB Hillingdon out of centre	0.1%	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
LB Lambeth other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
LB Wandsworth other centres	0.6%	5	1.5%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
LB Westminster other centres	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	1.0%	1
Other outside London	1.0%	7	0.0%	0	5.1%	4	0.8%	1	0.0%	0	0.0%	0	1.4%	2	0.5%	1	0.6%	1
Sainsbury's Local, Ladbroke Grove, North Kensington	0.2%	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
Shepherd's Bush Road Local Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.6%	5	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	7.5%	55	11.7%	11	5.0%	3	8.4%	6	6.3%	4	13.5%	8	5.6%	9	7.7%	10	4.8%	5
Weighted base:	733		90		69		65		67		56		159		127			99
Sample:	712		77		70		69		72		78		146		113			87

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																		
Homebase, Western Circus, Acton	0.0%	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
Ikea, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.2%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	1.4%	14	0.0%	0	0.0%	0	9.6%	9	2.8%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Acton	0.6%	6	0.0%	0	0.6%	1	1.4%	1	3.7%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Alperton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Brent Cross	1.8%	19	0.0%	0	0.0%	0	3.1%	3	3.1%	3	3.0%	2	4.6%	11	0.0%	0	0.0%	0
Central London	4.9%	49	10.2%	11	4.8%	5	4.8%	4	2.6%	2	3.8%	3	2.0%	5	7.9%	13	3.9%	5
Chiswick	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.4%	3	0.0%	0	0.4%	1	0.0%	0
Ealing Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	0	1.0%	2	0.0%	0	0.0%	0
Earls Court 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	0.4%	1
East Sheen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Fulham	2.4%	24	13.1%	15	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.5%	1
Fulham Road West	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.2%	12	7.0%	8	1.7%	2	2.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Harrow Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	1.8%	18	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	6.6%	9
Kilburn	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	7	4.1%	7	0.0%	0
Kings Road East	0.8%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Kings Road West	4.9%	49	3.3%	4	1.7%	2	0.0%	0	0.5%	0	3.0%	2	0.0%	0	3.2%	5	26.6%	36
Kingston-Upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.7%	7	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0
Park Royal	1.0%	10	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	3.3%	8	0.4%	1	0.0%	0
Putney	0.2%	2	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	9	0.0%	0	0.4%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wembley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	10	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	3.7%	37	0.0%	0	11.0%	12	2.6%	2	0.9%	1	1.3%	1	0.8%	2	10.5%	17	1.5%	2
Westfield London	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Apex Retail Park (Currys, Wickes)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	2.9%	29	8.5%	9	1.1%	1	2.4%	2	0.5%	0	0.5%	0	0.0%	0	0.8%	1	10.3%	14
Royale Leisure Park, Western Avenue, Acton	0.5%	5	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	3.5%	35	0.0%	0	0.4%	0	3.7%	3	1.0%	1	1.2%	1	11.7%	27	1.2%	2	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	1.5%	15	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	5.5%	13	0.0%	0	0.0%	0
Internet / delivered	20.2%	203	21.2%	24	20.5%	21	23.7%	21	31.6%	28	35.8%	27	12.8%	30	19.7%	33	14.2%	19
Home catalogue	1.2%	12	0.0%	0	0.0%	0	1.7%	2	4.1%	4	0.0%	0	0.4%	1	3.8%	6	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Abroad	0.3%	3	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
B&Q, Smugglers Way, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
B&Q, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0
Cricklewood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.4%	1
Ealing	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.2%	5
Fulham Palace Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
LB Brent out of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
LB Ealing other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
LB Hillingdon other centres	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.3%	1	0.0%	0
LB Kingston upon Thames other centres	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Other outside London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cricklewood Broadway, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
(Don't know / can't remember)	8.7%	87	3.6%	4	17.2%	18	16.8%	15	13.0%	12	8.3%	6	8.5%	20	2.8%	5
(Don't do this type of shopping)	25.2%	252	25.6%	28	30.9%	32	9.8%	9	23.6%	21	17.4%	13	34.2%	79	22.4%	37
Weighted base:	1001	111		105		88		90		75		232		165		134
Sample:	1001	104		101		100		100		101		215		154		126

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q24</i>																		
Homebase, Western Circus, Acton	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.8%	1	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	2.1%	14	0.0%	0	0.0%	0	13.1%	9	4.5%	3	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.6%	4	0.0%	0	0.9%	0	1.2%	1	3.7%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Alperton	1.0%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Brent Cross	2.6%	17	0.0%	0	0.0%	0	4.2%	3	1.2%	1	4.1%	2	8.5%	11	0.0%	0	0.0%	0
Central London	7.3%	48	12.6%	10	9.3%	5	5.9%	4	2.9%	2	6.5%	4	5.0%	7	9.8%	12	5.6%	5
Chiswick	0.4%	2	0.0%	0	0.0%	0	0.7%	0	0.9%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Ealing Road	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	0	1.7%	2	0.0%	0	0.0%	0
Earls Court 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	1.0%	1
Edgware Road / Church Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Fulham	3.2%	21	19.0%	15	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.7%	1
Fulham Road West	0.5%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	2.5%	16	9.8%	8	3.4%	2	4.5%	3	0.0%	0	4.3%	2	0.0%	0	1.1%	1	0.0%	0
Harlesden	0.8%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Harrow Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	2.6%	17	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	13.5%	13
Kilburn	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	5.6%	7	0.0%	0
Kings Road East	1.2%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Kings Road West	7.0%	46	3.0%	2	4.9%	3	0.0%	0	0.7%	0	3.4%	2	0.0%	0	4.2%	5	35.6%	34
Kingston-Upon-Thames	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.5%	1	0.0%	0
Notting Hill Gate	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
Park Royal	1.1%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0
Portobello Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Putney	0.1%	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
Shepherds Bush	0.9%	6	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wembley	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	10	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	4.8%	32	0.0%	0	20.0%	11	3.5%	2	1.5%	1	1.8%	1	1.0%	1	11.8%	15	1.2%	1
Westfield London	0.1%	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
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Southall (Carpets, Currys, Topps Tiles, Matalan)	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	3.8%	25	11.9%	9	2.1%	1	1.9%	1	0.7%	0	0.0%	0	0.0%	0	3.5%	4	9.2%	9
Royale Leisure Park, Western Avenue, Acton	0.8%	5	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	4.9%	32	0.0%	0	0.0%	0	5.1%	3	0.9%	1	1.7%	1	18.5%	25	2.4%	3	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	1.9%	13	0.0%	0	0.0%	0	0.7%	0	1.7%	1	0.0%	0	7.7%	10	0.8%	1	0.0%	0
Internet / delivered	27.6%	182	29.8%	23	31.0%	17	32.1%	21	46.0%	26	37.7%	21	19.6%	26	23.5%	29	20.2%	19
Home catalogue	1.9%	13	0.0%	0	0.0%	0	3.2%	2	6.5%	4	0.0%	0	0.6%	1	5.1%	6	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Abroad	0.4%	3	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, Smugglers Way, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
B&Q, Western Avenue, Acton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.6%	1	0.0%	0
Ealing	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Knightsbridge	0.4%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.3%	0	2.0%	2	0.0%	0
LB Brent out of centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
LB Camden other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LB Ealing other centres	0.1%	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
LB Hillingdon other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LB Kingston upon Thames other centres	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.5%	4	0.6%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Neasden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other outside London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.1%	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
Wickes, Cricklewood Broadway, Cricklewood (Don't know / can't remember)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
	7.4%	49	5.3%	4	13.4%	7	3.9%	3	10.6%	6	17.1%	10	5.2%	7	8.1%	10	2.6%	2
Weighted base:	662		79		55		65		57		56		133		123		95	
Sample:	675		75		66		71		73		78		129		102		81	

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																		
Sainsbury's, 51 Townsmead Road, Fulham	0.4%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith	0.7%	7	0.0%	0	0.4%	0	3.1%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Acton	2.9%	29	0.0%	0	0.0%	0	1.6%	1	29.8%	27	0.5%	0	0.0%	0	0.4%	1	0.0%	0
Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	1.9%	19	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	7.8%	18	0.0%	0	0.0%	0
Central London	4.3%	43	5.9%	7	4.7%	5	0.6%	1	3.4%	3	3.2%	2	5.4%	12	6.0%	10	2.5%	3
Chiswick	7.5%	75	0.0%	0	3.1%	3	4.1%	4	6.3%	6	82.2%	62	0.2%	0	0.0%	0	0.0%	0
Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ealing Road	0.5%	5	0.0%	0	0.6%	1	0.0%	0	2.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Earls Court Road	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
East Acton	0.4%	4	0.0%	0	0.0%	0	3.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Fulham	8.3%	83	47.0%	52	9.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	20
Fulham Road East	0.5%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Fulham Road West	0.5%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Hammersmith	6.4%	64	4.4%	5	38.0%	40	12.4%	11	4.2%	4	4.2%	3	0.0%	0	1.0%	2	0.0%	0
Harlesden	2.6%	26	0.4%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	6.7%	16	3.2%	5	0.0%	0
Harrow Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Kensington High Street	7.7%	78	0.0%	0	6.9%	7	0.6%	1	0.0%	0	0.0%	0	0.6%	1	13.4%	22	34.5%	46
Kilburn	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	4.1%	7	0.0%	0
Kings Road East	0.7%	7	3.2%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Kings Road West	2.1%	21	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	13.5%	18
Notting Hill Gate	2.7%	27	2.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	0	13.2%	22	0.9%	1
Park Royal	0.4%	4	0.0%	0	0.0%	0	0.9%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	12	0.0%	0
Praed Street / Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Putney	0.5%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	14	0.0%	0
Richmond	0.1%	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
Shepherds Bush	3.2%	32	0.0%	0	12.2%	13	16.1%	14	2.3%	2	0.4%	0	0.0%	0	1.6%	3	0.4%	1
Uxbridge	0.4%	4	0.0%	0	0.0%	0	3.1%	3	0.6%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wealdstone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Wembley	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	62	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	1.6%	16	0.4%	0	1.4%	1	0.6%	1	1.0%	1	0.0%	0	1.0%	2	2.8%	5	4.4%	6
Westfield London	6.0%	60	2.6%	3	3.8%	4	25.3%	22	7.7%	7	1.2%	1	3.8%	9	8.6%	14	0.0%	0
Westfield Stratford City	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	12	0.0%	0	0.0%	0
Wimbledon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hayes Bridge Retail Park, Hayes (Halfords, Harveys, Courts)	0.4%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / delivered	3.7%	37	0.6%	1	9.5%	10	1.2%	1	7.1%	6	4.4%	3	3.0%	7	4.0%	7	1.4%	2
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Park Royal, 2-20 Western Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Askew Road	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.4%	14	0.0%	0	0.0%	0	0.5%	0	5.7%	5	0.0%	0	1.5%	3	3.2%	5	0.0%	0
Gloucester Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Gloucester Road local centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Holland Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Imperial Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Knightsbridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
LB Brent other centres (Outside study zones)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Camden other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Hammersmith & Fulham out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
out of centre										
LB Newham other centres	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Tower Hamlets other centres	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.7%	7	6.3%	7	0.0%	0	0.0%	0	0.0%	0
LB Westminster other centres	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road	0.4%	4	2.4%	3	1.5%	2	0.0%	0	0.0%	0
Other outside London	1.0%	10	0.4%	0	0.0%	0	0.9%	1	0.8%	1
Sainsbury's Local, Ladbroke Grove, North Kensington	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Central Way, Neasden	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.0%	20	0.0%	0	0.0%	0	1.5%	1	1.7%	1
(Don't do this type of shopping)	8.5%	85	7.6%	9	3.9%	4	9.4%	8	16.1%	14
Weighted base:	1001	111	105	88	90	75	232	165	134	
Sample:	1001	104	101	100	100	101	215	154	126	

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q26</i>																		
Sainsbury's, 51 Townsmead Road, Fulham	0.4%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith	1.0%	9	0.0%	0	1.8%	2	3.5%	3	1.0%	1	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Acton	3.3%	29	0.0%	0	0.0%	0	1.8%	1	37.5%	28	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Brent Cross	1.4%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.9%	11	0.0%	0	0.0%	0
Central London	4.7%	42	5.9%	6	1.8%	2	1.4%	1	4.8%	4	1.0%	1	6.0%	12	6.1%	9	6.7%	8
Chiswick	6.9%	61	0.0%	0	2.3%	2	7.2%	6	6.5%	5	65.2%	49	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Ealing Road	0.6%	6	0.0%	0	0.7%	1	0.0%	0	4.7%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Earls Court Road	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9
East Acton	0.1%	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
Edgware Road / Church Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Fulham	6.9%	62	36.7%	38	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	16
Fulham Road East	0.6%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Fulham Road West	0.6%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Hammersmith	7.6%	68	10.4%	11	33.1%	33	18.5%	15	1.1%	1	6.8%	5	0.3%	1	1.7%	2	0.0%	0
Harlesden	2.5%	22	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	6.2%	12	3.6%	5	0.0%	0
Harrow Road	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.7%	2	0.0%	0
Kensington High Street	8.0%	72	0.0%	0	7.7%	8	0.0%	0	0.0%	0	0.5%	0	0.4%	1	15.7%	23	31.7%	40
Kilburn	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	5.3%	8	0.0%	0
Kings Road East	1.1%	10	3.5%	4	0.5%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.1%	4
Kings Road West	2.8%	25	1.7%	2	1.4%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	16.9%	21
Notting Hill Gate	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	10.4%	15	1.4%	2
Park Royal	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.3%	2	0.0%	0
Praed Street / Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Putney	0.9%	8	7.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	13.1%	19	0.0%	0
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	3.8%	34	0.0%	0	13.8%	14	16.8%	13	5.3%	4	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Uxbridge	0.6%	6	0.0%	0	2.4%	2	3.5%	3	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Watford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Wealdstone	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Wembley	6.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	56	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	2.0%	18	0.5%	0	0.0%	0	0.7%	1	0.7%	1	5.1%	4	4.5%	9	2.9%	4	0.0%	0
Westfield London	7.6%	68	6.3%	7	5.4%	5	21.5%	17	10.6%	8	3.8%	3	5.4%	11	12.3%	18	0.0%	0
Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Wimbledon	0.3%	2	2.4%	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, Hayes (Halfords, Harveys, Courts)	0.4%	4	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	2	0.0%	0	0.5%	1
Internet / delivered	5.0%	44	4.0%	4	10.7%	11	4.9%	4	8.0%	6	5.0%	4	5.5%	11	2.0%	3	2.1%	3
Home catalogue	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Park Royal, 2-20 Western Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Askew Road	0.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ealing	1.8%	16	0.0%	0	0.0%	0	0.6%	0	10.0%	7	0.0%	0	1.8%	3	3.6%	5	0.0%	0
Gloucester Road	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Gloucester Road local centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Holland Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Ladbroke Grove	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
LB Barnet other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Brent other centres (Outside study zones)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Brent out of centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Camden other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
LB Hammersmith & Fulham out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
LB Newham other centres	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
LB Southwark other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
LB Tower Hamlets other centres	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	1.2%	11	6.3%	7	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Westminster other centres	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	2.3%	3	0.0%	0
Neasden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
North End Road	0.4%	3	2.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside London	0.7%	6	0.5%	0	2.4%	2	0.0%	0	0.0%	0	0.5%	0	1.2%	2	0.4%	1	0.0%	0
Sainsbury's Local, Ladbroke Grove, North Kensington	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	1.2%	2	0.0%	0
Tesco Extra, Great Central Way, Neasden	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0
Wandsworth Bridge Road north/south	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.5%	22	0.4%	0	4.4%	4	3.6%	3	0.7%	1	2.2%	2	2.2%	4	4.3%	6	1.5%	2
Weighted base:	895	103		101	79	74		75		193		146		126				
Sample:	869	96		94	86	82		99		166		131		115				

