Carter Jonas

Runnymede Town and Local Centres Study:

Final Report

November 2015

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Runnymede Town and Local Centres Study 2015

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Date	Originators:		Approved:
05th Nov 2015			
	Lucy Farrow	Bláthnaid Duffy	Dr Steven Norris
	Planner	Associate	Partner

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CONTENTS

1.0 INTRODUCTION

1.1 Carter Jonas was commissioned by the Runnymede Borough Council in February 2015 to update the retail evidence base (i.e. the *Runnymede Retail Study 2009 and the Retail – Evidence Base: Update 2012*) to help inform both plan-making and decision-taking across the Borough.

1.2 The study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF) published in March 2012. Where relevant the study also draws on advice set out in the national Planning Practice Guidance (PPG), published in March 2014, which still places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact 'tests' are also both noted as being key to both plan-making and decision-taking at the local level.

1.3 The assessment of the need (or 'capacity') for new retail (convenience and comparison goods) floorspace has been carried out at the strategic Borough-wide level to help inform the likely scale, type, location and phasing of new retail development over the short (0-5 years), medium (6-10 years) and long term (11-15 years).

1.4 The Study Area defined for the purpose of this retail assessment principally covers Runnymede Borough, but also a wider area incorporating parts of neighbouring local planning authority areas. This Study Area has been further sub-divided into ten study zones that broadly reflect the local catchments of the Borough's main centres (see **Appendix 1**). The defined Study Area and zones provide the framework for the new telephone interview survey of some 1,000 households conducted by *NEMS Market Research* (NEMS) in May 2015. This survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the Study Area. In turn, this has informed the high level health check assessments for the three town centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace. The survey approach adopted by NEMS is explained in some detail in **Appendix 2**, along with the questionnaire. The full (weighted) survey results are set out in **Appendix 3**.

1.5 In addition, a visitor survey was carried across the Borough's three town centres with 100 interviews carried out in each centre. The survey was conducted by NEMS and focused on identifying shopping patterns and perceptions of each town centre from a town user's perspective, and where improvements could be directed to enhance retail and commercial leisure provision.

1.6 For ease of reference this report is structured as follows:

- **Section 2** reviews the national, regional (where relevant) and local planning policy context material to retail planning and town centres.

- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.

- **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing across the Study Area and ten zones as based on the results of the household telephone interview survey. The market share tabulations for convenience and comparison goods are set out in **Appendix 5** and **Appendix 6** respectively.

- **Sections 5-9** provide high-level updates of the health checks for the Borough's three main town (Addlestone Chertsey and Egham) and five local centres. These assessments draw on recent research, including the results of the in centre survey (**Appendix 4**), and the latest town centre audits for the centres, supplemented by site visits and audits of town centre uses and vacancies. The assessment also takes account of consultation with key stakeholders.

- **Section 10** describes the key inputs and outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the Borough and its main town centres based on our in-house CREAT^{e} (excel spreadsheet) model. The full tabulations are set out in **Appendix 7** for convenience goods and **Appendix 8** for comparison goods, which take account of committed retail floorspace in the Borough, as set out in **Appendix 9**.

- **Section 11** sets out the findings of the commercial leisure 'gap' and need assessment for the main leisure uses, including food and beverage, cinema and gym provision. Current provision is also illustrated by plans and summary tables in **Appendix 10**.

- **Section 12** provides an overview of any gaps in other town centre uses, specifically offices, hotels, and community uses. The assessment is accompanied by a plan of existing and proposed hotel provision for the Borough in **Appendix 11** and key community facilities in **Appendix 12**.

- **Section 13** assesses the need to review the definition of the primary shopping area for Addlestone, Chertsey and Egham Town Centres in light of the findings of the need assessment, and recommendation on primary and secondary shopping frontages. Advice is also provided on whether a local impact threshold should be set in accordance with the NPPF (para 26). A plan of recommended frontage boundaries is set out in **Appendix 13**.

- Finally, **Section 14** draws together the key findings of the qualitative and quantitative need assessments for retail and commercial leisure. Where the need for new floorspace and/or uses is identified over the development plan period, high level advice is provided on where this need should be directed in accordance with the main aims of national and local plan policy.

1.7 Finally, it is important to state at the outset that, in our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. We therefore advise the Council that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored, and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail (such as, for example, the growth in internet shopping) and commercial leisure sectors.

2.0 PLANNING POLICY CONTEXT

2.1 This section briefly reviews the relevant national and local development plan planning policy pertaining to retail and town centre uses.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans[1] and Neighbourhood Plans[2].

2.3 At the heart of the NPPF is a **presumption in favour of sustainable development**[3], which is seen as *"a golden thread running through both plan-making and decision-taking"* (paragraph 14). The NPPF (paragraph 14) sets out the Government's view of what sustainable development means in practice for both plan-making and decision-taking at the local level.

2.4 For plan-making the Framework states 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. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that *"…it is clear that development which is sustainable can be approved without delay"*.

2.5 The NPPF (paragraph 17) also sets out twelve **core planning principles** that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should be genuinely plan-led; proactively drive and support sustainable economic development to deliver thriving local places; promote mixed use developments; focus significant development in locations which are or can be made sustainable; and deliver sufficient community and cultural facilities and services to meet local needs.

2.6 The Framework (paragraph 150) emphasises that **Local Plans** are *"…the key to delivering sustainable development that reflects the vision and aspirations of local communities"*. They should be *"aspirational but realistic"* and should set out the opportunities for development and clear policies on *"…what will or will not be permitted*

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[1] Defined by NPPF (Annex 2) as the plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current Core Strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

[2] A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

[3] Sustainable development is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

and where" (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional DPDs should only be used where clearly justified (paragraph 153).

2.7 The NPPF (paragraph 156) requires **strategic priorities** for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; the provision of health, security, community and cultural infrastructure and other local facilities; and climate change mitigation and adaptation, conservation and enhancement of the natural and historic environment, including landscape. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

- plan positively for the development and infrastructure required in the area;
- be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date;
- indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map;
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate; and
- identify land where development would be inappropriate, for instance because of its environmental or historic significance.

2.8 In terms of the **evidence-based approach to planning**, the Framework states LPAs should ensure that the Local Plan is based on *"…adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area"* (paragraph 158). Furthermore the assessment of, and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to:

- assess the needs for land or floorspace for economic development, including for retail and leisure development;
- examine the role and function of town centres and the relationship between them;
- assess the capacity of existing centres to accommodate new town centre development; and
- identify locations of deprivation which may benefit from planned remedial action.

2.9 The NPPF is clear that pursuing sustainable development requires *"…careful attention to viability and costs in plan-making and decision-taking"* (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should *"…not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened"* (paragraph 173).

2.10 The Framework (paragraphs 18-149) sets out thirteen key 'principles' for **delivering sustainable development**, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment.

2.11 In terms of '**ensuring the vitality of town centres'** the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre[4] environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas[5], based on a clear definition of primary and secondary frontages[6] in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- ensure that the needs for retail, leisure, office and other main town centre uses are *"met in full"* and *"not compromised by limited site availability"*. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are

[4] The NPPF (Annex 2) states that references to town centres or centres apply to city centres, town centres, district centres and local centres, but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

[5] Primary shopping area is defined by the NPPF (Annex 2) as the defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

[6] The NPPF (Annex 2) states that 'primary frontages' are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. 'Secondary frontages' provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;

- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

2.12 When assessing and determining applications for main town centre uses[7] that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- Apply a **sequential test**[8], which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, *"…preference should be given to accessible sites that are well connected to the town centre"* (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.
- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m^2). The NPPF (paragraph 26) states that this should *"include"* assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, *"…the impact should also be assessed up to ten years from the time the application is made"*.

2.13 The NPPF (paragraph 27) states that *"…where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused"*.

[7] NPPF (Annex 2) defines 'main town centre uses' as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

[8] This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

2.14 As previously stated in Section 1, this study also draws on advice set out in the *national Planning Practice Guidance* (PPG), published in March 2014. The PPG has streamlined and replaced the advice previously set out in PPS4 *Practice Guidance on Need, Impact and the Sequential Approach*. The revised PPG still places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and 'impact tests'. Of relevance to this study the PPG (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a "*three-five year period*" but should "*also take the lifetime of the Local Plan into account and be regularly reviewed*".

LOCAL PLANNING POLICY CONTEXT

2.15 Runnymede Borough has three main shopping centres; namely Addlestone, Egham and Chertsey. These are supported within the Borough by smaller local centres (comprising Englefield Green, Ottershaw, New Haw/ Woodham, Virginia Water, and Thorpe[9]). Outside of the Borough are larger centres providing for more specialised shopping needs including, Staines-upon-Thames, Woking, Windsor, Kingston-upon-Thames, Guildford, Camberley and Reading. Much of the Borough outside of the main settlements is within the Metropolitan Green Belt and is protected from significant development.

2.16 The emerging Runnymede Local Plan is currently being developed following the withdrawal of the Local Plan Core Strategy (LPCS) in July 2014 on the advice of the Examination Inspector. The new Local Plan ('Runnymede 2035') will be used to guide development in the Borough for the next 20 years from 2015 to 2035. Whilst the new Local Plan is developed, the Saved Policies from the Borough's 2001 Local Plan continue to be relied upon as part of the Development Plan for Runnymede[10]. The Local Plan Update 2007 states that the core aims of the Borough's shopping policies are:

- To encourage improvement of facilities, particularly in the main centres of Addlestone, Egham and Chertsey.
- To retain local shops.
- To facilitate large scale shopping development where there is identified need for such provision.
- To protect the Green Belt from shopping provision.

2.17 The Local Plan Saved Policies include a number of policies that guide proposals for development of retail floorspace:

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[9] Note: Woodham was initially suggested by the Council as a Local Centre but it was considered that Woodham and New Haw both relied on the same local centre and hence why the number has reduced from six to five Local Centres.

[10] The Development Plan is also made up of the waste and minerals plans produced by Surrey County Council and policy NRM6 of the South East Plan.

- **New Retail Development:** Saved Policy SHO1 states that, in considering proposals for additional retail floorspace, the Council will consider the assessment of need, deficiencies in existing provision and the vitality and viability of town centres. New retail provision should be located primarily in town centres. In addition, Saved Policy SHO3 states that in the core areas of the three main town centres, additional retail floorspace and redevelopment will be permitted in accordance with other Local Plan Policies and providing they are compatible with the role and character of the town centre. In relation to 'Local shops', Saved Policy SHO5 states that the Council will resist the loss of retail units unless it can be shown that there is adequate alternative provision and the loss would not adversely affect existing shopping facilities.

- **Acceptable Town Centre Uses:** Saved Policy SHO2 states that within the defined 'shopping core' of the three town centres, the Council will resist the loss of Class A1 floorspace at ground floor level; although Class A3 and A2 uses may also be acceptable if it can be shown this does not harm the vitality and viability of the town centre. Outside of the core areas, but within the town centres, Saved Policy SHO4 states that uses within A1-A3 may be acceptable. Saved Policy TC2 also emphasises that redevelopment schemes in the town centres should seek to maintain the mix of retail uses and not give rise to increased A2 and A3 uses.

- **Town Centre Strategies:** Saved Policies TC1-2 and TC4-8 present guidance on development specifically for the three town centres and identified Revitalisation Areas within them. Originally, as part of the 2001 Local Plan there were two Revitalisation Areas; one in Chertsey and another in Addlestone, however the Chertsey Revitalisation Area ceased to be known as such when the polices were saved in 2007 as it had been developed out. The policies identify a need to create strategies for the town centres that will maintain and extend their role and function as primary locations for shopping. The policies state that provision should be made for a mix of car and cycle provision and that development should be in keeping with the character of the town centres.

2.18 A **'Vision for Runnymede'** was set out in the updated Sustainable Community Strategy and states that the Council will aim to revitalise the town centres by making use of their property assets. Aims for each Town Centre were identified as follows:

- **Addlestone**: To promote it as a centre for retail and leisure activity for the Borough to provide an urban environment that is fitting for those who live, work and play in the town.

- **Egham**: To promote it as a university town providing the link between the past, present and future.

- **Chertsey**: To protect its historic core whilst enhancing its retail offer.

2.19 Independent **Masterplans for Egham and Chertsey Town Centres**[11] were produced in November 2013. Key recommendations for the two centres were made, categorised by implementation planned for the short, medium or long term. Redevelopment sites recommended in the Egham Town Centre Masterplan include the Egham Library and car park in the short term; the Station Road North area, SCC Youth Centre and the Egham Precinct in the medium term; and the Hummer Road Car Park in the long term. Recommended areas for improvement projects include High Street west; Church Road/ Station Road junction and Egham Station in the short term and junction and streetscape improvements at Vicarage Lane, Church Road and the High Street in the medium term.

2.20 The Chertsey Town Centre Masterplan recommended redevelopment at Gogmore Lane to residential in the short term, some of which is already underway, and improvement works to the junction at Pycroft Road.

2.21 The **Addlestone Area Action Plan** was adopted in 1999 and much of the information contained within it may therefore now be out of date. The AAP includes analysis of the primary and secondary retail frontages in the centre and the key sites for development, although some have since been developed.

2.22 The **Runnymede Retail Study 2009** ('2009 Retail Study') and the Retail and **Evidence Base: Update 2012** ('2012 Retail Study Update') provides the Council's current retail policy evidence base. The 2009 Retail Study identifies key themes in the Borough's town centres including:

- A focus on service provision;
- Limited comparison offer; and
- Large convenience stores acting as a key anchor.

2.23 The 2012 Update confirms that the lack of comparison provision in Runnymede causes a significant amount of expenditure leakage.

SUMMARY

2.24 In summary, the underlying objective of policy at all levels is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations *"first"* in accordance with the sequential approach. This policy objective is crucial as town centres are facing increasing economic challenges associated with alternative forms of retailing; in particular online shopping and competition from major out-of-centre developments (discussed further **in Section 3**).

2.25 The local policy for the Borough reflects this and the Sustainable Community Strategy provides detail on the future vision for each of the main shopping locations in the

[11] Prepared by GVA, Allies Morrison Urban Practitioners, and MVA

Borough. All three main town centres present similar characteristics in relation to their size and range of retail provision. However, as the Sustainable Community Strategy sets out, each centre faces unique challenges – for example the need to conserve the historic environment in Chertsey; the opportunity provided by the large student population in Egham and the opportunities for wider development in Addlestone.