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																		
Acton	0.6%	6	0.0%	0	0.0%	0	1.5%	1	5.3%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.7%	7	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Brent Cross	1.7%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	6.3%	15	0.0%	0	0.0%	0
Central London	3.2%	32	3.0%	3	1.2%	1	0.9%	1	0.6%	1	1.0%	1	3.7%	9	6.3%	10	4.7%	6
Chiswick	1.3%	13	0.0%	0	2.1%	2	1.7%	2	1.1%	1	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Ealing Road	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	3.5%	35	19.7%	22	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	4.8%	6
Fulham Road East	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.2%	12	1.0%	1	4.8%	5	3.6%	3	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1
Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Harrow Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensington High Street	2.6%	26	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.4%	0	0.0%	0	10.1%	17	5.0%	7
Kilburn	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.4%	1	0.0%	0
Kings Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Kings Road West	0.5%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	2.2%	3
Kingston-Upon-Thames	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0	1.2%	2	0.0%	0
Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Putney	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Queensway / Westbourne Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	2.1%	21	0.0%	0	13.2%	14	1.7%	2	0.0%	0	3.0%	2	1.0%	2	0.0%	0	0.4%	1
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	11	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	0.9%	9	0.0%	0	1.4%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Westfield London	6.3%	63	0.4%	0	10.0%	11	10.2%	9	5.8%	5	8.2%	6	7.2%	17	9.2%	15	0.0%	0
Willesden Green	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	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)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / delivered	11.3%	113	16.0%	18	21.9%	23	5.8%	5	13.5%	12	27.0%	20	6.6%	15	2.9%	5	11.1%	15
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Abroad	0.4%	4	0.6%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Ealing	1.3%	13	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Barnet other centres	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Ealing other centres	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Hounslow other centres	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
LB Southwark out of centre	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other centres	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.7%	5
LB Westminster other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other outside London	0.5%	5	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.6%	1	1.1%	2
Tesco Extra, Great Central Way, Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.1%	21	1.6%	2	1.7%	2	0.6%	1	1.0%	1	1.6%	1	1.9%	4	1.4%	2	5.7%	8

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(Don't do this type of shopping)	52.3% 524	53.9% 60	38.3% 40	58.9% 52	50.1% 45	34.1% 26	56.8% 132	55.7% 92	57.6% 77
Weighted base:	1001	111	105	88	90	75	232	165	134
Sample:	1001	104	101	100	100	101	215	154	126

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q28</i>																		
Acton	1.4%	6	0.0%	0	0.0%	0	3.6%	1	10.8%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Brent Cross	2.0%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.9%	8	0.0%	0	0.0%	0
Central London	6.6%	30	5.9%	3	3.0%	2	1.2%	0	2.1%	1	3.4%	2	6.7%	6	14.6%	10	10.8%	5
Chiswick	3.5%	16	0.0%	0	3.1%	2	4.2%	2	2.2%	1	24.0%	12	0.0%	0	0.0%	0	0.0%	0
Ealing Road	0.7%	3	0.0%	0	0.0%	0	7.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
East Acton	0.1%	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
East Sheen	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	5.9%	27	37.0%	18	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	6.0%	3
Fulham Road East	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
Fulham Road West	0.2%	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
Hammersmith	1.2%	5	1.4%	1	3.1%	2	1.2%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	2.3%	1
Harlesden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Harrow Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Kensington High Street	5.6%	26	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	22.4%	16	17.2%	8
Kilburn	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	1.0%	1	0.0%	0
Kings Road East	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Kings Road West	1.9%	9	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	13.0%	6
Kingston-Upon-Thames	0.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.9%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.8%	3	1.0%	1	0.0%	0
Park Royal	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	1.2%	6	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Praed Street / Paddington	0.2%	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
Putney	0.9%	4	6.7%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.2%	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
Shepherds Bush	3.7%	17	0.0%	0	15.9%	10	10.4%	4	0.0%	0	0.8%	0	2.3%	2	0.0%	0	1.1%	1
Stanmore	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
Uxbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wembley	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	2.5%	12	0.0%	0	2.3%	1	0.0%	0	6.1%	3	3.9%	2	3.4%	3	1.8%	1	1.9%	1
Westfield London	13.2%	60	0.0%	0	10.3%	6	19.9%	7	11.9%	5	15.7%	8	20.4%	20	20.0%	14	0.0%	0
Westfield Stratford City	0.6%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Bridge Retail Park, Twickenham (Comet, Currys, Halfords, Sports Direct)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0
Victoria Retail Park, Ruislip (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet / delivered	23.3%	106	30.4%	15	47.2%	30	22.0%	8	17.4%	8	33.6%	16	10.9%	10	6.9%	5	29.6%	15
Home catalogue	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
TV / Interactive shopping	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ealing	2.7%	12	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0	7.4%	5	0.0%	0
Greenford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Hounslow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Barnet other centres	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Croydon other centres	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
LB Ealing out of centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
LB Hounslow other centres	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea out of centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
LB Southwark out of centre	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
LB Wandsworth other centres	1.3%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	10.2%	5
LB Westminster other	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
centres										
North End Road	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside London	0.5%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
(Don't know / can't remember)	6.3%	29	10.0%	5	7.2%	5	17.8%	6	0.0%	0
Weighted base:	456	50	63	36	44	48	96	71	49	
Sample:	377	41	45	38	38	61	64	45	45	

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 And where was the last purchase of other non-food items such as books, jewellery or china and glass items?																		
Ikea, Croydon	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	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
Sainsbury's, 51 Townsmead Road, Fulham	0.1%	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
Tesco Superstore, 180 Shepherds Bush Road, Hammersmith	0.0%	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
Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Brent Cross	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0
Central London	3.6%	37	8.4%	9	3.6%	4	1.5%	1	2.9%	3	0.5%	0	2.2%	5	5.1%	8	4.1%	5
Chiswick	3.5%	35	0.0%	0	2.5%	3	4.2%	4	2.7%	2	31.7%	24	1.0%	2	0.0%	0	0.0%	0
Clapham Junction	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Road	1.2%	12	0.0%	0	0.0%	0	9.0%	8	3.6%	3	0.5%	0	0.4%	1	0.0%	0	0.0%	0
Fulham	2.4%	24	19.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Fulham Road East	0.8%	8	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Fulham Road West	0.7%	7	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.2%	12	0.0%	0	3.5%	4	5.7%	5	0.6%	1	0.4%	0	0.0%	0	1.8%	3	0.0%	0
Harlesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Harrow Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kensington High Street	4.9%	49	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.2%	0	4.0%	7	26.9%	36
Kilburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Kings Road East	0.4%	4	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Kings Road West	1.3%	13	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1	8.7%	12
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	2.6%	26	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.2%	0	14.3%	24	0.5%	1
Portobello Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	2.4%	4	0.0%	0
Putney	0.5%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Richmond	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.2%	2	0.0%	0	0.4%	0	1.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	0.7%	7	0.4%	0	0.5%	0	1.7%	2	0.6%	1	2.5%	2	0.2%	0	1.1%	2	0.0%	0
Westfield London	6.4%	64	2.2%	2	6.2%	6	9.4%	8	11.6%	10	13.1%	10	4.6%	11	9.5%	16	0.0%	0
Westfield Stratford City	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	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	0.2%	0	0.0%	0	0.0%	0
Bluewater	0.4%	4	3.2%	4	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%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	27.4%	275	25.0%	28	46.8%	49	28.4%	25	28.2%	25	29.7%	22	20.5%	48	23.8%	39	28.5%	38
Home catalogue	0.2%	2	0.4%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Asda, Park Royal, 2-20 Western Road, London	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.2%	0	3.2%	5	0.0%	0
Gloucester Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Holland Park	0.8%	8	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
LB Camden other centres	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
LB Islington other centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
LB Newham other centres	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
LB Wandsworth other centres	0.5%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
LB Westminster other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other outside London	1.2%	12	0.4%	0	3.4%	4	0.0%	0	4.1%	4	0.5%	0	0.2%	0	0.0%	0	2.5%	3
Wandsworth Bridge Road north/south	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don't know / can't remember)	2.3%	23	1.1%	1	3.6%	4	4.3%	4	2.3%	2	1.5%	1	2.0%	5	1.6%	3	2.8%	4
(Don't do this type of shopping)	30.3%	303	18.3%	20	21.0%	22	27.2%	24	34.7%	31	17.0%	13	55.3%	128	25.5%	42	16.4%	22
Weighted base:	1001	111	105	88	90	75	232	165	134									

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	1001	104	101	100	100	101	215	154	126

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, jewellery or china and glass items?																		
<i>Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q30</i>																		
Ikea, Croydon	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.2%	1	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 Superstore, 180 Shepherds Bush Road, Hammersmith	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Brent Cross	1.9%	13	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	11.7%	12	0.0%	0	0.0%	0
Central London	4.4%	29	0.9%	1	3.5%	3	3.1%	2	2.5%	1	2.4%	1	7.9%	8	9.0%	11	2.3%	2
Chiswick	4.7%	31	0.0%	0	8.6%	7	2.5%	2	2.5%	1	35.4%	22	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ealing Road	1.1%	7	0.0%	0	0.0%	0	7.3%	4	3.4%	2	0.6%	0	0.4%	0	0.0%	0	0.0%	0
Fulham	3.5%	24	24.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Fulham Road East	0.9%	6	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Fulham Road West	0.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hammersmith	1.8%	12	1.3%	1	3.4%	3	8.8%	5	2.9%	2	0.5%	0	0.0%	0	0.8%	1	0.0%	0
Harlesden	0.2%	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
Harrow Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kensington High Street	8.1%	55	0.4%	0	11.7%	9	0.0%	0	0.0%	0	0.6%	0	2.7%	3	10.2%	12	27.6%	30
Kilburn	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.1%	1	0.0%	0
Kings Road East	1.4%	10	2.7%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7
Kings Road West	2.3%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	11.9%	13
Kingston-Upon-Thames	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.5%	1
Notting Hill Gate	4.0%	27	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0	1.3%	1	16.0%	19	0.6%	1
Park Royal	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Putney	0.4%	3	2.6%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Richmond	0.5%	4	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0
West End (including Oxford Street, Bond Street & Regent Street)	2.5%	17	0.5%	0	1.1%	1	1.2%	1	0.9%	1	3.1%	2	3.8%	4	6.2%	7	0.9%	1
Westfield London	9.0%	61	2.7%	2	8.8%	7	14.6%	9	18.3%	10	16.0%	10	6.0%	6	13.8%	17	0.0%	0
Westfield Stratford City	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Willesden Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Bluewater	0.5%	4	4.0%	4	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%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	1	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	35.0%	236	46.5%	42	50.4%	40	32.3%	20	39.3%	22	32.5%	20	33.2%	33	19.1%	23	33.9%	37
Home catalogue	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Abroad	0.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Asda, Park Royal, 2-20 Western Road, London	0.4%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road	0.4%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.1%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.4%	0	4.4%	5	0.0%	0
Holland Park	1.3%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Hounslow	0.1%	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
Knightsbridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
LB Camden other centres	0.5%	3	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.4%	0	0.8%	1	0.0%	0
LB Islington other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
LB Newham other centres	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0
LB Wandsworth other centres	0.1%	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
LB Westminster other centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Neasden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Other outside London	1.7%	12	0.4%	0	4.5%	4	0.0%	0	7.8%	4	0.0%	0	1.0%	1	0.5%	1	1.7%	2
Sainsbury's Local, Ladbroke Grove, North Kensington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Wandsworth Bridge 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	0.5%	1

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
north/south (Don't know / can't remember)	4.1% 27	0.4% 0	1.5% 1	1.2% 1	8.2% 5	5.6% 3	4.7% 5	5.4% 6	5.4% 6
Weighted base:	675	90	79	60	56	61	99	120	109
Sample:	643	69	72	65	59	82	97	106	93
Q32 Which of these centres do you visit the most? [PR]									
Fulham	13.3% 134	76.2% 85	8.7% 9	0.0% 0	0.5% 0	1.1% 1	0.2% 0	1.5% 3	26.3% 35
Hammersmith	14.9% 149	5.3% 6	41.0% 43	17.1% 15	20.4% 18	28.2% 21	2.8% 6	14.2% 23	11.6% 16
Shepherd's Bush / Westfield	51.6% 516	14.3% 16	44.0% 46	78.5% 69	58.2% 52	56.0% 42	63.8% 148	64.5% 106	26.9% 36
Do not visit any of these centres	20.2% 202	4.2% 5	6.3% 7	4.5% 4	21.0% 19	14.7% 11	33.2% 77	19.8% 33	35.1% 47
Weighted base:	1001	111	105	88	90	75	232	165	134
Sample:	1001	104	101	100	100	101	215	154	126

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What things do you think could be improved about (CENTRE MENTIONED AT Q32)? [MR]																		
<i>Not those who said 'Do not visit any of these centres' at Q32</i>																		
More parking	4.6%	37	7.3%	8	0.9%	1	9.3%	8	1.0%	1	4.4%	3	5.7%	9	3.7%	5	3.6%	3
More secure parking	0.0%	0	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	10.9%	87	8.4%	9	1.0%	1	16.6%	14	27.7%	20	10.8%	7	17.4%	27	1.9%	2	8.1%	7
More accessible car parking	1.0%	8	0.4%	0	0.5%	0	0.9%	1	1.0%	1	4.8%	3	0.9%	1	0.9%	1	0.0%	0
More frequent bus services to the centre	0.4%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	0	0.0%	0	1.0%	1	1.1%	1
More reliable / comfortable bus services	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent train services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More reliable train services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better signposting within the Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.2%	0	0.4%	1	0.0%	0
More priority for pedestrians	1.7%	14	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	4.8%	6	1.6%	1
Improved access for wheelchair and pushchair users	0.4%	3	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.6%	0	0.2%	0	0.4%	1	0.0%	0
Cleaner streets / removal of litter	3.1%	25	1.3%	1	2.4%	2	6.5%	5	0.0%	0	0.5%	0	6.3%	10	3.6%	5	0.8%	1
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	2.9%	23	2.1%	2	5.7%	6	1.2%	1	0.0%	0	10.1%	6	1.7%	3	3.6%	5	0.0%	0
Improved security measures / more CCTV / more police	0.1%	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
More control on alcohol / drinkers / drug users	0.4%	3	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	0.9%	7	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.9%	3
Better street furniture / floral displays	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0
More green spaces / areas	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1
More national multiple (high street chain) retailers	5.7%	45	11.9%	13	7.7%	8	0.9%	1	1.3%	1	4.4%	3	3.5%	5	1.2%	2	15.4%	13
Bigger / better supermarket	0.6%	5	2.3%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.9%	31	15.9%	17	3.1%	3	3.8%	3	1.0%	1	5.7%	4	0.6%	1	1.3%	2	1.6%	1
Better choice of shops in general	9.2%	73	18.0%	19	20.8%	20	8.3%	7	1.3%	1	11.5%	7	1.2%	2	8.7%	11	5.7%	5
Better quality of shops	3.6%	29	5.1%	5	6.6%	7	2.7%	2	1.4%	1	16.0%	10	0.0%	0	1.9%	3	0.6%	1
Improvement to the market	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	0	0.0%	0	0.0%	0
More / better pubs / night-life	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.8%	15	0.6%	1	7.6%	7	0.0%	0	0.6%	0	0.6%	0	2.4%	4	1.4%	2	0.0%	0
Fewer bars / nightclubs	0.0%	0	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 leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More family oriented facilities	0.0%	0	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 secure children's play areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Expand the town centre's colleges / expand university	0.0%	0	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
Better pavements	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Better toilets	0.1%	1	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop required	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper business rates	0.1%	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
Improve market	4.4%	35	4.4%	5	1.5%	1	9.1%	8	0.0%	0	2.1%	1	6.9%	11	3.1%	4	5.4%	5
Improve the drainage system	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve traffic flow / less congestion	1.5%	12	1.1%	1	0.0%	0	3.2%	3	1.3%	1	0.6%	0	2.9%	5	0.0%	0	2.7%	2
John Lewis store required	1.1%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	1	2.9%	5	0.4%	1	1.7%	2
Keep the access to the fabric shops on Goldhawk Road	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Keep the old buildings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Later / Sunday opening hours	1.0%	8	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Less busy	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.5%	1	0.6%	1
Less construction work /	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
road works																		
Less empty shops	0.4%	3	0.4%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes	0.9%	7	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.8%	1	0.3%	0	2.7%	4	0.0%	0
More affordable shops	0.6%	5	0.0%	0	2.9%	3	0.0%	0	0.6%	0	0.8%	1	0.3%	0	0.0%	0	0.6%	1
More banks	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops for children	0.2%	1	0.5%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact shopping area	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.6%	0	0.2%	0	0.4%	1	0.8%	1
More discount foodstores	0.1%	1	0.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.6%	4	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1
More textured walking areas for visually impaired people	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More working parking meters	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking meters to accept card & cash	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove Westfield Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Resurface the roads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Nothing)	5.0%	40	3.0%	3	1.7%	2	5.9%	5	2.0%	1	8.3%	5	3.5%	5	11.2%	15	3.5%	3
	46.7%	373	39.2%	42	46.2%	45	33.0%	28	55.5%	39	47.8%	31	49.8%	77	50.1%	66	50.6%	44
Weighted base:		799		107		98		84		71		64		155		132		87
Sample:		733		94		90		93		72		85		119		116		64

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 Finally, I am going to ask a few questions on destinations for leisure and cultural activities. In which centre or out-of-town location does your household spend most money on restaurants & cafes?																		
Askew Road	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road	0.0%	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
Fulham	3.6%	36	21.6%	24	1.3%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8
Fulham High Street	0.8%	8	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Fulham Palace Road	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	1.2%	12	9.5%	11	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Goldhawk Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hammersmith	3.8%	38	3.8%	4	16.4%	17	8.5%	8	3.6%	3	0.7%	1	1.0%	2	1.0%	2	1.0%	1
King Street West	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latymer Court, Hammersmith Road	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road	0.2%	2	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Parsons Green	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	3.3%	33	0.0%	0	5.9%	6	18.8%	17	6.1%	5	0.0%	0	1.4%	3	0.8%	1	0.0%	0
Shepherds Bush Road	0.7%	7	0.0%	0	5.2%	5	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East	0.3%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North	0.0%	0	0.4%	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	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London	3.9%	39	0.0%	0	7.6%	8	8.1%	7	6.2%	6	0.0%	0	6.7%	15	1.6%	3	0.0%	0
Earls Court Road	0.7%	7	3.2%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Fulham Road East	1.1%	11	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Fulham Road West	0.5%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Kensington High Street	1.8%	18	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	9.5%	13	0.0%	0
Kings Road East	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Kings Road West	1.7%	17	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	13
Notting Hill	3.2%	32	0.0%	0	0.9%	1	0.0%	0	4.1%	4	0.0%	0	0.2%	0	15.4%	25	1.2%	2
Portobello Road	2.4%	24	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	5	11.4%	19	0.0%	0
Westbourne Grove	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0
Acton	0.7%	7	0.0%	0	0.0%	0	0.5%	0	4.9%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Brent Cross	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Central London	8.6%	86	5.5%	6	8.4%	9	2.1%	2	6.7%	6	8.7%	7	10.0%	23	12.8%	21	9.4%	13
Chiswick	9.1%	91	0.0%	0	5.1%	5	12.1%	11	15.3%	14	79.0%	59	0.4%	1	0.4%	1	0.0%	0
Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.5%	15	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.9%	2	3.2%	5	0.0%	0
Ealing Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
East Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.4%	1	0.0%	0
Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Harrow	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.3%	8	0.4%	1	0.0%	0
Harrow Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kensington High Street	3.0%	30	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.8%	4	6.3%	10	10.4%	14
Kilburn	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
King's Road East	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Knightsbridge	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	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	0.2%	0	0.0%	0	0.0%	0
Park Royal	1.4%	14	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	4.1%	10	0.0%	0	0.0%	0
Putney	0.5%	5	4.1%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbourn Grove	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.7%	4	0.0%	0
Richmond	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.4%	1
Southall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Southfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanmore	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	30	0.0%	0	0.0%	0
Wembley Park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0
West End	3.8%	38	3.0%	3	2.2%	2	0.6%	1	5.1%	5	0.4%	0	2.1%	5	4.7%	8	10.5%	14
Westfield Stratford City	1.0%	10	0.0%	0	0.6%	1	3.1%	3	0.0%	0	0.0%	0	2.6%	6	0.4%	1	0.0%	0
Willesden Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Bayswater	0.5%	5	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hertsmere BC other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensal Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kensal Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
LB Barnet other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Brent other	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0
LB Croydon other	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Greenwich other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
LB Hackney other	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Harrow other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Hillingdon other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
LB Merton other	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Richmond other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Westminster other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other outside London	0.4%	4	0.4%	0	0.0%	0	0.0%	0	0.6%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0
South Kensington	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	11
(Don't know / varies)	6.6%	66	1.0%	1	20.6%	22	9.9%	9	2.0%	2	0.0%	0	4.6%	11	8.6%	14	5.5%	7
(Don't do this activity)	19.5%	195	19.2%	21	15.4%	16	18.3%	16	27.6%	25	6.6%	5	25.8%	60	19.2%	32	15.2%	20
Weighted base:		1001		111		105		88		90		75		232		165		134
Sample:		1001		104		101		100		100		101		215		154		126

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Q34 In which centre or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?																
Askew Road	0.4%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	4.2%	42	25.6%	29	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	13
Fulham High Street	1.3%	13	4.4%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Fulham Palace Road	0.3%	3	0.6%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.7%	7	4.5%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hammersmith	3.9%	39	3.2%	4	15.3%	16	7.6%	7	2.8%	3	4.4%	3	0.3%	1	2.9%	5
King Street West	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Latymer Court, Hammersmith Road	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Munster Road	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.7%	1
Parsons Green	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.7%	17	0.0%	0	10.8%	11	5.5%	5	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Shepherds Bush Road	0.2%	2	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.3%	1	0.0%	0
Earls Court Road	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Fulham Road East	0.5%	5	0.4%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.7%	1
Kensington High Street	0.8%	8	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	3.8%	5
Kings Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Kings Road West	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7
Notting Hill	2.9%	29	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.7%	1	0.4%	1	14.0%	23
Portobello Road	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.0%	5	0.0%	0
Westbourne Grove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Acton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.7%	11	0.0%	0	0.0%	0	0.0%	0
Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Brentford	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.9%	79	3.4%	4	14.3%	15	8.2%	7	5.9%	5	7.6%	6	7.7%	18	10.6%	18
Chiswick	5.5%	55	0.0%	0	1.9%	2	6.2%	5	2.6%	2	59.0%	44	0.2%	0	0.0%	0
Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ealing	1.3%	13	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.2%	0	3.2%	5
East Acton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Harrow Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Kensington High Street	1.7%	17	0.0%	0	0.5%	0	0.0%	0	1.0%	1	2.5%	2	0.2%	0	2.1%	3
Kilburn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
King's Road East	0.1%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Putney	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Stanmore	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Wembley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
Wembley Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
West End	1.9%	19	0.0%	0	0.6%	1	0.9%	1	2.8%	3	0.5%	0	1.9%	4	0.9%	1
Westfield Stratford City	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.4%	1
Willesden Green	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0
Bayswater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.7%	1	0.0%	0
Kensal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Kensal Rise	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0
LB Camden other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
LB Ealing other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Hackney other	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Hammersmith & Fulham other	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Hounslow other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
LB Islington other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
LB Newham other	0.1%	1	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Richmond other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
LB Southwark other	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
LB Wandsworth other	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Westminster other	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other outside London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	0	0.0%	0	0.0%	0
South Kensington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.5%	2

Column %ges.

Hammersmith and Fulham Household Survey for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(Don't know / varies)	2.7% 27	6.6% 7	7.0% 7	0.6% 1	2.1% 2	0.0% 0	1.5% 4	2.2% 4	2.1% 3
(Don't do this activity)	50.3% 504	45.3% 50	33.7% 35	59.1% 52	52.2% 47	23.4% 18	67.7% 157	51.6% 85	43.9% 59
Weighted base:	1001	111	105	88	90	75	232	165	134
Sample:	1001	104	101	100	100	101	215	154	126

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q35 Where does your household spend most money on the cinema / theatre?																		
Bush Theatre, 7 Uxbridge Road, W12 8LJ	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Theatre, World's End Place, King's Road, SW10 0DR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cineworld, 142 Fulham Road, Chelsea, SW10 9QR	1.4%	14	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	13
Cineworld, 207 King Street, Hammersmith, W6 9JT	2.2%	22	0.0%	0	10.7%	11	4.1%	4	0.6%	1	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Cineworld, 279 King's Road, Chelsea, SW3 5EW	1.1%	11	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	6.1%	8
Coronet Cinema, 103 Notting Hill Gate, W11 3LB	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.1%	2	0.4%	1
Curzon, 206 King's Road, Chelsea, SW3 5XP	0.8%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.6%	1	4.2%	6
Electric Cinema, 191 Portobello Road, Notting Hill, W11 2ED	0.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Finborough Theatre, 118 Finborough Road, SW10 9ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lyric Theatre, Kings Mall, King Street, Lyric Square, W6 0QL	0.3%	3	0.0%	0	0.8%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Odeon Kensington High Street, Kensington, W8 6NA	2.5%	25	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12	7.3%	10
Riverside Studios, Crisp Road, Hammersmith, W6 9RL	0.3%	3	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, 87 Notting Hill Gate, W11 3JZ	1.9%	19	0.0%	0	0.9%	1	1.1%	1	0.5%	0	0.5%	0	0.0%	0	8.9%	15	1.1%	2
The Polish Theatre, 238-246 King Street, Hammersmith W6 0RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Fulham Broadway, Fulham Road, SW6 1BW	6.9%	69	49.0%	55	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.4%	7
Vue, Royale Leisure Park, Western Avenue, Park Royal W3 0PA	5.4%	54	0.0%	0	0.0%	0	0.9%	1	16.2%	14	1.1%	1	16.3%	38	0.0%	0	0.0%	0
Vue, West 12 Shopping Centre, Shepherds Bush Green, W12 8PP	13.8%	138	3.6%	4	2.5%	3	22.4%	20	17.9%	16	34.9%	26	14.2%	33	15.7%	26	8.0%	11
Bayswater, Westminster Bloomsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Bloomsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Brentford	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Central London	4.5%	45	0.4%	0	5.1%	5	2.8%	3	1.4%	1	15.1%	11	3.7%	9	5.7%	9	4.4%	6
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Kington-Upon-Thames	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Maida Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Putney	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.8%	8	0.0%	0	0.0%	0	0.9%	1	0.5%	0	7.0%	5	0.0%	0	0.0%	0	0.8%	1
Uxbridge	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo (incl. The South Bank)	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.6%	3
Wembley	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	14	0.0%	0	0.0%	0
Wembley Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
West End	6.5%	65	5.9%	7	9.4%	10	8.0%	7	5.8%	5	3.3%	2	1.0%	2	11.6%	19	9.1%	12
Westfield Stratford City	5.0%	50	0.0%	0	11.9%	12	15.3%	14	0.6%	1	3.5%	3	7.3%	17	1.7%	3	1.0%	1
Cineworld, London Designer Outlet, Wembley Park Boulevard, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Cineworld, Staples Corner Retail Park, Geron Way, London	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Fulham other	1.5%	15	3.5%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Hammersmith other	0.3%	3	2.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
LB Barnet other	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	3.2%	5	0.0%	0
LB Brent other (Zone 6)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
LB Brent other (Zone 0)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
LB Camden other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.9%	4	0.0%	0	0.0%	0
LB Ealing other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
LB Hounslow other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea other (Zone 8)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea other (Zone 0)	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
LB Lambeth other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Merton other	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Richmond other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.7%	1
LB Southwark other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1	0.0%	0
LB Wandsworth other	1.0%	10	0.4%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
LB Westminster other	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Lexi Cinema, Chamberlayne Road, Kensal Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.0%	0
Notting Hill	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	1.5%	2	0.4%	1
Olympic Studios Cinema, Church Road, Barnes	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other cinemas outside London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	1.0%	10	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0
Shepherds Bush other	0.9%	9	0.0%	0	3.4%	4	0.5%	0	0.0%	0	0.5%	0	0.0%	0	2.8%	5	0.0%	0
Vue, White City, Westfield London	1.0%	10	0.0%	0	6.2%	6	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Don't know / varies)	2.8%	28	4.0%	4	3.0%	3	0.0%	0	3.3%	3	0.4%	0	1.4%	3	5.3%	9	3.8%	5
(Don't do this activity)	27.2%	272	23.2%	26	22.6%	24	31.2%	28	44.2%	40	12.9%	10	32.3%	75	25.8%	42	21.0%	28
Weighted base:		1001		111		105		88		90		75		232		165		134
Sample:		1001		104		101		100		100		101		215		154		126