2.26 This report will take account of both the national and local policy position with regards to the review of retail provision in Runnymede Borough, with particular regard to the local vision and guidance regarding each of the three main town centres.

3.0 NATIONAL RETAIL TRENDS & TOWN CENTRE FUTURES

3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

RETAIL TRENDS

Retail Expenditure Growth

3.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This has effectively reduced disposable income and retailers' margins are being squeezed further.

3.3 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest *Retail Planner Briefing Note 12.1* (October 2014).

Table 3.1 **Actual and Forecast Annual Retail Expenditure Growth**

Volume Growth per head (%):	----------ACTUAL GROWTH----------						FORECASTS		TRENDS	
	2008	2009	2010	2011	2012	2013	2014	2015-25	1973-2013	1993-2013
Total Retail Spend	*1.7*	*-3.1*	*0.3*	*-0.8*	*1.2*	*2.3*	*3.3*	*2.4*	*2.7*	*3.6*
Convenience Goods:	*-4.9*	*-5.0*	*-0.8*	*-2.7*	*-0.5*	*-1.3*	*-0.5*	*0.6*	*0.2*	*-0.2*
Comparison Goods:	*4.7*	*-2.4*	*0.9*	*0.5*	*2.6*	*4.6*	*5.6*	*3.3*	*4.5*	*5.9*

Source: Experian Retail Planner Briefing Note 12.1 (October 2014); Figures 1a and 1b.
Notes: The table also shows historic growth rates for the period 1973-2013 (the '*ultra long-term'* trend) and for 1993-2013 (the '*medium-term'* trend).

3.4 Although there has been negative annual growth in convenience goods expenditure per capita levels since 2008, the forecasts for 2015-25 show positive growth of +0.6% per annum on average. This is above previous historic long term trends of around +0.2% per annum.

3.5 For comparison goods Experian forecast that annual growth rates are recovering from a low of -2.4% in 2009, to +4.6% in 2013 and a stronger annual growth of +5.6% for 2014. However, Experian forecast that growth will fall back to an average +3.3% per annum for the period 2015-2025, which is well below historic trends of between 4.5% and 5.9% per annum.

3.6 In summary there are positive signs of improvement in the UK economy and consumer and business confidence in 2014. Notwithstanding this, it is clear that the retail sector is highly vulnerable to changes in the UK economy (and how it responds in the future to changes in the Eurozone and global economies) and the fact that the forecast growth in retail sales volumes will be much lower and slower than in recent history supports this.

Special Forms of Trading and Internet Shopping

3.7 *Special Forms of Trading* (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).

3.8 Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2014) value of internet sales is £37.2bn (current prices) and other (non-internet) SFT sales stand at approximately £8.3bn. This results in total SFT sales of £45.5bn in 2013, which represents a circa 165% increase from £17.1bn recorded in 2006. Overall the market share of SFT as a proportion of total retail sales has increased from 5.6% in 2006 to 13% in 2014. This significant growth has been fuelled by internet shopping, which had increased its share of total retail sales from 4.7% in 2008 to 10.6% in mid-2014.

3.9 Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being HMV and Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.

3.10 The table below sets out Experian's latest forecasts of the growth in the total market share of SFT between 2014 and 2035, based on retail spending growth assumptions and predictions as to the future take-up and expansion of internet shopping[12].

[12] Please note that although no official data is available for convenience and comparison goods, EBS have provided their own market share estimates.

Table 3.2 **The forecast growth in SFT's market share of total retail sales**

	2015	2020	2025	2030	2035
TOTAL:	*14.1%*	*18.5%*	*19.7%*	*20.1%*	*20.3%*
Comparison	*16.6%*	*21.0%*	*21.2%*	*20.8%*	*20.3%*
Convenience	*9.4%*	*13.5%*	*16.3%*	*18.1%*	*20.2%*

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

3.11 EBS forecast that non-store retailing will continue to grow rapidly over the short to medium term, outpacing traditional forms of spending. They predict that this growth will be sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping, but will slow after 2020.

3.12 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('*bricks-and-mortar'*) retail space, rather than from '*virtual*' stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares to reflect the proportion of internet sales sourced from existing stores.

Table 3.3 **Adjusted SFT's market shares**

	2015	2020	2025	2030	2035
TOTAL:	*9.0%*	*11.9%*	*12.6 %*	*12.8%*	*12.9%*
Comparison	*12.5%*	*15.7%*	*15.9%*	*15.6%*	*15.2%*
Convenience	*2.8%*	*4.0%*	*4.9%*	*5.4%*	*6.1%*

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

3.13 Although the growth in online sales has, and will inevitably continue to impact on the need for traditional shops, some commentators believe that the development of multi-channelling as part of retailers' business models will result in internet shopping actually driving demand for 'bricks-and-mortar' stores. This may be due to the need for '*click-and-collect'* facilities in easily accessible locations (for example, on the high street, in existing out-of-centre stores or at important transport nodes), or for '*showrooms*' where customers can view and test products in store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support demand for retail space over time.

Floorspace 'Productivity' Growth

3.14 Floorspace 'productivity' (or turnover 'efficiency') growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. It is standard practice for retail planning assessments to make an allowance for the year-on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace.

3.15 However there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; such as, for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. However following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.

3.16 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for non-store retailing.

Table 3.4 **Productivity Growth in Retail Floorspace**

	2013	2014	2015	2016	2017-21	2022-35
Comparison	*+4.3*	*+5.3*	*+3.8*	*+2.3*	*+2.0*	*+2.2*
Convenience	*-1.8*	*-1.4*	*-0.3*	*-0.4*	*-0.2*	*+0.1*

Source: Figures 4a and 4b (Addendum), Experian *Retail Planner Briefing Note 1.1* (October 2014)

3.17 The forecasts show that the scope for sales density growth is very limited for convenience goods. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of close to +2.2% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century[13].

RETAIL DEVELOPMENT PIPELINE

3.18 The retail development pipeline slowed dramatically during the economic downturn compared with the shopping centre 'boom' experienced in the ten year period up to 2007. One of the key impacts has been to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.

3.19 The latest *Shopping Centre Development Pipeline Report* published by the British Council of Shopping Centres (BCSC) in 2013 confirms that the quantum of completed new shopping centre floorspace in the UK is currently at its lowest level since the

[13] Please note that the floorspace 'productivity' growth rates forecast by EBS have been used to inform the retail capacity assessment set out in Section 8 of this study.

1990s. Following the development of circa 260,000 m^2 in 2009, 232,000 m^2 in 2010 and 280,000 m^2 in 2011, no new floorspace opened in 2012. The quantum of retail development in the pipeline is also continuing to decline, with shopping centre proposal levels falling by 37% from a peak of 30 million m^2 in March 2009 to 19 million m^2 in June 2013 (CBRE data[14]). This trend is anticipated to continue over the short term at least to 2015/16.