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 In which centre or out-of-town location does your household spend most money on health & fitness?																		
Easy Gym, North End Road, Fulham, SW6 1NJ	0.9%	9	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Fitness First, 26-28 Hammersmith Grove, W6 7HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Fitness First, West 12 Shopping Centre, Shepherd's Bush, W12 8PP	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Box, Westfield White City, W12 7GF	0.5%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LAX Fitness, 63/81 Pelham Street, SW7 2NJ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	3.7%	5
Pure Gym, High Street, Acton, W3 9QU	0.5%	5	0.0%	0	0.0%	0	3.1%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Park Royal Leisure Park, Western Avenue, W3 0PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Shepherds Bush Road, Hammersmith, W6 7NL	1.0%	10	0.0%	0	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Central Square, High Road, Wembley, HA9 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Virgin Active 36 Bromyard Avenue, Acton, W3 7AU	1.4%	14	0.0%	0	0.5%	0	3.6%	3	4.8%	4	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Virgin Active Chelsea, Fulham Road, SW10 9PN	0.9%	9	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6
Virgin Active Normand Park, Lillie Road, SW6 7ST	0.9%	9	4.1%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active Shortlands, 181 Hammersmith Road, Hammersmith, W6 8B	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Virgin Active, 119-131 Lancaster Road, Notting Hill, W11 1QT	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0
Virgin Active, Old Court Place, Kensington, W8 4PL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Virgin Active, Riverside Health Club Chiswick, W4 2SX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Bayswater, Westminster	0.0%	0	0.4%	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%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Central London	1.2%	12	0.0%	0	0.9%	1	0.6%	1	0.0%	0	3.0%	2	0.2%	0	3.2%	5	1.5%	2
Ealing	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.5%	0	1.4%	3	0.0%	0	0.0%	0
Greenford	0.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Praed Street / Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Putney	0.5%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.9%	19	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	7.0%	16	0.0%	0	0.0%	0
Westfield Stratford City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Acton other gyms	1.1%	11	0.0%	0	0.0%	0	0.6%	1	8.4%	7	1.0%	1	1.0%	2	0.0%	0	0.0%	0
Alperton other gyms	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Barnes other gyms	0.0%	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
Better Leisure, Chelsea Sports Centre, Chelsea Manor Street	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
BodyWorksWest, Lambton Place, Notting Hill Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Brook Green Tennis Courts, Brook Green, Shepherd's Bush	0.7%	7	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charing Cross Sports Club, Aspenlea Road, Hammersmith	0.1%	1	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Harbour Club, Watermeadow Lane,	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
London																		
Chelsea Health Club & Spa, Stamford Bridge, Fulham	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick other gyms	2.4%	24	0.0%	0	0.6%	1	0.0%	0	0.0%	0	22.4%	17	0.2%	0	3.2%	5	0.4%	1
Dahn Yoga, Hammersmith Grove	0.0%	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
David Lloyd, Cromwell Road, Kensington	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
David Lloyd, Fulham Broadway Retail Centre, Fulham	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doubletree Hilton Hotel, Imperial Road, Fulham	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl's Court Health & Wellbeing Centre, Hogarth Road, Earl's Court	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Energize Fitness, Hammersmith & West London College, Gliddon Road	0.4%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Equinox, Kensington High Street, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Everyone Active Acton Centre, High Street, Acton	0.2%	2	0.0%	0	0.0%	0	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham other gyms	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Greenford other gyms	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Hammersmith Fitness & Squash Centre, Chalk Hill Road, Hammersmith	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith other gyms	0.5%	5	2.2%	2	0.9%	1	0.6%	1	0.0%	0	0.4%	0	0.0%	0	0.4%	1	0.0%	0
Holland Park other gyms	0.4%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington Leisure Centre, Silchester Road, London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Kingsbury other gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Kiss Gyms, The Vale, Acton	0.2%	2	0.0%	0	0.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Barnet other gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Brent other gyms (Outside study zones)	1.5%	15	0.0%	0	0.5%	0	4.5%	4	0.0%	0	5.0%	4	1.0%	2	2.8%	5	0.0%	0
LB Brent other gyms (Zone 6)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
LB Brent Willesden other gyms	2.5%	25	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	10.4%	24	0.0%	0	0.0%	0
LB Camden other gyms	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
LB Ealing other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Harrow other gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
LB Hounslow Chiswick other gyms (Outside study zones)	0.8%	8	0.0%	0	0.6%	1	2.3%	2	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.4%	1
LB Hounslow Chiswick other gyms (Zone 1)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea other gyms (Outside study zones)	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
LB Kensington & Chelsea other gyms (Zone 7)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
LB Kensington & Chelsea other gyms (Zone 8)	3.5%	36	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.5%	0	0.0%	0	8.9%	15	14.4%	19
LB Lambeth other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Merton other gyms	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
LB Newham other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
LB Richmond other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
LB Southwark other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Wandsworth other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Westminster other gyms	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	3	0.8%	1	0.7%	1
Lillie Road Fitness Centre, Lillie Road, Fulham	0.3%	3	1.6%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road other gyms	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate other gyms	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.3%	5	0.4%	1
Nuffield Health, Fitness & Wellbeing Centre, Stevenage Road, Fulham	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside of london	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Phoenix Fitness Centre Bloemfontein Road,	0.3%	3	0.0%	0	0.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hammersmith and Fulham Household Survey

for Peter Brett Associates

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shepherds Bush																		
Shepherds Bush other gyms (Outside study zones)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush other gyms (Zone 3)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hurlingham Club, Ranelagh Gardens, Fulham	0.4%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.4%	1
The Park Club, East Acton Lane, East Acton	0.4%	4	0.0%	0	0.5%	0	2.9%	3	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
The Printworks Health Clu, Kensington Olympia, Kensington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Twickenham other gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Wembley other gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Westway Sports & Fitness Centre, Crowthorne Road, North Kensington	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
(Don't know / varies)	2.7%	27	3.6%	4	6.1%	6	0.0%	0	0.8%	1	0.4%	0	2.4%	6	4.5%	7	2.2%	3
(Don't do this activity)	60.2%	602	71.5%	80	52.9%	56	64.4%	57	72.8%	65	33.4%	25	67.0%	156	57.2%	94	52.1%	70
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									

Q37 In which centre or out-of-town location does your household spend most money on bingo / casinos?

Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.1%	4	3.7%	3	1.4%	3	0.0%	0	0.5%	1
Fulham	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Beacon Bingo, Cricklewood Broadway, Cricklewood	1.5%	15	0.0%	0	2.3%	2	1.0%	1	0.6%	1	0.0%	0	4.0%	9	1.0%	2	0.0%	0
LB Camden bingo halls	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
LB Newham bingo halls	0.0%	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
Other outside of London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don't know / varies)	1.0%	10	3.2%	4	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	3.2%	5	0.0%	0
(Don't do this activity)	94.9%	950	96.1%	107	97.7%	103	96.6%	85	90.0%	81	96.3%	72	94.6%	220	95.9%	158	92.4%	124
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q38 In which centre or out-of-town location does your household spend most money on family entertainment? (i.e. ten pin bowling, ice skating, childrens play centres etc.)																		
Alperton	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater, Westminster	2.0%	20	0.0%	0	7.0%	7	0.9%	1	0.6%	1	3.0%	2	0.9%	2	1.0%	2	4.2%	6
Brentford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Central London	1.1%	11	2.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	3	0.0%	0	3.6%	5
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fulham	0.4%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.0%	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
Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kensington High Street	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	1.2%	2
Notting Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1
Park Royal	6.2%	62	3.2%	4	3.0%	3	7.2%	6	22.8%	20	8.1%	6	9.8%	23	0.0%	0	0.0%	0
Putney	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Wembley	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	16	0.0%	0	0.0%	0
West End	0.7%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.7%	1
Westfield White City	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Acton	1.4%	14	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	1.6%	4	5.4%	9	0.0%	0
Fulham other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
LB Barnet other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
LB Camden other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
LB Ealing other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LB Kensington & Chelsea other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
LB Newham other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
LB Southward other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LB Waltham Forest other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
LB Westminster other	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1	0.0%	0
Other outside London	0.6%	6	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Queens Ice & Bowl, Queensway, Bayswater	2.2%	22	2.2%	2	6.8%	7	1.2%	1	0.6%	1	0.0%	0	0.2%	0	5.8%	10	0.5%	1
Royale Leisure Park, Western Avenue, Acton	0.6%	6	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	14	4.0%	4	2.3%	2	0.6%	1	1.4%	1	0.0%	0	1.9%	4	0.0%	0	0.5%	1
(Don't do this activity)	77.4%	774	75.8%	84	80.1%	84	81.5%	72	74.1%	66	85.0%	64	67.6%	157	82.9%	137	81.7%	110
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									
GEN Gender of respondent:																		
Male	35.7%	357	28.0%	31	48.2%	51	46.3%	41	35.1%	31	32.9%	25	29.9%	69	38.8%	64	33.5%	45
Female	64.3%	644	72.0%	80	51.8%	54	53.7%	47	64.9%	58	67.1%	50	70.1%	163	61.2%	101	66.5%	89
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									
AGE Could I ask how old you are please?																		
18 to 24	9.0%	90	12.8%	14	10.1%	11	0.0%	0	8.3%	7	14.7%	11	11.3%	26	6.3%	10	7.5%	10
25 to 34	20.2%	202	25.7%	29	20.3%	21	18.0%	16	20.7%	19	3.7%	3	29.7%	69	12.7%	21	18.6%	25
35 to 44	22.6%	227	24.2%	27	30.2%	32	24.8%	22	17.0%	15	37.8%	28	24.2%	56	19.6%	32	10.2%	14
45 to 54	14.6%	146	14.1%	16	14.9%	16	21.7%	19	14.7%	13	17.1%	13	10.3%	24	16.1%	27	14.3%	19
55 to 64	13.0%	130	6.7%	7	10.3%	11	21.4%	19	16.5%	15	12.5%	9	11.0%	25	13.8%	23	15.5%	21
65 +	14.8%	148	11.5%	13	9.8%	10	14.1%	12	15.2%	14	10.3%	8	8.4%	19	25.5%	42	22.1%	30
(Refused)	5.8%	58	5.1%	6	4.5%	5	0.0%	0	7.6%	7	3.9%	3	5.2%	12	5.9%	10	11.8%	16
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									
OCC What is the occupation of the chief income earner of your household?																		
Occupation / job description	80.0%	801	77.4%	86	85.7%	90	87.7%	77	77.8%	70	86.5%	65	78.6%	183	76.4%	126	77.5%	104
Retired - Basic state pension	6.4%	64	6.3%	7	2.5%	3	6.5%	6	5.0%	5	4.1%	3	5.4%	13	9.4%	15	9.6%	13
(Refused)	13.6%	136	16.3%	18	11.8%	12	5.8%	5	17.2%	15	9.4%	7	15.9%	37	14.2%	23	12.9%	17
Weighted base:	1001	111	105	88	90	75	232	165	134									
Sample:	1001	104	101	100	100	101	215	154	126									

Column %ges.

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Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
WOR Which of the following best describes the chief wage earner of your household's current employment situation?																		
Working full time	56.4%	565	67.2%	75	65.4%	69	50.8%	45	43.7%	39	72.4%	54	57.0%	132	50.9%	84	49.4%	66
Working part time	11.4%	114	9.8%	11	5.9%	6	11.9%	11	12.4%	11	11.5%	9	15.2%	35	9.3%	15	12.3%	17
Unemployed	4.6%	46	5.8%	7	5.0%	5	9.8%	9	6.1%	5	0.0%	0	5.7%	13	1.9%	3	2.6%	4
Retired	18.4%	184	12.5%	14	15.1%	16	18.4%	16	28.0%	25	14.1%	11	9.5%	22	26.0%	43	28.0%	38
A housewife	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	1.2%	3	1.0%	2	0.7%	1
A student	0.7%	7	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other	1.0%	10	1.2%	1	1.6%	2	1.2%	1	0.0%	0	0.0%	0	0.4%	1	2.9%	5	0.5%	1
(Refused)	6.8%	68	3.4%	4	3.8%	4	7.0%	6	9.1%	8	1.9%	1	9.6%	22	8.0%	13	6.4%	9
Weighted base:		1001		111		105		88		90		75		232		165		134
Sample:		1001		104		101		100		100		101		215		154		126

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

None	28.6%	286	23.9%	27	42.0%	44	31.5%	28	25.5%	23	17.6%	13	20.6%	48	42.4%	70	25.1%	34
One	46.8%	468	55.9%	62	47.0%	49	47.5%	42	46.6%	42	46.1%	35	41.4%	96	41.1%	68	55.4%	74
Two	15.3%	153	14.7%	16	8.3%	9	16.5%	15	17.8%	16	24.3%	18	24.4%	57	3.8%	6	12.4%	17
Three or more	3.4%	34	1.3%	1	0.0%	0	1.5%	1	2.1%	2	9.9%	7	5.3%	12	4.6%	8	1.7%	2
(Refused)	5.9%	59	4.3%	5	2.7%	3	3.1%	3	8.0%	7	2.1%	2	8.4%	19	8.2%	13	5.3%	7
Weighted base:		1001		111		105		88		90		75		232		165		134
Sample:		1001		104		101		100		100		101		215		154		126

Appendix E Quantitative spreadsheets

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 1 - Population growth

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
2015	69,071	58,793	51,282	54,167	45,774	138,644	94,590	82,027	594,349
2021	71,980	61,269	53,442	56,448	47,702	144,483	98,574	85,482	619,380
2026	73,871	62,879	54,846	57,931	48,956	148,279	101,164	87,728	635,654
2031	75,625	64,372	56,148	59,306	50,118	151,800	103,566	89,811	650,745
Numeric change 2015-2026	4,800	4,086	3,564	3,764	3,181	9,635	6,574	5,701	41,305
Numeric change 2015-2031	6,554	5,579	4,866	5,140	4,343	13,156	8,975	7,783	56,396

Notes: Experian MMG3 Base Population 2014

Growth 2014 to 2015, 2021, 2026 and 2031 from GLA Borough wide projections

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 2 - Expenditure on comparison goods

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
2015									
Per capita (£)	3,990	3,831	3,166	3,294	4,516	2,682	3,839	5,052	
Total expenditure, including SFT (£m)	275.6	225.2	162.4	178.4	206.7	371.9	363.1	414.4	2,197.7
Special forms of trading at 11.7%	32.2	26.3	19.0	20.9	24.2	43.5	42.5	48.5	257.1
2015 Total expenditure, excluding SFT (£m)	243.3	198.9	143.4	157.6	182.5	328.4	320.6	365.9	1,940.6
2021									
Per capita (£)	4,768	4,578	3,784	3,937	5,397	3,206	4,588	6,039	
Total expenditure, including SFT (£m)	343.2	280.5	202.2	222.3	257.5	463.2	452.2	516.2	2,737.4
Special forms of trading at 15.0%	51.5	42.1	30.3	33.3	38.6	69.5	67.8	77.4	410.6
2021 Total expenditure, excluding SFT (£m)	291.7	238.4	171.9	188.9	218.8	393.7	384.4	438.8	2,326.8
2026									
Per capita (£)	5,571	5,349	4,421	4,600	6,306	3,746	5,360	7,055	
Total expenditure, including SFT (£m)	411.5	336.3	242.5	266.5	308.7	555.4	542.2	618.9	3,282.1
Special forms of trading at 15.0%	61.7	50.4	36.4	40.0	46.3	83.3	81.3	92.8	492.3
2026 Total expenditure, excluding SFT (£m)	349.8	285.9	206.1	226.5	262.4	472.1	460.9	526.1	2,789.8
2031									
Per capita (£)	6,521	6,261	5,176	5,385	7,381	4,385	6,274	8,258	
Total expenditure, including SFT (£m)	493.2	403.0	290.6	319.3	369.9	665.6	649.8	741.7	3,933.2
Special forms of trading at 14.6%	72.0	58.8	42.4	46.6	54.0	97.2	94.9	108.3	574.2
2031 Total expenditure, excluding SFT (£m)	421.2	344.2	248.2	272.7	315.9	568.4	554.9	633.4	3,358.9
Monetary change 2015-2026	106.5	87.0	62.7	68.9	79.9	143.7	140.3	160.1	849.2
Monetary change 2015-2031	177.8	145.3	104.8	115.2	133.4	240.0	234.3	267.5	1,418.3

Notes: Expenditure data from Experian MMG3, 2014 in 2014 prices

Expenditure growth and SFT from Experian Retail Planner Briefing Note 13 (October 2015)

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 3 - Expenditure on convenience goods

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
2015									
Per capita (£)	2,351	2,336	2,009	1,996	2,590	1,764	2,299	2,850	
Total expenditure, including SFT (£m)	162.4	137.4	103.0	108.1	118.6	244.6	217.5	233.7	1,325.3
Special forms of trading at 2.8%	4.5	3.8	2.9	3.0	3.3	6.8	6.1	6.5	37.1
2015 Total expenditure, excluding SFT (£m)	157.9	133.5	100.1	105.1	115.2	237.7	211.4	227.2	1,288.2
2021									
Per capita (£)	2,370	2,355	2,025	2,012	2,611	1,778	2,318	2,872	
Total expenditure, including SFT (£m)	170.6	144.3	108.2	113.6	124.5	256.9	228.5	245.5	1,392.2
Special forms of trading at 4.4%	7.5	6.3	4.8	5.0	5.5	11.3	10.1	10.8	61.3
2021 Total expenditure, excluding SFT (£m)	163.1	137.9	103.5	108.6	119.1	245.6	218.4	234.7	1,330.9
2026									
Per capita (£)	2,382	2,367	2,035	2,022	2,624	1,787	2,329	2,887	
Total expenditure, including SFT (£m)	176.0	148.8	111.6	117.2	128.5	265.0	235.6	253.3	1,435.9
Special forms of trading at 5.1%	9.0	7.6	5.7	6.0	6.6	13.5	12.0	12.9	73.2
2026 Total expenditure (expenditure SFT)	167.0	141.2	105.9	111.2	121.9	251.5	223.6	240.3	1,362.7
2031									
Per capita (£)	2,394	2,379	2,045	2,033	2,637	1,796	2,341	2,901	
Total expenditure, including SFT (£m)	181.1	153.1	114.8	120.5	132.2	272.6	242.4	260.6	1,477.4
Special forms of trading at 5.8%	10.5	8.9	6.7	7.0	7.7	15.8	14.1	15.1	85.7
2031 Total expenditure (expenditure SFT)	170.6	144.2	108.2	113.6	124.5	256.8	228.4	245.4	1,391.7
Monetary change 2015-2026	9.1	7.7	5.8	6.1	6.7	13.8	12.2	13.1	74.5
Monetary change 2015-2031	12.7	10.7	8.0	8.4	9.3	19.1	17.0	18.3	103.5

Notes: Expenditure data from Experian MMG3, 2014 in 2014 prices

Expenditure growth and SFT from Experian Retail Planner Briefing Note 13 (October 2015)

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 4 - Expenditure on food and drink

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
2015									
Per capita (£)	2,055	2,093	1,535	1,529	2,143	1,052	1,929	2,670	
2015 Total expenditure (£m)	141.9	123.0	78.7	82.8	98.1	145.8	182.5	219.0	1,071.9
2021									
Per capita (£)	2,234	2,275	1,669	1,662	2,329	1,143	2,097	2,903	
2021 Total expenditure (£m)	160.8	139.4	89.2	93.8	111.1	165.2	206.7	248.1	1,214.3
2026									
Per capita (£)	2,392	2,436	1,787	1,780	2,494	1,224	2,245	3,109	
2026 Total expenditure (£m)	176.7	153.2	98.0	103.1	122.1	181.6	227.2	272.7	1,334.5
2031									
Per capita (£)	2,564	2,611	1,916	1,908	2,674	1,313	2,407	3,332	
2031 Total expenditure (£m)	193.9	168.1	107.6	113.1	134.0	199.2	249.3	299.3	1,464.6
Monetary change 2015-2026	34.8	30.1	19.3	20.3	24.0	35.7	44.7	53.7	262.6
Monetary change 2015-2031	52.0	45.1	28.8	30.3	35.9	53.4	66.8	80.2	392.6

Notes: Expenditure data from Experian MMG3, 2014 in 2014 prices

Expenditure growth from Experian Retail Planner Briefing Note 13 (October 2015)

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 5a - Comparison goods market shares (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Fulham town centre	24.2%	0.7%	0.0%	0.0%	0.0%	0.0%	1.8%	2.2%	-
	Neighbourhood centres (LBHF)	1.9%	0.4%	0.0%	0.0%	0.1%	0.0%	0.7%	1.9%	-
1	Out of centre (LBHF)	8.7%	1.0%	0.5%	0.0%	1.3%	0.0%	0.3%	5.0%	-
2	Hammersmith town centre	7.9%	17.6%	14.1%	5.2%	5.8%	1.0%	3.0%	0.7%	-
	Neighbourhood centres (LBHF)	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
2	Out of centre (LBHF)	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	-
3	Shepherd's Bush town centre (including Westfield)	7.1%	19.4%	31.7%	20.0%	18.7%	14.0%	16.9%	2.0%	-
	Neighbourhood centres (LBHF)	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	-
3	Out of centre (LBHF)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
4	Acton	0.0%	0.2%	0.9%	8.9%	0.4%	1.0%	1.2%	0.0%	-
	Other Zone 4	0.1%	0.6%	2.6%	2.0%	0.1%	1.6%	0.9%	0.2%	-
5	Chiswick	1.1%	4.1%	4.2%	2.3%	24.4%	0.4%	0.0%	0.0%	-
	Other Zone 5	0.0%	0.5%	0.4%	0.7%	2.3%	0.0%	0.0%	0.0%	-
6	Wembley	0.0%	0.1%	0.0%	0.6%	0.0%	13.5%	0.0%	0.0%	-
	Other Zone 6	0.0%	0.0%	3.4%	2.1%	0.0%	8.0%	0.9%	0.0%	-
7	Other Zone 7	0.0%	0.2%	2.4%	2.3%	0.8%	0.8%	10.3%	0.7%	-
8	Kensington High Street	2.0%	10.7%	0.5%	0.6%	0.6%	1.0%	18.7%	29.9%	-
	Other Zone 8	14.1%	3.9%	0.2%	0.5%	3.7%	0.0%	1.8%	26.5%	-
Outside	Central London / West End	13.2%	21.2%	8.0%	8.3%	14.6%	9.3%	22.6%	17.2%	-
Outside	Brent Cross	0.0%	0.4%	3.7%	3.1%	0.8%	15.9%	0.3%	0.0%	-
Outside	Ealing	0.0%	0.0%	1.2%	10.3%	0.2%	0.9%	5.1%	0.0%	-
Outside	Elsewhere	19.2%	18.5%	25.5%	33.0%	26.2%	32.6%	15.2%	13.7%	-
-	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
-	Total LBHF (Zones 1-3)	50.2%	39.6%	47.1%	25.2%	25.9%	14.9%	22.8%	11.8%	-
-	Total Study Area (Zones 1-8)	67.6%	59.9%	61.6%	45.3%	58.2%	41.2%	56.7%	69.1%	-

Source: NEMS Household Survey 2015

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 5b - Adjusted Comparison goods market shares (2021)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Fulham town centre	20.8%	0.7%	0.0%	0.0%	0.0%	0.0%	1.8%	2.2%	-
1	Neighbourhood centres (LBHF)	1.8%	0.4%	0.0%	0.0%	0.1%	0.0%	0.7%	1.9%	-
1	Out of centre (LBHF) - with Earl's Court	18.4%	1.3%	0.4%	0.0%	1.2%	0.0%	1.0%	5.9%	-
2	Hammersmith town centre	7.5%	16.9%	13.1%	4.9%	5.6%	0.9%	2.9%	0.7%	-
2	Neighbourhood centres (LBHF)	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
2	Out of centre (LBHF)	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	-
3	Shepherd's Bush town centre (including Westfield extension)	8.6%	24.0%	37.4%	24.5%	23.0%	17.6%	21.1%	2.6%	-
3	Neighbourhood centres (LBHF)	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	-
3	Out of centre (LBHF)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
4	Acton	0.0%	0.2%	0.9%	8.8%	0.4%	1.0%	1.2%	0.0%	-
4	Other Zone 4	0.1%	0.6%	2.5%	2.0%	0.1%	1.6%	0.9%	0.2%	-
5	Chiswick	1.0%	4.0%	4.1%	2.3%	23.9%	0.4%	0.0%	0.0%	-
5	Other Zone 5	0.0%	0.5%	0.4%	0.7%	2.3%	0.0%	0.0%	0.0%	-
6	Wembley	0.0%	0.1%	0.0%	0.6%	0.0%	13.1%	0.0%	0.0%	-
6	Other Zone 6	0.0%	0.0%	3.4%	2.1%	0.0%	8.0%	0.9%	0.0%	-
7	Other Zone 7	0.0%	0.2%	2.4%	2.3%	0.8%	0.8%	10.3%	0.7%	-
8	Kensington High Street	1.7%	9.8%	0.4%	0.5%	0.5%	0.9%	17.2%	29.4%	-
8	Other Zone 8	11.8%	3.5%	0.2%	0.4%	3.4%	0.0%	1.7%	26.0%	-
Outside	Central London / West End	11.0%	19.4%	6.9%	7.6%	13.3%	8.8%	20.8%	16.9%	-
Outside	Brent Cross	0.0%	0.3%	3.2%	2.8%	0.7%	15.0%	0.3%	0.0%	-
Outside	Ealing	0.0%	0.0%	1.1%	9.6%	0.2%	0.9%	4.8%	0.0%	-
Outside	Elsewhere	16.8%	17.4%	22.9%	30.7%	24.5%	31.1%	14.3%	13.5%	-
-	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
-	Total LBHF (Zones 1-3)	57.5%	43.8%	51.8%	29.5%	29.9%	18.5%	27.5%	13.2%	-
-	Total Study Area (Zones 1-8)	72.1%	62.8%	66.0%	49.3%	61.3%	44.3%	59.7%	69.6%	-

Source: NEMS Household Survey 2015

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 6a - Comparison goods spending patterns (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Fulham town centre	58.9	1.4	0.0	0.0	0.0	0.0	5.8	8.0	74.1
1	Neighbourhood centres (LBHF)	4.6	0.9	0.0	0.0	0.1	0.0	2.1	6.9	14.6
1	Out of centre (LBHF)	21.3	2.0	0.7	0.1	2.3	0.0	0.9	18.3	45.5
2	Hammersmith town centre	19.1	35.0	20.2	8.1	10.6	3.2	9.6	2.7	108.6
2	Neighbourhood centres (LBHF)	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.7
2	Out of centre (LBHF)	0.0	0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.9
3	Shepherd's Bush town centre (including Westfield)	17.3	38.6	45.4	31.5	34.2	45.9	54.2	7.2	274.2
3	Neighbourhood centres (LBHF)	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.9
3	Out of centre (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	Acton	0.0	0.4	1.3	14.1	0.8	3.3	4.0	0.0	23.9
4	Other Zone 4	0.3	1.2	3.7	3.2	0.2	5.2	3.0	0.8	17.4
5	Chiswick	2.7	8.2	6.1	3.7	44.6	1.2	0.0	0.1	66.5
5	Other Zone 5	0.1	1.0	0.5	1.1	4.3	0.0	0.0	0.0	7.1
6	Wembley	0.0	0.3	0.0	0.9	0.0	44.3	0.0	0.0	45.6
6	Other Zone 6	0.0	0.0	4.9	3.3	0.0	26.4	3.0	0.0	37.5
7	Other Zone 7	0.1	0.4	3.4	3.7	1.4	2.7	33.1	2.5	47.3
8	Kensington High Street	4.8	21.2	0.7	0.9	1.1	3.3	59.8	109.4	201.1
8	Other Zone 8	34.4	7.7	0.3	0.8	6.8	0.0	5.8	96.9	152.6
Outside	Central London / West End	32.1	42.1	11.4	13.1	26.6	30.6	72.6	63.0	291.6
Outside	Brent Cross	0.0	0.7	5.3	4.8	1.4	52.3	1.0	0.0	65.6
Outside	Ealing	0.0	0.0	1.8	16.2	0.3	3.1	16.3	0.0	37.7
Outside	Elsewhere	46.8	36.9	36.6	52.0	47.9	107.0	48.9	50.2	426.1
-	Total	243.3	198.9	143.4	157.6	182.5	328.4	320.6	365.9	1,940.6
-	Total LBHF (Zones 1-3)	122.0	78.8	67.5	39.7	47.2	49.0	73.1	43.1	520.5
-	Total Study Area (Zones 1-8)	164.4	119.2	88.3	71.4	106.3	135.4	181.8	252.8	1,119.6