3.20 Notwithstanding this, the BCSC research also identified the first significant signs of new development activity in 2013 following the opening of circa 140,000 m^2 of new retail floorspace (including Trinity Leeds). This is set to continue with a number of major schemes opening in 2014 and 2015, including Grand Central in Birmingham and Old Market in Hereford. There are also positive signs that new investment is returning to the shopping centre market from UK-based and international funds seeking assets in prime and secondary locations that offer the potential for growth.

3.21 Given that it takes on average over ten years for a town centre scheme to be planned and developed, and can take even longer to deliver more complicated sites, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, or require a new approach if they are to secure new shopping centre development in the future. Even then, the scale and type of new retail investment that will emerge in the post-recessionary period could be very different to the last "*golden decade*" of shopping centre development between 1997 and 2007.

RETAILER REQUIREMENTS

3.22 The economic downturn, in combination with other trends (such as changes in customer requirements, planning legislation and the growth in internet shopping), has created a need for retailers to review and rapidly adapt their business strategies, requirements and store formats. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations, and with a good online facility have managed to weather the economic storm. The following highlights some of the key trends that are occurring in the convenience and comparison goods retail sectors.

Convenience Goods Retailing

3.23 The changes in the food and grocery sector over the last decade illustrate the dynamic changes in the retail industry. Some of the key trends include:

[14] CBRE (June 2013) UK Shopping Centres in the Pipeline

- The move by all the major national grocery retailers into the smaller convenience store sector in order to increase market share further, including for example the Tesco 'Express', Sainsbury's 'Local' and 'Little Waitrose' formats.
- The growth of European 'deep discount' food operators (such as Aldi and Lidl) has also continued during the economic downturn. In response, this has resulted in the expansion of own-brand 'value' ranges by the established grocers.
- An increase in the non-food sale areas of larger superstores over the last decade, including the development of own-label clothing. In some of the stores operated by Tesco (i.e. the 'Extra' format) and Asda, for example, a significant proportion of sales area (over 50%) is often set aside for non-food retailing.
- The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space, and the growth of online shopping.

3.24 Over the last 12-18 months, however, the focus for the main foodstore operators has shifted to opening more convenience store formats, and growing their market shares of online sales. At the same time applications for large store formats have slowed significantly. Furthermore, Tesco and Morrisons have recently announced that they intend to dispose of some of their under-performing superstores, and Tesco is not now going to develop some 49 foodstores with extant planning permissions, including sites in Basingstoke and Dartford. This will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK.

Comparison Goods Retailing

3.25 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes,), or have gone into administration and been forced to reduce their representation in town centres across the UK (e.g. HMV, Blockbusters, Bank, Austin Reed, Jane Norman, Jessops etc.).

3.26 Within town centres, some traditional high street multiple operators are also changing their formats and requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively looking for larger format new-build or existing stores in out-of-centre locations to accommodate new retail formats (such as John Lewis at Home) and display their full range of products. These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

3.27 Research also shows that there is an increasing polarisation of development activity and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres). This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.

3.28 The out-of-centre sector has also not been immune to change. Since 2007 there has been a notable downturn in the demand from traditional 'bulky goods' retailers for new space. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000 m^2 gross) in an attempt to dominate market share. However, these same operators are now looking to close or scale down their under-performing stores in certain areas. For example, B&Q announced the closure of 60 stores across the UK portfolio. Other 'bulky goods' operators have simply gone out of business (such as Focus DIY). Notwithstanding this, out-of-centre retailing still accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example recent research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres[15].

TOWN CENTRE FUTURES

3.29 A number of high profile research reports have been commissioned over recent years that set out recommendations and guidance on how to maintain and enhance the future vitality and viability of the UK's town centres. These include:

- **The Portas Review** (2011) reports on the findings and recommendations of research led by Mary Portas into the future of the High Streets. The report presented 28 key recommendations for government, local authorities and businesses to help high streets respond to the current challenges facing them and to prevent further decline.

[15] http://www.acs.org.uk/en/research/planning.cfm referenced in Why Our High Streets Still Matter: A Think Piece by Mary Portas, 30th May 2014.

- **The Grimsey Review** (2013) addresses the continuing decline of many local high streets. The review highlights the dramatic impact that recent technological changes have had on consumer behaviour and the knock-on effects for high streets. It suggests that the Portas recommendations failed to adequately account for this.
- **The Distressed Town Centre Property Taskforce** (DTCP) report (November 2013) was produced by an industry-led cross sector taskforce, assembled in response to the Portas Review. The report specifically focuses on the role that property ownership, investment, development and occupation can have on town centre viability, and provides recommendations on how the property sector can act to leverage in investment for town centres and support their ongoing viability.

3.30 The table below provides an overview of some of the common themes and recommendations identified by the different research in support of town centre revitalisation, including the Portas Review.

Strategy	Description
Reforming the management of town centres	**Improving the ways in which town centres are managed** was a key recommendation made by the Portas Review. In response, the Government has set up 27 'Portas Pilots' and 333 Town Teams, which bring together local councils, retailers and businesses to try out new ideas to drive their local economy. Strategies to deliver change are formulated in recognition of the particular strengths of each local area. It may be too early in the process to comment on the success of these, however a recent thought piece published by Portas (May 2014) has suggested that progress has been slow. There is also **increasing financial support for Business Improvement Districts (BIDs),** which enable local businesses to take on responsibility for realising improvements in their local area. The Government has launched a BID Loan Fund to help those wishing to set up a BID in their area. **Support for local (street) markets** is also increasing, as a way to increase footfall and enhance the vibrancy of local centres. This was also a key recommendation in the Portas Review.
Making use of the planning system to protect and enhance town centres	**The planning system is being used** in various ways to enhance and protect local centres where possible. This includes maintaining use of **'town centres first'** policies (as set out in the NPPF) in order to protect town centres from unnecessary competition from out-of-town developments. Where BIDs are in place, the improved planning conditions may also facilitate development. More stringent protection has been advocated by some sources. The Portas Review included a recommendation to introduce 'exceptional sign off' for all new out-of-centre retail development in order to protect existing centres. However, this was one of the few Portas recommendations that was not taken on by the Government. **LPAs are also being encouraged to make use of CPOs** in order to address issues of fragmented ownership and to facilitate comprehensive development across a centre.
Engaging communities	**Encouraging communities to support their local high streets** and town centres is essential and was a key recommendation in the Portas Review. Recent strategies to promote community participation in the development of local centres have included government support for communities wishing to take on the responsibility for ownership and management of assets of community value, such as their local pub or shop. A £19 million fund has been set up and more than 300 assets have already been listed under the Community Right to Bid.

Strategy	Description
Leveraging investment and funding	There are a number of **new sources of public sector investment** now available to facilitate improvements to local centres. These include £3.6m of funding via the Town Teams, a High Street Innovation Fund worth £10m and High Street renewal awards to date worth £1m. The DTCP suggestion that a workable **Tax Increment Finance (TIF)** model be put in place has since been actioned by the government. This will allow LPAs to raise finance to fund development and infrastructure based on the projected future increase in business rates resulting from investment. The DTCP report has also recommended **greater engagement between LPAs and the private sector** in order to tackle the challenges faced by town centres proactively. They support the use of joint venture partnerships between the public and private sector to facilitate development. A recent report by Peter Brett[16] suggested a new method that would involve the selection of a Property Company Partner (possibly private sector) who will then fund future investment in the centre. The Property Company would be assisted by the LPA through use of CPOs and restricting leases to de-fragment the ownership of the high street.
Adapting to take on the threat from increasing internet sales	Recent research has highlighted the importance of **recognising the threat from increasing internet retailing** as an important trend that will continue over the short term. Some centres are adapting better than others for example, the incorporation of Click & Collect (delivery and returns) points into centres. Other more general strategies include ensuring adequate parking and accessibility to improve the general accessibility of the centre. The Grimsey Review recommends that **town centres focus on their role as a community hub**, where retail is just one element, creating a diverse offer which will help local centres to compete more effectively with online retailers. The DTCP recommends adapting retail capacity models in order to account for the erosion of the physical retail space requirement in the face of competition from online retail. LPAs in many secondary town centres will need to **actively plan for this future loss of retail space requirement**, particularly from the larger retailers.
Encouraging a mix of uses	A recent trend has been the growing presence and proportion of food and beverage (F&B) units within shopping centres and high streets. A BCSC report[17] suggests that there are various benefits that may result from this, and recommends that **shopping centre development include a mix of retail, F&B and leisure which are generally mutually supportive.** However, there are also warnings that this is not the whole solution to filling current vacancies left by retail decline. The BCSC recommends that F&B units in retail centres should be targeted appropriately according to the likely consumer profile. **Conversion from shops to residential uses** is also becoming one way for LPAs to make better use of underused retail space and prevent unwanted vacancy. Increased residential populations living in or near to the town centre will also improve footfall and potentially spend in these areas. However, with high levels of pressure due to national housing shortages, there is a danger that the influx of residential development into town centres could undermine the retail and leisure functions of the centre.

3.31 Although there are positive signs that the UK is finally beginning to emerge from the economic downturn, it is clear that our town centres and high streets post-recession will be very different to the 'boom' years of the last decade. Over the short to medium term at least the economy is forecast to experience a sustained period of lower growth in consumer spending, reduced bank lending, limited access to credit and cuts in public sector expenditure. This presents significant challenges for all those involved in town centre management, development and investment.

3.32 The growth of online shopping is also impacting on the vitality and viability of many of Britain's centres and high streets. This is placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres outside the *'top 100'* shopping locations. This has been further compounded by rising vacancy

[16] Peter Brett (2013): Investing in the High Street: Town Centre Investment Management and its role in delivering change

[17] BCSC (2014), Food and Beverage: A solution for shopping centres?

levels and the loss of key retailers. 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 2013[18]. In our opinion, a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will struggle to attract market interest and investment.

3.33 Notwithstanding the threat of online shopping, industry experts still predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to 'reach' their customers and grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline in town centres. With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations) and having the right size, format and specification to meet the needs of modern retailers.

3.34 Research by the BCSC has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.

3.35 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will inevitably result in an increase in new out-of-centre applications and/or applications to widen 'bulky goods' conditions on existing retail parks.

[18] Peter Brett (2013), Investing in the High Street: Town Centre

3.36 In this context, it is clear that the 'top 50-100' prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge facing local planning authorities will be how to revitalise the fortunes of struggling small and medium sized centres that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development.

3.37 Egham, Addlestone and Chertsey are all small to medium sized centre Town Centres, and therefore face such challenges. The 2014-15 Venuescore assessment of the centres identifies Egham as a 'District Centre' ranked at 935th, Addlestone as a 'Minor District Centre' ranked at 1,118th and Chertsey as a 'Local Centre' ranked at 1,680th. All three centres are noted as operating in a 'middle' market position (i.e. neither particularly high-end nor low-end).

3.38 These centres face significant competition from larger surrounding centres such as Woking (ranked 137th by Venuescore), Staines-upon-Thames (127th) and Guildford (32nd) where both the retail and leisure offer is stronger.

3.39 The findings of this report indicate that for all three Town Centres in Runnymede, a focus on improving the range and quality of the retail and leisure offer will be necessary to maintain and improve their current position and role.

4.0 SHOPPING PATTERNS & MARKET SHARE ANALYSIS

4.1 This section first describes the Borough's existing network and hierarchy of centres, and then sets out the headline findings of the market share analysis for all (comparison and convenience goods) shopping purchases based on the results of the telephone interview survey of 1,000 households across the Borough and the wider Study Area.

RETAIL HIERARCHY

4.2 The existing retail hierarchy for Runnymede Borough, as set out in the saved policies of the 2007 Local Plan, is as follows:

- ***Addlestone Town Centre*** – is one of three identified main town centres in the Borough. The Town Centre serves the surrounding population and acts as a key retail, service and leisure hub (albeit the focus of leisure provision is heavily on take away food outlets). Addlestone is viewed as a focus for future retail and leisure development in the Borough.
- ***Egham Town Centre*** – also one of three identified town centres, Egham serves a similar role to Addlestone, providing a core retail and service role for surrounding populations.
- ***Chertsey*** – one of the three main town centres in the Borough, Chertsey provides a retail, service and leisure offer for the surrounding population.
- ***Local centres*** – there are five identified local centres in Runnymede Borough. The level of provision is on a smaller scale than in the town centres and is intended to serve a more localised catchment area.

4.3 This study focuses on identifying retail and leisure needs for the Borough's three town centres.

STUDY AREA & ZONES

4.4 The definition of an appropriate study (catchment) area is an important starting point for any retail and town centre assessment. In this case the Study Area has been defined using postcode geography and covers all of the Runnymede Borough local authority area, as well as some outlying areas (see Plan 1, **Appendix 1**).

4.5 The Study Area has been sub-divided into ten zones based on postcode geography and taking into account the location of the Borough's main centres and shopping facilities (see **Appendix 1**). These zones provide the sampling framework for the household telephone interview survey (see Table 4.1). This zone-by-zone approach also enables more detailed analysis of shopping patterns and expenditure flows both within and outside the Study Area for the purpose of the retail capacity assessment, in accordance with good practice.

Table 4.1 **Study Area – Zones, Postcode Sectors, Catchments and Population**

Zones	Postcode Sectors	Geographic/ Catchment Areas	2015 Population
1	KT15 1-2	Addlestone	19,311
2	KT16 8-9	Chertsey	13,613
3	TW18 3, TW20 0, TW20 8-9	Egham	30,759
4	GU25 4	Virginia Water, Wentworth	6,111
5	KT16 0	Longcross/ Lyne	5,932
6	KT15 3	Woodham, New Haw	9,492
7	TW17 0, TW17 8-9, TW18 1-4	Staines-upon-Thames, Shepperton	40,619
8	KT13 0, KT13 8-9, KT14 6-7	Weybridge	35,660
9	GU21 4-5, G24 8	Chobam	23,464
10	SL4 2, SL5 0, SL5 7	Ascot, Sunningdale	16,605
TOTAL:			201,566

Source: 2015 population estimates based on ONS 2011 Census and derived from CJ's in-house *Experian MMG3 Geographic Information System* (GIS).

Notes: See Study Area Plan in Appendix 1

PATTERNS OF RETAIL AND LEISURE SPENDING

4.6 CJ commissioned NEMS Market Research to carry out a household telephone interview survey (HTIS) across the defined Study Area and zones in May 2015. The questionnaire was designed by CJ and (where possible) it asked similar questions to those set out in the 2009 Retail Study in order to facilitate comparison. The questionnaire is provided in **Appendix 3** along with the survey methodology and full 'weighted' survey results.