Notes: Product of Table 2 and Table 5

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 7a - Convenience goods market shares (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Sainsbury's, Townmeads Road, Fulham (out of centre)	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	-
1	Waitrose, North End Road, Fulham (town centre)	20.7%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	-
1	Fulham town centre	22.9%	4.2%	0.2%	0.1%	0.0%	0.0%	0.3%	2.9%	-
1	Neighbourhood centres / other in zone 1	17.3%	3.5%	0.0%	0.0%	0.0%	0.0%	0.3%	1.3%	-
2	Tesco Superstore, Shepherds Bush Road, Hammersmith (out of centre)	0.3%	13.8%	12.1%	0.4%	0.1%	0.0%	2.5%	0.0%	-
2	Sainsbury's, Kings Mall, Hammersmith (town centre)	0.3%	6.1%	2.2%	0.2%	1.4%	0.0%	1.4%	0.0%	-
2	Hammersmith town centre	0.5%	9.7%	3.3%	0.4%	1.4%	0.2%	2.2%	1.2%	-
2	Neighbourhood centres / other in zone 2	1.2%	9.4%	3.9%	0.2%	0.0%	0.0%	0.9%	1.3%	-
3	Morrisons, Shepherd's Bush Centre, Shepherds Bush (town centre)	0.3%	6.1%	5.7%	0.7%	0.0%	0.1%	1.9%	0.0%	-
3	Waitrose, Westfield London, Shepherds Bush (town centre)	0.0%	11.0%	3.1%	0.5%	0.1%	0.9%	0.4%	0.0%	-
3	Shepherd's Bush town centre	0.4%	1.8%	13.5%	0.8%	0.1%	0.2%	3.2%	0.2%	-
3	Neighbourhood centres / other in zone 3	0.0%	4.1%	13.0%	1.1%	0.1%	0.4%	0.0%	0.2%	-
4	Morrisons, Rectory Road, Acton	0.0%	0.2%	5.1%	37.6%	0.8%	0.1%	0.2%	0.0%	-
4	Other zone 4	0.0%	0.0%	3.2%	22.4%	0.5%	0.0%	0.0%	0.0%	-
5	Sainsbury's, Essex Place, Chiswick	0.0%	2.7%	2.3%	2.6%	35.9%	0.0%	0.0%	0.0%	-
5	Other zone 5	0.0%	2.1%	3.2%	2.8%	38.6%	0.0%	0.0%	0.0%	-
6	Asda, Western Road, Ealing	0.0%	1.6%	15.2%	8.4%	0.2%	11.8%	1.9%	0.3%	-
6	Other zone 6	0.0%	0.3%	2.6%	1.2%	0.0%	29.6%	0.3%	0.0%	-
7	Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove	0.0%	0.0%	2.7%	0.7%	0.0%	6.0%	24.4%	0.3%	-
7	Other zone 7	0.4%	6.7%	1.6%	0.1%	0.0%	3.5%	36.2%	6.3%	-
8	Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	15.3%	-
8	Other zone 8	3.1%	7.1%	1.5%	0.9%	0.0%	0.3%	9.8%	50.8%	-
Out	Asda, Forty Lane, Wembley Park	0.0%	0.0%	0.5%	0.0%	0.0%	14.6%	0.0%	0.0%	-
Out	Tesco Extra, Great Central Way, Willesden	0.0%	0.0%	1.3%	0.0%	0.0%	15.1%	0.0%	0.0%	-
Out	Other outside study area	9.0%	1.7%	3.7%	19.0%	20.7%	17.3%	13.5%	12.5%	-
-	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
-	Total LBHF (Zones 1-3)	87.5%	77.3%	57.0%	4.5%	3.2%	1.8%	13.1%	14.5%	-
-	Total Study Area (Zones 1-8)	91.0%	98.3%	94.4%	81.0%	79.3%	53.1%	86.5%	87.5%	-

Source: NEMS Household Survey 2015

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 7b - Adjusted convenience goods market shares (2021)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Sainsbury's, Townmeads Road, Fulham (out of centre)	20.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	-
1	Waitrose, North End Road, Fulham (town centre)	18.1%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	-
1	Fulham town centre	21.9%	4.1%	0.2%	0.1%	0.0%	0.0%	0.3%	2.9%	-
1	Neighbourhood centres / other in zone 1	24.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.4%	-
2	Tesco Superstore, Shepherds Bush Road, Hammersmith (out of centre)	0.2%	12.4%	10.8%	0.4%	0.1%	0.0%	2.4%	0.0%	-
2	Sainsbury's, Kings Mall, Hammersmith (town centre)	0.3%	5.4%	2.0%	0.2%	1.4%	0.0%	1.4%	0.0%	-
2	Hammersmith town centre	0.5%	9.3%	3.2%	0.4%	1.4%	0.2%	2.2%	1.2%	-
2	Neighbourhood centres / other in zone 2	1.1%	9.1%	3.8%	0.2%	0.0%	0.0%	0.9%	1.3%	-
3	Morrisons, Shepherd's Bush Centre, Shepherds Bush (town centre)	0.2%	5.4%	5.1%	0.7%	0.0%	0.1%	1.9%	0.0%	-
3	Waitrose, Westfield London, Shepherds Bush (town centre)	0.0%	9.8%	2.8%	0.5%	0.1%	0.9%	0.4%	0.0%	-
3	Shepherd's Bush town centre	0.6%	7.5%	19.8%	1.4%	0.2%	0.5%	4.9%	0.3%	-
3	Neighbourhood centres / other in zone 3	0.0%	3.9%	12.5%	1.1%	0.1%	0.4%	0.0%	0.2%	-
4	Morrisons, Rectory Road, Acton	0.0%	0.1%	4.6%	37.2%	0.8%	0.1%	0.2%	0.0%	-
4	Other zone 4	0.0%	0.0%	3.1%	22.3%	0.5%	0.0%	0.0%	0.0%	-
5	Sainsbury's, Essex Place, Chiswick	0.0%	2.4%	2.1%	2.6%	35.9%	0.0%	0.0%	0.0%	-
5	Other zone 5	0.0%	2.0%	3.1%	2.8%	38.6%	0.0%	0.0%	0.0%	-
6	Asda, Western Road, Ealing	0.0%	1.4%	13.7%	8.3%	0.2%	11.7%	1.8%	0.3%	-
6	Other zone 6	0.0%	0.3%	2.5%	1.2%	0.0%	29.6%	0.3%	0.0%	-
7	Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove	0.0%	0.0%	2.4%	0.7%	0.0%	5.9%	23.6%	0.3%	-
7	Other zone 7	0.4%	6.4%	1.5%	0.1%	0.0%	3.5%	35.9%	6.3%	-
8	Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	15.0%	-
8	Other zone 8	3.0%	6.8%	1.5%	0.9%	0.0%	0.3%	9.7%	50.4%	-
Out	Asda, Forty Lane, Wembley Park	0.0%	0.0%	0.4%	0.0%	0.0%	14.5%	0.0%	0.0%	-
Out	Tesco Extra, Great Central Way, Willesden	0.0%	0.0%	1.2%	0.0%	0.0%	15.0%	0.0%	0.0%	-
Out	Other outside study area	8.6%	1.7%	3.6%	18.9%	20.7%	17.2%	13.4%	12.4%	-
-	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
-	Total LBHF (Zones 1-3)	88.0%	78.5%	60.3%	5.1%	3.3%	2.1%	14.6%	15.3%	-
-	Total Study Area (Zones 1-8)	91.4%	98.3%	94.8%	81.1%	79.3%	53.3%	86.6%	87.6%	-

Source: NEMS Household Survey 2015 (adjusted by PBA)

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 8 - Convenience goods spending patterns (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Sainsbury's, Townmeads Road, Fulham (out of centre)	37.5	0.0	0.0	0.0	0.0	0.0	0.0	16.1	53.6
1	Waitrose, North End Road, Fulham (town centre)	32.6	10.1	0.0	0.0	0.0	0.0	0.0	0.5	43.2
1	Fulham town centre	36.1	5.7	0.2	0.1	0.0	0.0	0.6	6.6	49.3
1	Neighbourhood centres / other in zone 1	27.3	4.7	0.0	0.0	0.0	0.0	0.6	3.1	35.7
2	Tesco Superstore, Shepherds Bush Road, Hammersmith (out of centre)	0.4	18.5	12.1	0.4	0.2	0.0	5.2	0.0	36.8
2	Sainsbury's, Kings Mall, Hammersmith (town centre)	0.5	8.2	2.2	0.2	1.6	0.0	3.0	0.0	15.7
2	Hammersmith town centre	0.9	12.9	3.3	0.4	1.6	0.5	4.7	2.7	27.1
2	Neighbourhood centres / other in zone 2	1.9	12.6	3.9	0.2	0.0	0.0	1.9	2.9	23.3
3	Morrisons, Shepherd's Bush Centre, Shepherds Bush (town centre)	0.4	8.1	5.7	0.8	0.0	0.1	4.0	0.0	19.2
3	Waitrose, Westfield London, Shepherds Bush (town centre)	0.0	14.6	3.1	0.5	0.1	2.1	0.9	0.0	21.4
3	Shepherd's Bush town centre	0.6	2.4	13.5	0.8	0.1	0.4	6.8	0.5	25.2
3	Neighbourhood centres / other in zone 3	0.0	5.4	13.0	1.2	0.1	1.0	0.0	0.5	21.1
4	Morrisons, Rectory Road, Acton	0.0	0.2	5.1	39.5	0.9	0.2	0.3	0.0	46.3
4	Other zone 4	0.0	0.0	3.2	23.5	0.6	0.0	0.0	0.0	27.3
5	Sainsbury's, Essex Place, Chiswick	0.0	3.6	2.3	2.7	41.4	0.0	0.0	0.0	50.0
5	Other zone 5	0.0	2.8	3.2	2.9	44.5	0.0	0.0	0.0	53.4
6	Asda, Western Road, Ealing	0.0	2.2	15.3	8.8	0.3	28.0	4.0	0.8	59.3
6	Other zone 6	0.0	0.4	2.6	1.3	0.0	70.5	0.6	0.0	75.3
7	Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove	0.0	0.0	2.7	0.7	0.0	14.2	51.5	0.7	69.8
7	Other zone 7	0.6	8.9	1.6	0.1	0.0	8.4	76.6	14.3	110.5
8	Sainsbury's Superstore, Cromwell Road, Kensington	0.0	0.5	0.0	0.0	0.0	0.0	1.3	34.8	36.6
8	Other zone 8	4.9	9.4	1.5	0.9	0.0	0.7	20.7	115.4	153.6
Out	Asda, Forty Lane, Wembley Park	0.0	0.0	0.5	0.0	0.0	34.7	0.0	0.0	35.2
Out	Tesco Extra, Great Central Way, Willesden	0.0	0.0	1.3	0.0	0.0	35.8	0.0	0.0	37.2
Out	Other outside study area	14.2	2.3	3.7	19.9	23.8	41.0	28.5	28.4	162.0
-	Total	157.9	133.5	100.1	105.1	115.2	237.7	211.4	227.2	1,288.2
-	Total LBHF (Zones 1-3)	138.1	103.2	57.0	4.7	3.7	4.2	27.7	32.8	371.6
-	Total Study Area (Zones 1-8)	143.6	131.2	94.6	85.2	91.4	126.2	182.8	198.8	1,053.8

Notes: Product of Table 3 and Table 7

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 9 - Food and drink market shares (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Fulham town centre	40.3%	1.4%	2.2%	0.0%	0.0%	0.0%	0.0%	13.1%	-
1	Neighbourhood centres / other zone 1 (LBHF)	26.4%	2.6%	3.8%	0.0%	0.0%	0.0%	0.0%	5.3%	-
2	Hammersmith town centre	5.7%	25.8%	15.3%	5.7%	3.2%	1.1%	3.8%	1.6%	-
2	Neighbourhood centres / other zone 2 (LBHF)	0.5%	9.6%	2.0%	0.6%	0.0%	0.4%	0.9%	1.0%	-
3	Shepherd's Bush town centre (including Westfield)	0.0%	19.7%	25.6%	9.3%	0.0%	6.2%	2.0%	0.4%	-
3	Neighbourhood centres / other zone 3 (LBHF)	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	0.2%	0.0%	-
4	Acton	0.0%	0.0%	0.4%	16.3%	0.0%	0.7%	0.0%	0.0%	-
4	Other Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
5	Chiswick	0.0%	5.6%	16.2%	13.7%	80.8%	0.5%	0.2%	0.0%	-
5	Other Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
6	Wembley	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	-
6	Other Zone 6	0.0%	0.0%	0.0%	3.3%	0.0%	4.1%	0.0%	0.0%	-
7	Other Zone 7	0.0%	0.7%	0.4%	7.5%	0.5%	2.5%	41.1%	1.2%	-
8	Kensington High Street	0.0%	4.8%	0.0%	1.5%	1.6%	1.6%	8.1%	22.9%	-
8	Other Zone 8	10.5%	0.8%	0.0%	4.5%	0.0%	0.0%	0.0%	22.1%	-
Outside	Central London / West End	7.0%	18.6%	11.7%	11.2%	9.6%	19.7%	20.4%	10.6%	-
Outside	Brent Cross	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	0.0%	0.0%	-
Outside	Ealing	0.0%	0.0%	0.0%	14.4%	0.0%	0.9%	5.6%	0.0%	-
Outside	Elsewhere	9.6%	10.3%	10.7%	12.0%	4.2%	49.4%	17.6%	22.0%	-
-	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
-	Total LBHF (Zones 1-3)	72.9%	59.1%	60.1%	15.5%	3.2%	7.8%	7.0%	21.3%	-
-	Total Study Area (Zones 1-8)	83.4%	71.1%	77.0%	62.4%	86.1%	29.0%	56.4%	67.4%	-