Convenience Goods – Market Share Analysis

4.7 Convenience goods[19] retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.). In order to determine and assess current food shopping patterns across the Study Area, the household survey comprised standard questions on:

[19] For the purpose of this retail assessment 'convenience goods' and 'food' shopping have the same meaning.

- what store households "*normally*" carry out their main 'bulk' (trolley) food purchases (question 1), what they like about this store/centre (question 2), and how they normally travel there (question 3);
- whether they link their main food shopping trip with any other activities (question 4) and where they go for this (question 5);
- whether households also regularly visited any other stores for main 'bulk' convenience goods purchases (question 6);
- where households carry out more frequent 'top up' (basket) purchases (question 7) and whether they visit any other stores for this form of shopping (question 9); and
- what proportion of their spend on food and household groceries is spenton main food shopping (question 8).

4.8 The results for main, secondary and top up shopping are then merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. In this case we have assumed a standard weighting of 65% for primary main 'bulk' shopping, 10% for secondary main 'bulk' shopping, 15% for primary top-up shopping, and 10% for secondary top-up shopping[20]. This weighting produces a composite pattern of convenience goods spending and has been applied to identify market shares, expenditure and turnover throughout the remainder of this study.

4.9 It should be noted that for the purpose of this market share analysis we have included expenditure on Special Forms of Trading (SFT), including internet sales, but have removed 'null' responses (including 'don't know' as a response). Please note that a more detailed explanation of SFT is provided in **Section 3**.

4.10 For convenience shopping, the household survey shows that 6.4% of respondents across the Study Area purchase all their food shopping online. The proportion is higher for those carrying out main 'bulk' food shopping (8.0%) than 'top-up' food shopping (1.8%). Based on the zones that broadly comprise the Borough area (Zones 1 to 6), online shopping for all food (i.e. main and top-up) is more popular within Zone 4 (Virginia Water/ Lyne) with over one fifth (22.3%) shopping online. This is likely influenced by the area comprising Zone 4 being more rural with limited foodstore provision in Zone 4 and is largely served by one main centre – Virginia Water. In contrast, online food shopping is less popular in more urban zones including Zones 1 (4.3%) and 2 (5.0%) where major foodstores are located. In summary, the results on SFT market share indicate a greater reliance on online food shopping in areas that are not as well served or accessible to main food shopping facilities.

[20] Primary main 'bulk' food shopping and primary 'top-up' shopping accounts for expenditure at stores visited most frequently for convenience shopping categories. Secondary main 'bulk' food shopping and secondary 'top-up' shopping expenditure equates to spend directed to stores used less frequently. Primary and secondary stores are identified in the household survey.

4.11 Looking at in-store sales in more detail, the results of the market share analysis for stores in the Borough are set out in Table 1 (**Appendix 5**). Here the market share analysis shows mixed results in terms of convenience expenditure retention across the 10 study zones. Overall, stores in Runnymede Borough retain 31.1% of all convenience expenditure (top up and main food shopping) across the Study Area (i.e. Zones 1 to 10). Although this retention level may appear low, it is taken from a relatively large geographic area. Typically, foodstores command a catchment equivalent to a 5-10 minute drive-time (depending on the scale and location of the foodstores relative to existing competition, etc.), as shoppers are more likely to use stores in proximity to where they live. When focusing on the zones that broadly comprise the Borough area (Zones 1 to 6), the retention level for all stores in the Borough increases to 64.7%. Typically, we would expect this retention level to be higher. However, the proximity of Staines-upon-Thames and Weybridge to the Borough means that these centres attract a high market share from the Borough's eastern zones. For example, stores in the Weybridge area attract a market share of 14.9% and 28.5% from Zones 1 (Addlestone) and 6 (Woodham/ New Haw), respectively. This is largely attributed to the Tesco Extra at Brooklands, which attracts a market share of 7.7% from Zone 1 and 26.6% from Zone 6. The Morrisons at Monument Hill outside Weybridge also attracts a market share of 5.8% from Zone 1. Staines-upon-Thames attracts a market share of 9.1% while Waitrose in Sunningdale Town Centre attracts a market share of 12.1% from Zone 4 (Virginia Water/ Wentworth).

4.12 Key findings from the market share analysis for the Borough's three Town Centres include the following:

- Stores in **Addlestone Town Centre** attract 8.3% of all Study Area expenditure; the majority of which is directed to the Tesco Extra on Station Road. The retention level of stores in Addlestone increases to 47.1% when based on the centre's corresponding zone (Zone 1 - Addlestone). The town centre also attracts a relatively strong market share from other zones in the Borough area including Zones 2 – Chertsey (29.9%) and Zone 5 – Longcross/ Lyne (33.0%). Again, almost all of the market share from these zones is directed to the Tesco Extra.

- Stores in the Borough's other two town centres attract a much lower market share than Addlestone. Stores in **Chertsey Town Centre**, including the Sainsbury's store, attract a market share of 3% of all Study Area expenditure. The level of retention increases to 30.5% when based on expenditure from Zone 2 – Chertsey. Stores in the town centre also attract a market share of 15.3% from expenditure in Zone 5 – Longcross/ Lyne.

- Stores in **Egham Town Centre** attract a market share of 9.1% of total Study Area expenditure. The Tesco (4.4%) and Waitrose (3.8 %) stores attract the greatest proportion of the town centre's market share. As for the other two town centres, the level of retention increases within the centre's corresponding zone (Zone 3 – Egham); increasing to 49.2%.

4.13 Looking at individual stores, the Tesco Extra in Addlestone Town Centre is the most popular foodstore in the Borough; attracting a market share of 7.9% within the Study Area. The store's market share increases to 18.0% within the Borough area only (i.e. Zones 1 to 6). The Sainsbury's Superstore on the Causeway is the next most popular store for food shopping in the Study Area (7.2%) followed by Tesco in Egham Town Centre (4.4%), Waitrose in Egham Town Centre (3.8%) and Sainsbury's in Chertsey Town Centre (2.8%).

4.14 Stores in the Borough's **local centres and villages** are achieving a smaller market share of total Study Area expenditure of 3.3%; increasing to 7.9% for the Borough area. This lower level of convenience market share level is expected given that the type of provision in the Borough's smaller centres is principally aimed at top-up shopping purchases rather than main food shopping. Of note, Virginia Water Local Centre has a market share of 0.7% for the Study Area; increasing to 1.5% when based on the Borough area and 13.4% for its corresponding zone (Zone 4). If the proposal to develop a high end convenience store in the centre is delivered this is likely to significantly improve the market share of the local centre.

4.15 Out of centre stores in the Borough attract a market share of 7.4% for the study area. As highlighted previously, the Sainsbury's Superstore at The Causeway attracts a high market share (7.2%) and accounts for the majority of study area expenditure spent out of centre in the Borough.

4.16 As highlighted previously, major out of centre foodstores in Weybridge, Woking and Staines-upon-Thames serve as the main **competing locations** for food shopping. Out of centre food offer in Weybridge attracts a combined market share of 9.7% of total study area expenditure (or 6.9% for the Borough area) increasing to 13.7% (7.3% for the Borough area) when including stores in Weybridge Town Centre. Stores in Staines-upon-Thames and Woking (including out of centre stores) attract a market share of 8.3% and 6.0%, respectively, for the Study Area. Market shares for these centres are higher from zones closest to the centres.

Comparison Goods – Market Share Analysis

4.17 Comparison goods[21] are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms). The household survey comprised of questions on the following main non-food expenditure categories, as defined by Experian Business Strategies:

- 'clothing and footwear' (question 10);
- 'recording media for pictures and sound' (such as records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (question 12);

[21] Please note that comparison goods and non-food shopping have the same meanings.

- 'audio visual, photographic, computer items' (such as stereos, radios, TVs, software, cameras, kindles, iPads, telephones, etc.) (question 13);
- 'all other electrical goods including domestic electrical appliances' (such as irons, kettles, fans, coffee makers, food mixers), white goods (fridges, freezers, dishwashers) and smaller etc.), (question 14);
- 'shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials', (question 15);
- 'games & toys; pets and pet products; hobby items; sport, camping goods and bicycles; and musical instruments', (question 16);
- 'furniture, carpets, other floor coverings and household textiles' (includes beds, sofas, tables, etc.), (question 17);
- 'DIY goods, decorating supplies and garden products' (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.), (question 18);
- 'personal care, including electric and non-electrical appliances, cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.', (question 19);
- 'medical goods, other pharmaceutical products and therapeutic appliances / equipment' (e.g. medical drugs, spectacles, contact lenses, hearing aids, wheelchairs, etc.), (question 20); and
- 'all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects', (question 21).

4.18 As for convenience goods, the updated retail capacity assessment draws on the overall market share analysis for all comparison goods shopping in the Borough (see Table 1 in **Appendix 6**). This has been derived by applying the market shares for the different categories of comparison goods to the comparable average per capita expenditure levels by goods type within each survey zone. This is an accepted approach as it provides a more accurate assessment of the distribution and weight of spend by respondents across each zone. The more detailed expenditure category approach means that the resultant market shares for centres and stores are not skewed by any particular comparison goods expenditure category. As a result, the analysis provides a more robust picture of overall shopping patterns for comparison goods.

4.19 Table 1 in **Appendix 6** shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Study Area, including SFT. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12 (also contained in Appendix 6). It should be noted that the market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories.

This ensures that that the resultant shares are not skewed by any particular comparison goods expenditure category. This is a standard approach for retail assessments.

4.20 The key headlines of the market share analysis are briefly described below:

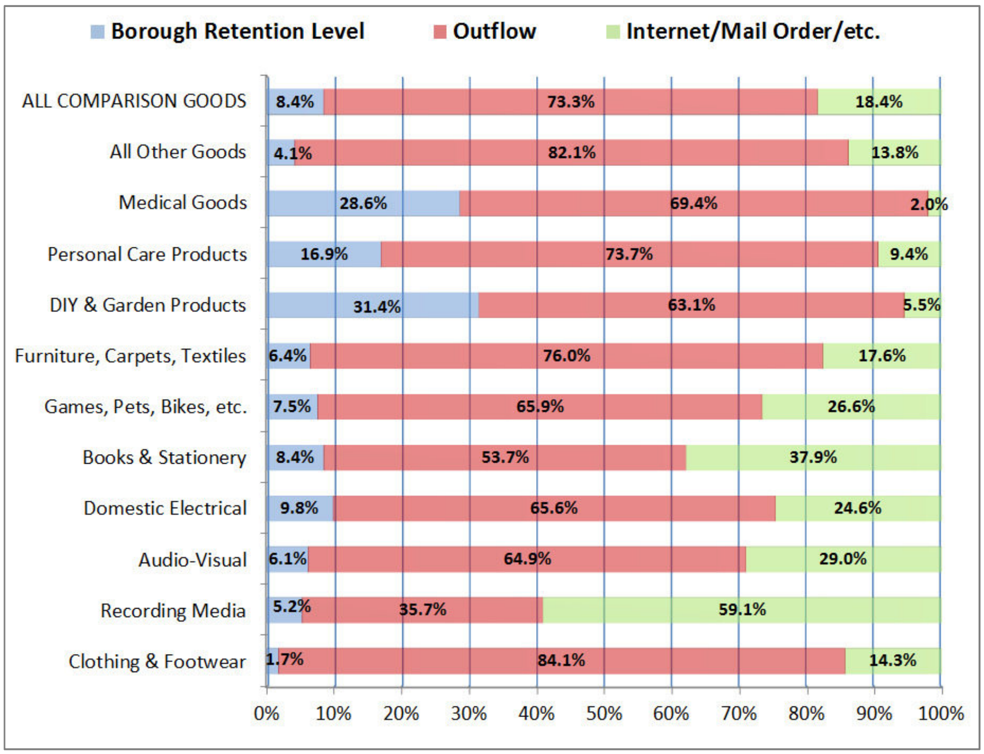
- The Borough's non-food shops and stores are achieving a retention level of 8.4% in the Study Area, increasing to 17.1% for the Borough (Zones 1 to 6).
- The market share for SFT (including purchases via the internet and mail order) is 18.4% for the Study Area as a whole. It is slightly lower for the Borough area (Zones 1 to 6) at 17.5%, and market shares range from a high of 20.4% in Zone 4 (Virginia Water/ Wentworth) to a low of 14.9% in Zone 2 (Chertsey). Experian's latest *Retail Planning Briefing Note 12.1* (October 2014) shows that the national average market share for non-store (SFT) comparison goods retail sales was 15.6% in 2014. The average for the Study Area (18.4%) and Borough (17.5%) are therefore above the national average figure.
- **Addlestone Town Centre** (4.3%) is achieving the highest market share of centres in the Study Area. Its market share increases to 9.2% for the Borough area. Within Zone 1, the town centre accounts for over a quarter of expenditure (26.4%) and attracts a reasonable market share from Zone 2 (12.0%) and Zone 5 (10.2%).
- **Chertsey Town Centre** (0.6%) has the lowest market share of the three town centres increasing to 1.3% for the Borough. Within Zone 2, the town centre retains a market share of 6.4%.
- **Egham Town Centre** attracts a market share of 1.2% for the Study Area; increasing to 2.7% for the Borough area. The town centre's market share increases further to 6.5% for Zone 3. Egham also attracts a market share of 5.3% from Zone 4.
- The Borough's local centres attract a very limited market share for the Study Area and Borough area (0.9% and 1.7%, respectively). This reflects the limited role of smaller centres in serving non-food retail needs.
- Out of centre stores in the Borough, including retailers at The Causeway Retail Park attract a limited market share of 1.4% of Study Area expenditure or 2.2% for the Borough.
- Staines-upon-Thames Town Centre is the main competitor for comparison goods; accounting for 20.8% of total Study Area expenditure; increasing to 24.9% for the Borough (Zones 1-6). Other shopping facilities and stores in Staines-upon-Thames (including Two Rivers Retail Park) attract a market share of 3.9% of total Study Area expenditure; increasing to 5.3% for Runnymede Borough (Zones 1-6). Please note that Two Rivers Retail Park is within the primary shopping area of Staines Town Centre as designated on the Council's

adopted policies map; therefore the town centre's overall market share will be higher.