Source: NEMS Household Survey 2015

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 10 - Food and drink spending patterns (2015)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6 (Zone 27)	Zone 7 (Zone 28)	Zone 8 (Zone 29)	Total
1	Fulham town centre	57.1	1.7	1.7	0.0	0.0	0.0	0.0	28.7	89.2
1	Neighbourhood centres / other zone 1 (LBHF)	37.5	3.3	3.0	0.0	0.0	0.0	0.0	11.6	55.4
2	Hammersmith town centre	8.1	31.7	12.1	4.7	3.2	1.7	7.0	3.4	71.9
2	Neighbourhood centres / other zone 2 (LBHF)	0.7	11.8	1.5	0.5	0.0	0.6	1.6	2.1	18.9
3	Shepherd's Bush town centre (including Westfield)	0.0	24.2	20.2	7.7	0.0	9.1	3.7	0.8	65.7
3	Neighbourhood centres / other zone 3 (LBHF)	0.0	0.0	8.8	0.0	0.0	0.0	0.4	0.0	9.2
4	Acton	0.0	0.0	0.3	13.5	0.0	1.0	0.0	0.0	14.8
4	Other Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	Chiswick	0.0	6.9	12.7	11.4	79.3	0.7	0.4	0.0	111.5
5	Other Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	Wembley	0.0	0.0	0.0	0.0	0.0	17.2	0.0	0.0	17.2
6	Other Zone 6	0.0	0.0	0.0	2.8	0.0	5.9	0.0	0.0	8.7
7	Other Zone 7	0.0	0.9	0.3	6.2	0.4	3.7	74.9	2.6	89.0
8	Kensington High Street	0.0	5.9	0.0	1.3	1.6	2.3	14.8	50.1	76.0
8	Other Zone 8	14.9	0.9	0.0	3.7	0.0	0.0	0.0	48.4	68.0
Outside	Central London / West End	9.9	22.9	9.2	9.3	9.5	28.8	37.2	23.1	149.8
Outside	Brent Cross	0.0	0.0	0.5	0.0	0.0	1.3	0.0	0.0	1.8
Outside	Ealing	0.0	0.0	0.0	12.0	0.0	1.4	10.3	0.0	23.6
Outside	Elsewhere	13.6	12.7	8.4	9.9	4.2	72.0	32.1	48.2	201.1
-	Total	141.9	123.0	78.7	82.8	98.1	145.8	182.5	219.0	1,071.9
-	Total LBHF (Zones 1-3)	103.5	72.8	47.3	12.8	3.2	11.4	12.8	46.7	310.4
-	Total Study Area (Zones 1-8)	118.4	87.4	60.6	51.6	84.5	42.4	102.9	147.7	695.6

Notes: Product of Table 4 and Table 9

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 11a - Comparison goods commitments

Centre / Scheme	Retail Floorspace (Gross sqm)	Retail Floorspace (Net sqm)	Comparison goods (%)	Comparison goods (sqm net)	Sales density in 2021 (£ per sqm)	Turnover in 2021 (£m)
Shepherd's Bush (town/edge)						
Westfield Extension (North of Shopping Centre)	64,850	45,275	95%	43,080	6,958	299.8
Westfield Extension (Marks & Spencer)	3,092	2,010	100%	2,010	6,958	14.0
BBC Television Centre (Wood Lane)	2,500	1,625	50%	813	6,958	5.7
M&S White City Site (Wood Lane)	1,995	1,297	50%	648	6,958	4.5
Total Shepherd's Bush (town/edge)	72,437	50,207	-	46,551	-	323.9
Out of centre						
Earl's Court	29,430	20,000	56%	11,250	6,561	73.8
Hurlingham Retail Park / 1-3 Carnwath Road	3,045	1,979	50%	990	6,561	6.5
Woodlands (Imperial College) Wood Lane	600	390	50%	195	6,561	1.3
1-9 Lillie Road	864	562	50%	281	6,561	1.8
Total out of centre	33,939	22,931	-	12,715	-	83.4
GRAND TOTAL						407.3

Assumptions: Floorspace splits either from application documents or based on PBA assumptions

Assumed all commitments trading in 2021; turnover levels, from application documents or PBA assumptions

Table 11b - Convenience goods commitments

Centre / Scheme	Retail Floorspace (Gross sqm)	Retail Floorspace (Net sqm)	Convenience goods (%)	Convenience goods (sqm net)	Sales density in 2021 (£ per sqm)	Turnover in 2021 (£m)
Shepherd's Bush (town/edge)						
Westfield Extension (North of Shopping Centre)	64,850	45,275	5%	2,195	10,472	23.0
BBC Television Centre (Wood Lane)	2,500	1,625	50%	813	10,472	8.5
M&S White City Site (Wood Lane)	1,995	1,297	50%	648	10,472	6.8
Total Shepherd's Bush (town/edge)	69,345	48,197	-	3,656	-	38.3
Out of centre						
Earl's Court	29,430	20,000	16%	3,250	10,472	34.0
Hurlingham Retail Park / 1-3 Carnwath Road	3,045	1,979	50%	990	10,472	10.4
Woodlands (Imperial College) Wood Lane	600	390	50%	195	10,472	2.0
1-9 Lillie Road	864	562	50%	281	10,472	2.9
Total out of centre	33,939	22,931	-	4,715	-	49.4
GRAND TOTAL						87.7

Assumptions: Floorspace splits either from application documents or based on PBA assumptions

Assumed all commitments trading in 2021; turnover levels, from application documents or PBA assumptions

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 12a - Comparison goods turnover (town centres only)

Destination	Gross floorspace (sqm gross)	Gross:net ratio (%)	Net comparison floorspace (sqm net)	Survey derived turnover (£m)	Inflow (%)	Inflow (£m)	Total turnover (£m)	Survey derived sales density (£m per sqm)
Fulham town centre	13,388	70%	9,372	74.1	20%	18.5	92.6	6,915
Hammersmith town centre	25,496	70%	17,847	108.6	35%	58.5	167.0	6,550
Shepherd's Bush town centre (including Westfield)	130,027	70%	91,019	274.2	65%	509.3	783.5	6,026
Elsewhere in LBHF (neighbourhood / out of centre)	-	-	-	63.6	0%	0.0	63.6	-
Total	-	-	-	520.5	-	586.3	-	-

Assumptions: Floorspace from GLA Healthcheck work; inflow based on PBA assumptions

2014 Prices

Table 12b - Convenience goods turnover

Store / Destination	Gross floorspace (sqm gross)	Gross:net ratio (%)	Net floorspace (sqm)	Proportion of convenience goods (%)	Net convenience floorspace (sqm net)	Survey derived turnover (£m)	Inflow (%)	Inflow (£m)	Total survey derived turnover (£m)	Survey derived sales density (£m per sqm)
Sainsbury's, Townmeads Road, Fulham (out of centre)	-	-	7,246	65%	4,710	53.6	10.0%	6.0	59.5	8,213
Waitrose, North End Road, Fulham (town centre)	-	-	1,890	86%	1,625	43.2	2.5%	1.1	44.3	23,460
Fulham town centre (other stores)	-	-	7,185	95%	6,826	49.3	10.0%	5.5	54.8	7,625
Tesco Superstore, Shepherds Bush Road, Hammersmith (out of centre)	-	-	2,717	80%	2,174	36.8	5.0%	1.9	38.7	14,249
Sainsbury's, Kings Mall, Hammersmith (town centre)	-	-	1,740	80%	1,392	15.7	5.0%	0.8	16.5	9,487
Hammersmith town centre (other stores)	-	-	1,486	90%	1,337	27.1	5.0%	1.4	27.1	18,212
Morrisons, Shepherd's Bush Centre, Shepherds Bush (town centre)	-	-	2,197	80%	1,758	19.2	5.0%	1.0	20.2	9,204
Waitrose, Westfield London, Shepherds Bush (town centre)	-	-	2,395	86%	2,060	21.4	10.0%	2.4	23.8	9,947
Shepherd's Bush town centre (other stores)	-	-	2,134	90%	1,921	25.2	5.0%	1.3	26.5	12,434
Elsewhere in LBHF (neighbourhood / out of centre)	-	-	-	-	-	80.1	5.0%	4.2	-	-
Total	-	-	-	-	-	371.6	-	25.7	311.5	-

Assumptions: Floorspace from GLA Healthcheck work (75% net to gross assumed for other town centre floorspace); inflow based on PBA assumptions

2014 Prices

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 12c - Benchmark assessment of convenience turnover

Store / Destination	Net convenience floorspace (sqm net)	Benchmark sales density (£ per sqm net)	Benchmark turnover (£m)	Total survey derived turnover (£m)	Over / Under trading (£m)
Sainsbury's, Townmeads Road, Fulham (out of centre)	4,710	13,041	61.4	59.5	-1.9
Waitrose, North End Road, Fulham (town centre)	1,625	10,557	17.2	44.3	27.2
Fulham town centre (other stores)	6,826	7,500	51.2	54.8	3.6
Tesco Superstore, Shepherds Bush Road, Hammersmith (out of centre)	2,174	11,282	24.5	38.7	14.2
Sainsbury's, Kings Mall, Hammersmith (town centre)	1,392	13,041	18.2	16.5	-1.6
Hammersmith town centre (other stores)	1,337	7,500	10.0	27.1	17.0
Morrisons, Shepherd's Bush Centre, Shepherds Bush (town centre)	1,758	12,213	21.5	20.2	-1.2
Waitrose, Westfield London, Shepherds Bush (town centre)	2,060	10,557	21.7	23.8	2.1
Shepherd's Bush town centre (other stores)	1,921	7,500	14.4	26.5	12.1
Elsewhere in LBHF (neighbourhood / out of centre)	-	-	-	-	-
Total	-	-	-	-	71.4

Assumptions: Benchmark sales density for named retailers from Retail Rankings by Mintel (2015); other stores PBA assumptions
2014 Prices

Table 12d - Food and drink turnover (town centres only)

Destination	Gross floorspace (sqm gross)	Survey derived turnover (£m)	Inflow (%)	Inflow (£m)	Total turnover (£m)	Survey derived sales density (£m per sqm)
Fulham town centre	13,249	89.2	20%	22.3	111.5	8,419
Hammersmith town centre	20,961	71.9	35%	38.7	110.6	5,277
Shepherd's Bush town centre (including Westfield)	30,323	65.7	65%	122.1	187.8	6,195
Elsewhere in LBHF (neighbourhood / out of centre)	-	83.5	15%	14.7	98.3	-
Total		310.4	-	197.9	508.3	

Assumptions: Floorspace from GLA Healthcheck work; inflow based on PBA assumptions
2014 Prices

London Borough of Hammersmith & Fulham Retail Needs Study Update

**Table 14a - Convenience goods expenditure and quantitative need
Scenario A: Constant market share**

Sales density growth (% per annum)	Borough Wide				Shepherd's Bush				Hammersmith				Fulham				Elsewhere LBHF			
	-				0.00%				0.00%				0.00%				0.30%			
	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031
Available expenditure																				
A Total expenditure (£m)	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7
B Market share of study area (%)	28.8%	28.8%	28.8%	28.8%	5.1%	5.1%	5.1%	5.1%	3.3%	3.3%	3.3%	3.3%	7.2%	7.2%	7.2%	7.2%	13.2%	13.2%	13.2%	13.2%
C Retained expenditure (£m)	371.6	383.9	393.1	401.5	65.9	68.0	69.7	71.2	42.7	44.2	45.2	46.2	92.5	95.6	97.9	100.0	170.4	176.1	180.3	184.1
D Inflow expenditure (£m)	17.4	18.0	18.4	18.8	3.4	3.5	3.6	3.7	0.8	0.9	0.9	0.9	1.1	1.1	1.2	1.2	12.1	12.5	12.8	13.1
E Inflow proportion (%)	4.5%	4.5%	4.5%	4.5%	4.9%	4.9%	4.9%	4.9%	1.9%	1.9%	1.9%	1.9%	1.2%	1.2%	1.2%	1.2%	6.6%	6.6%	6.6%	6.6%
F Total available expenditure (£)	389.0	401.9	411.5	420.3	69.3	71.6	73.3	74.8	43.6	45.0	46.1	47.1	93.6	96.8	99.1	101.2	182.5	188.6	193.1	197.2
G Over / Under trading (£m)	71.4	71.4	71.4	71.4	13.0	13.0	13.0	13.0	15.4	15.4	15.4	15.4	30.8	30.8	30.8	30.8	12.3	12.3	12.3	12.3
Claims on expenditure																				
H Turnover of existing floorspace (£m)	389.0	392.3	395.1	389.0	69.3	69.3	69.3	69.3	43.6	43.6	43.6	43.6	93.6	93.6	93.6	93.6	182.5	185.9	188.7	182.5
I Turnover of commitments (£m)	0.0	87.7	87.7	89.2	0	38.3	38.3	38.3	0	0	0	0	0	0	0	0	0	49.4	49.4	50.9
Quantitative need																				
J Expenditure capacity (£m)	0.0	-78.1	-71.3	-57.9	13.0	-23.0	-21.3	-19.8	15.4	16.8	17.9	18.9	30.8	33.9	36.2	38.3	12.3	-34.3	-32.7	-23.9
K Assumed sales density (£ per sqm net)	-	-	-	-	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,987	10,472	10,662	10,823	10,987
L Net quantitative need (sqm)	6,819	-577	113	1,225	1,238	-2,198	-2,035	-1,886	1,469	1,607	1,710	1,804	2,938	3,235	3,456	3,486	1,173	-3,222	-3,017	-2,178
M Gross quantitative need (sqm)	9,092	-888	174	1,885	1,905	-3,382	-3,131	-2,902	2,260	2,473	2,631	2,775	4,521	4,977	5,317	5,363	1,805	-4,956	-4,641	-3,351

Notes:

2014 Prices

**Table 14b - Convenience goods expenditure and quantitative need
Scenario B: Adjusted market share**

Sales density growth (% per annum)	Borough Wide				Shepherd's Bush				Hammersmith				Fulham				Elsewhere LBHF			
	-				0.00%				0.00%				0.00%				0.30%			
	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031
Available expenditure																				
A Total expenditure (£m)	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7	1,288.2	1,330.9	1,362.7	1,391.7
B Market share of study area (%)	28.8%	29.8%	29.8%	29.8%	5.1%	6.3%	6.3%	6.3%	3.3%	3.2%	3.2%	3.2%	7.2%	6.6%	6.6%	6.6%	13.2%	13.6%	13.6%	13.6%
C Retained expenditure (£m)	371.6	396.7	406.1	414.8	65.9	84.4	86.4	88.2	42.7	42.2	43.2	44.1	92.5	88.5	90.6	92.5	170.4	181.6	186.0	189.9
D Inflow expenditure (£m)	17.4	35.7	36.6	37.4	3.4	4.3	4.5	4.5	0.8	0.8	0.8	0.9	1.1	1.1	1.1	1.1	12.1	29.5	30.2	30.9
E Inflow proportion (%)	4.5%	8.3%	8.3%	8.3%	4.9%	4.9%	4.9%	4.9%	1.9%	1.9%	1.9%	1.9%	1.2%	1.2%	1.2%	1.2%	6.6%	14.0%	14.0%	14.0%
F Total available expenditure (£)	389.0	432.4	442.7	452.1	69.3	88.7	90.8	92.8	43.6	43.0	44.0	44.9	93.6	89.5	91.7	93.6	182.5	211.2	216.2	220.8
G Over / Under trading (£m)	0.0	0.0	0.0	0.0	13.0	13.0	13.0	13.0	15.4	15.4	15.4	15.4	30.8	30.8	30.8	30.8	12.3	12.3	12.3	12.3
Claims on expenditure																				
H Turnover of existing floorspace (£m)	389.0	392.3	395.1	389.0	69.3	69.3	69.3	69.3	43.6	43.6	43.6	43.6	93.6	93.6	93.6	93.6	182.5	185.9	188.7	182.5
I Turnover of commitments (£m)	0.0	87.7	87.7	89.2	0.0	38.3	38.3	38.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	49.4	49.4	50.9
Quantitative need																				
J Expenditure capacity (£m)	0.0	-47.6	-40.1	-26.0	13.0	-5.9	-3.7	-1.8	15.4	14.8	15.8	16.7	30.8	26.7	28.8	30.8	12.3	-11.8	-9.6	-0.3
K Assumed sales density (£ per sqm net)	-	-	-	-	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,472	10,987	10,472	10,662	10,823	10,987
L Net quantitative need (sqm)	6,819	2,294	3,021	4,196	1,238	-559	-357	-172	1,469	1,412	1,510	1,599	2,938	2,547	2,751	2,800	1,173	-1,106	-883	-31
M Gross quantitative need (sqm)	9,092	3,530	4,648	6,455	1,905	-860	-549	-265	2,260	2,172	2,323	2,460	4,521	3,918	4,232	4,307	1,805	-1,701	-1,358	-48

Notes:

2014 Prices

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 15 - Food and drink quantitative need
Constant market share

Sales density growth (% per annum)	Borough Wide				Shepherd's Bush				Hammersmith				Fulham				Elsewhere LBHF			
	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031
Available expenditure																				
A Total expenditure (£m)	1,071.9	1,214.3	1,334.5	1,464.6	1,071.9	1,214.3	1,334.5	1,464.6	1,071.9	1,214.3	1,334.5	1,464.6	1,071.9	1,214.3	1,334.5	1,464.6	1,071.9	1,214.3	1,334.5	1,464.6
B Market share of study area (%)	29.0%	29.0%	29.0%	29.0%	6.1%	6.1%	6.1%	6.1%	6.7%	6.7%	6.7%	6.7%	8.3%	8.3%	8.3%	8.3%	7.8%	7.8%	7.8%	7.8%
C Retained expenditure (£m)	310.4	351.6	386.5	424.1	65.7	74.5	81.9	89.8	71.9	81.4	89.5	98.2	89.2	101.1	111.1	121.9	83.5	94.6	104.0	114.1
D Inflow expenditure (£m)	197.9	224.1	246.3	270.3	122.1	138.3	152.0	166.8	38.7	43.9	48.2	52.9	22.3	25.3	27.8	30.5	14.7	16.7	18.4	20.1
E Inflow proportion (%)	38.9%	38.9%	38.9%	38.9%	65.0%	65.0%	65.0%	65.0%	35.0%	35.0%	35.0%	35.0%	20.0%	20.0%	20.0%	20.0%	15.0%	15.0%	15.0%	15.0%
F Total available expenditure (£)	508.3	575.8	632.8	694.5	187.8	212.8	233.9	256.6	110.6	125.3	137.7	151.1	111.5	126.4	138.9	152.4	98.3	111.3	122.4	134.3
G Over / Under trading (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on expenditure																				
H Turnover of existing floorspace (£m)	508.3	508.3	508.3	508.3	187.8	192.4	196.3	200.2	110.6	113.3	115.6	117.9	111.5	114.2	116.6	118.9	98.3	100.7	102.7	104.8
I Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0	0.0	0.0	0.0	0	0	0	0	0	0	0	0	0	0.0	0.0	0.0
Quantitative need																				
J Expenditure capacity (£m)	0.0	55.2	101.7	152.7	0.0	20.4	37.6	56.4	0.0	12.0	22.1	33.2	0.0	12.1	22.3	33.5	0.0	10.7	19.7	29.5
K Assumed sales density (£ per sqm gross)	-	-	-	-	6,500	6,658	6,792	6,929	6,500	6,658	6,792	6,929	6,500	6,658	6,792	6,929	6,500	6,658	6,792	6,929
L Gross quantitative need (sqm)	0	8,286	14,975	22,033	0	3,062	5,534	8,142	0	1,803	3,259	4,795	0	1,818	3,286	4,835	0	1,602	2,896	4,260

Notes:

2014 Prices

London Borough of Hammersmith & Fulham Retail Needs Study Update

Table 16a - Summary of comparison goods quantitative need

	2021	2026	2031
Comparison goods			
Scenario A: Constant market share			
Borough Wide (sqm net)	-49,600	-34,900	-18,000
Borough Wide (sqm gross)	-66,200	-46,500	-24,000
Shepherd's Bush (sqm net)	-42,100	-34,100	-24,900
Shepherd's Bush (sqm gross)	-56,200	-45,400	-33,200
Hammersmith (sqm net)	2,700	6,100	10,100
Hammersmith (sqm gross)	3,600	8,200	13,500
Fulham (sqm net)	1,500	3,400	5,600
Fulham (sqm gross)	2,000	4,500	7,500
Elsewhere LBHF (sqm net)	-11,700	-10,400	-8,900
Elsewhere LBHF (sqm gross)	-15,600	-13,800	-11,800
	2021	2026	2031
Comparison goods			
Scenario B: Adjusted market share			
Borough Wide (sqm net)	-10,700	6,800	26,800
Borough Wide (sqm gross)	-14,300	9,000	35,700
Shepherd's Bush (sqm net)	-10,800	-900	10,500
Shepherd's Bush (sqm gross)	-14,400	-1,100	13,900
Hammersmith (sqm net)	1,300	4,600	8,400
Hammersmith (sqm gross)	1,700	6,100	11,100
Fulham (sqm net)	-400	1,200	3,200
Fulham (sqm gross)	-600	1,700	4,300
Elsewhere LBHF (sqm net)	-700	1,800	4,800
Elsewhere LBHF (sqm gross)	-1,000	2,400	6,400

Table 16c - Summary of food and drink quantitative need

	2021	2026	2031
Food and drink			
Constant market share			
Borough Wide (sqm gross)	8,300	15,000	22,000
Shepherd's Bush (sqm gross)	3,100	5,500	8,100
Hammersmith (sqm gross)	1,300	4,600	8,400
Fulham (sqm gross)	1,800	3,300	4,800
Elsewhere LBHF (sqm gross)	1,600	2,900	4,300

Table 16b - Summary of convenience goods quantitative need

	2021	2026	2031
Convenience goods			
Scenario A: Constant market share			
Borough Wide (sqm net)	-600	100	1,200
Borough Wide (sqm gross)	-900	200	1,900
Shepherd's Bush (sqm net)	-2,200	-2,000	-1,900
Shepherd's Bush (sqm gross)	-3,400	-3,100	-2,900
Hammersmith (sqm net)	1,600	1,700	1,800
Hammersmith (sqm gross)	2,500	2,600	2,800
Fulham (sqm net)	3,200	3,500	3,500
Fulham (sqm gross)	5,000	5,300	5,400
Elsewhere LBHF (sqm net)	-3,200	-3,000	-2,200
Elsewhere LBHF (sqm gross)	-5,000	-4,600	-3,400
	2021	2026	2031
Convenience goods			
Scenario A: Adjusted market share			
Borough Wide (sqm net)	2,300	3,000	4,200
Borough Wide (sqm gross)	3,500	4,600	6,500
Shepherd's Bush (sqm net)	-600	-400	-200
Shepherd's Bush (sqm gross)	-900	-500	-300
Hammersmith (sqm net)	1,400	1,500	1,600
Hammersmith (sqm gross)	2,200	2,300	2,500
Fulham (sqm net)	2,500	2,800	2,800
Fulham (sqm gross)	3,900	4,200	4,300
Elsewhere LBHF (sqm net)	-1,100	-900	0
Elsewhere LBHF (sqm gross)	-1,700	-1,400	0

Appendix F Data inputs

Data	Source	How the data has been used																												
Base Population	Experian	Experian's MMG3 software provides 2014-based population forecasts at postcode sector level. The postcode sector populations are grouped together to form the study zones used for the purpose of the analysis.																												
Population Projections	GLA	Population projections in line with the growth forecast for have been applied to the base 2014 Experian data																												
Base Per Capita Expenditure	Experian	Experian's MMG software provides per capita annual expenditure in each zone of the study area on convenience (food), comparison (non-food) and commercial leisure.																												
Retail and leisure expenditure growth forecasts	Experian	<p>Expenditure growth rates from Experian Retail Planner Briefing Note 13 (Figure 1a) have been adopted as follows:</p> <table border="1"> <thead> <tr> <th></th> <th>Comparison goods</th> <th>Convenience goods</th> <th>Commercial leisure</th> </tr> </thead> <tbody> <tr> <td>2014-15</td> <td>5.30%</td> <td>-0.20%</td> <td>2.70%</td> </tr> <tr> <td>2015-16</td> <td>3.20%</td> <td>0.10%</td> <td>1.60%</td> </tr> <tr> <td>2016-17</td> <td>2.90%</td> <td>0.30%</td> <td>1.60%</td> </tr> <tr> <td>2017-21*</td> <td>3.00%</td> <td>0.10%</td> <td>1.30%</td> </tr> <tr> <td>2021-22</td> <td>3.00%</td> <td>0.10%</td> <td>1.30%</td> </tr> <tr> <td>2022+*</td> <td>3.20%</td> <td>0.10%</td> <td>1.40%</td> </tr> </tbody> </table> <p>*per annum growth rates</p>		Comparison goods	Convenience goods	Commercial leisure	2014-15	5.30%	-0.20%	2.70%	2015-16	3.20%	0.10%	1.60%	2016-17	2.90%	0.30%	1.60%	2017-21*	3.00%	0.10%	1.30%	2021-22	3.00%	0.10%	1.30%	2022+*	3.20%	0.10%	1.40%
	Comparison goods	Convenience goods	Commercial leisure																											
2014-15	5.30%	-0.20%	2.70%																											
2015-16	3.20%	0.10%	1.60%																											
2016-17	2.90%	0.30%	1.60%																											
2017-21*	3.00%	0.10%	1.30%																											
2021-22	3.00%	0.10%	1.30%																											
2022+*	3.20%	0.10%	1.40%																											
Base Year Special Forms of Trading (SFT)	Experian / Household survey	<p>Special Forms of Trading refers to the amount of money <u>not</u> spent in bricks and mortar retail floorspace (includes internet, temporary markets etc...). Experian's Retail Planner Briefing Note 13 (Appendix 3) advises the following SFT discounts at the base year of the study:</p> <p>Comparison goods (2015): 11.7% Convenience goods (2015): 2.8%</p> <p>For the purposes of our assessment, the 'adjusted' figure presented by Experian, which makes allowance for store-picked online shopping transactions, has been used.</p>																												
Growth in SFT	Experian	<p>Experian's Retail Planner Briefing Note 13 (Appendix 3) advises the following SFT discounts at the study forecast years:</p> <table border="1"> <thead> <tr> <th></th> <th>Comparison goods</th> <th>Convenience goods</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>15.0%</td> <td>4.4%</td> </tr> <tr> <td>2026</td> <td>15.0%</td> <td>5.1%</td> </tr> <tr> <td>2031</td> <td>14.6%</td> <td>5.8%</td> </tr> </tbody> </table> <p>For the purposes of the study, the 'adjusted' figures presented by Experian, which make allowance for store-picked online shopping transactions have been used.</p>		Comparison goods	Convenience goods	2021	15.0%	4.4%	2026	15.0%	5.1%	2031	14.6%	5.8%																
	Comparison goods	Convenience goods																												
2021	15.0%	4.4%																												
2026	15.0%	5.1%																												
2031	14.6%	5.8%																												
Retailer productivity changes	PBA	<p>Experian's forecast of retailer productivity changes outstrips the per capita expenditure growth figures highlighted above. PBA have therefore assumed the following productivity changes for the purposes of the quantitative analysis:</p> <p>Comparison goods (Shepherd's Bush): 2.5% per annum, 2015-31 Comparison goods (All other floorspace): 1.5% per annum, 2015-31 Convenience goods (All floorspace): 0.0% per annum, 2015-31.</p>																												

Appendix G Quantitative methodology

G.1.1 The methodology for forecasting convenience (food) and comparison (non-food) retail needs follows a widely-adopted step-by-step methodology. The key steps of this are set out below, and should be read alongside the analysis in the main study report. The technical inputs into each stage of the methodology which have been used for the purposes of this study are explained in the proceeding appendix.

Step	Summary of methodology
1	Estimate the population growth over the course of the study period for each of the study area zones, using population projections agreed with the Council at the inception of the study. Define appropriate 'forecast years' at which to assess quantitative need.
2	Establish the base year per capita (per head) spending on convenience (food) and comparison (non-food) goods, using published data sources. Apply appropriate growth rates to establish the expenditure per head in the forecast years.
3	Calculate the 'pot' of expenditure within the study area at each of the forecast years by combining the population figures (calculated at Step 1) with the expenditure figures (calculated at Step 2), and making an allowance for Special Forms of Trading (SFT) such as internet / mobile shopping, catalogue shopping, and so on. SFT is increased in the forecast years to reflect the latest economic forecasts.
4	Calculate the study area spending by applying the market share data from the household telephone survey to the overall 'pot' of expenditure (calculated at Step 3)
5	Allow for any 'inflow' of expenditure from beyond the study area, if appropriate.
6	Calculate the sales densities of existing retail floorspace, to assess turnover performance in the base year, and if appropriate make allowance for over or under-trading of this floorspace (i.e. the difference between the household survey-derived turnovers and the 'benchmark' turnovers)
7	Project the spending forecasts forward to the forecast years.
8	Make allowances for sales density growth (i.e. money ring-fenced to allow for the growth in productivity / turnover of existing retailers), and/or any commitments to new retail floorspace (i.e. extant planning permissions, or schemes under construction)
9	Draw together steps 1 to 8 to assess whether there is any excess expenditure growth in the forecast years which can be translated into a quantitative need for new retail floorspace, by applying a typical sales density for new floorspace figure to the excess expenditure figure.
10	Assess alternative policy scenarios, and / or the sensitivity testing of key assumptions.