- Woking Town Centre is also a competitor with a market share of 10.8% of total Study Area expenditure or 11.5% for the Borough.

4.21 As the figure below shows, the market shares (retention levels) for the different categories of comparison goods retailing in Runnymede Borough and for internet shopping vary significantly across the Study Area (see Tables 1-12, Appendix 6).

Figure 4.1 Market Shares for Different Categories of Comparison Goods Retail



4.22 For example the Borough's main centres together achieve a market share of just 1.7% for clothing and footwear purchases across the Study Area as a whole. Non-store clothing and footwear purchases (via the internet, mail order, etc.) account for a market share of 14.3% for the total Study Area.

4.23 The analysis identifies significant 'outflow' or leakage of 84.1% to competing shopping locations for clothing and footwear from the wider Study Area. Key competitor centres for this form of retail include Staines upon Thames Town Centre (30.3%), Woking Town Centre (15.7%) and Kingston upon Thames Town Centre (9.9%).

4.24 The low level of retention and high leakage results for clothing and footwear reflects the fact that Addlestone, Chertsey and Egham have a very limited offer for this type of comparison shopping. The proximity of the competing centres is likely to have stifled demand for fashion retailing in the Borough's town centres. Similar retention and leakage levels are identified for other comparison goods types.

4.25 It is worth noting how online shopping is more popular for particular types of goods. This includes recording media, with the majority (59.1% for the Study Area) of sales taking place via the internet, mail order, etc. Some 37.9% of expenditure on books and stationery is also via the internet along with 29.0% for audio visual and 26.6% for games/ sports, pets, and hobby products. This reflects national trends and the impact of multi-channel retailing on shopping preferences and expenditure.

SUMMARY

4.26 In summary, the survey-derived market shares show that all the Borough's food and convenience stores are achieving moderate 'retention levels' in those zones that comprise the Runnymede Borough area (Zones 1 to 6). However, retention is stronger in Zone 1, which represents Addlestone Town Centre and the wider urban area. Retention is also high in Zone 5, which includes local settlements that are served by stores in Addlestone and Chertsey. There is more limited market penetration in peripheral zones due to competition from foodstores within or close to these zones.

4.27 Tesco Extra in Addlestone attracts the greatest market share out of all foodstores in the Borough followed by the out of centre Sainsbury's Superstore at The Causeway. Other foodstores, including Sainsbury's in Chertsey and Tesco in Egham attract a limited market share.

4.28 Leakage is a key issue for the Borough with major out of centre foodstores in Weybridge and Staines upon Thames attracting a considerable level of market share from parts of the Borough. This is particularly the case for Zone 6 which loses over a quarter of expenditure to Tesco Extra in Brooklands, near Weybridge. It is also noted that a relatively high proportion of expenditure from Zone 4 (Virginia Water/ Wentworth) is leaked to the Waitrose store in Sunningdale. However, this trend will be reversed should proposals for a high-end foodstore store in Virginia Water be realised.

4.29 In terms of comparison goods retailing, it is apparent that the Borough is unlikely to compete with larger centres outside the Borough (e.g. Staines upon Thames and Woking) for a wide range of non-food purchases; particularly for fashion shopping. This reflects the relative role and function of Borough's three Town Centres in the sub-region; and the more limited range, choice and overall quality of the town centres' comparison goods offers compared with those higher order centres. However, the Borough's centres are also facing competition from online outlets; particularly sales for audio-visual, recording media, and books and music.

4.30 The challenge for the Council is how to maintain and strengthen the retail market shares of the Borough's three town centres in the face of the competition from larger neighbouring centres and the growth of internet sales. However, this will depend on the Council's vision for the town centres and whether market demand can be generated and satisfied through new investment and development in the scale and quality of its retail floorspace.

5.0 TOWN CENTRE HEALTH CHECKS: METHODOLOGY & APPROACH

5.1 Sections 6, 7 and 8 provide high-level health check updates for the three main centres in Runnymede Borough.

5.2 Health checks are recognised as important planning 'tools' for appraising and monitoring the changes in the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

5.3 In accordance with the PPG (paragraph 005), there are a number of *Key Performance Indicators* (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

5.4 In this case the most reliable KPIs have been gathered (where possible) for Addlestone, Egham and Chertsey Town Centres to help inform the assessment of their overall strengths and weaknesses in retail terms, the opportunities for new sustainable development and growth, and any potential current and future threats to their overall vitality and viability.

5.5 The health check assessments of the town centres have been informed by analysis of the Council's latest Commercial Goods and Services Study (2015) which provides an audit of A class units in Runnymede, collating a variety of information such as type of unit, floorspace and vacancy data. The Council updates this study on a biennial basis. The health checks also provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres, benchmarked against UK averages[22] which are based on Experian Goad's analysis of approximately 1,950 centres and shopping locations in the UK.

5.6 In addition we have also referred to other datasets and research to help assess the relative vitality and viability of the Borough's main town centres (including CoStar's published data on retailer requirements and Prime Zone A rental levels). This has been further supplemented by site visits and audits of the Borough's retail provision carried out by CJ in May 2015.

5.7 The health checks also present information gathered on customer views, which draws on both the HTIS and also a visitor survey. The visitor survey included 100 face-to-face visitor surveys carried out in each of the main Town Centres – Egham, Addlestone and Chertsey.

5.8 The surveys captured responses from visitors in the Town Centres, across a range of days and times. The surveys incorporated parts of the questionnaire used to inform the 2014 Egham Visitor Survey, however as the scope was wider a new survey was required to be carried out for Egham. For reference, the previous visitor survey was commissioned in November 2014 by the Egham Town Team in conjunction with the Department of Geography at Royal Holloway University of London.

5.9 The objectives of the updated visitor survey commissioned for this retail study was to identify the shopping habits of town centre users which will supplement the findings of the HTIS and inform the retail capacity assessment. It has been used to identify visitor perceptions of existing retail, commercial leisure and cultural provision/ facilities. It has also helped to inform our assessment of the potential gaps in provision and/or the need for improvements to these uses.

[22] UK averages are based on Experian Goad's audit of approximately 1,950 centres, as published in the Experian Goad Centre Category Reports.

6.0 ADDLESTONE TOWN CENTRE: HEALTH CHECK

RETAIL CONTEXT

6.1 Addlestone Town Centre is a compact centre and has a retail offer that focuses mainly on convenience and service provision. The centre contains a mix of residential and commercial uses and has a large Tesco Extra superstore within the centre, which is a key anchor and draw for visitors. The centre's highly accessible location has attracted office development on the periphery of the town centre, including the Council Offices which are located in a modern development to the western end of the main high street.

6.2 The core shopping area consists of a linear shopping street – Station Road. The Town Centre boundary encompasses parts of adjoining streets, including High Street at the western end and a small part of Station Road to the east of the level crossing beyond Addlestone Station. Station Road mainly consists of smaller shopping units of varying quality, although some larger modern units have been constructed at the eastern end. The Tesco Extra and adjacent post office take up a large central portion of Station Road. Towards the western end, there are a number of office buildings including the Council Offices.

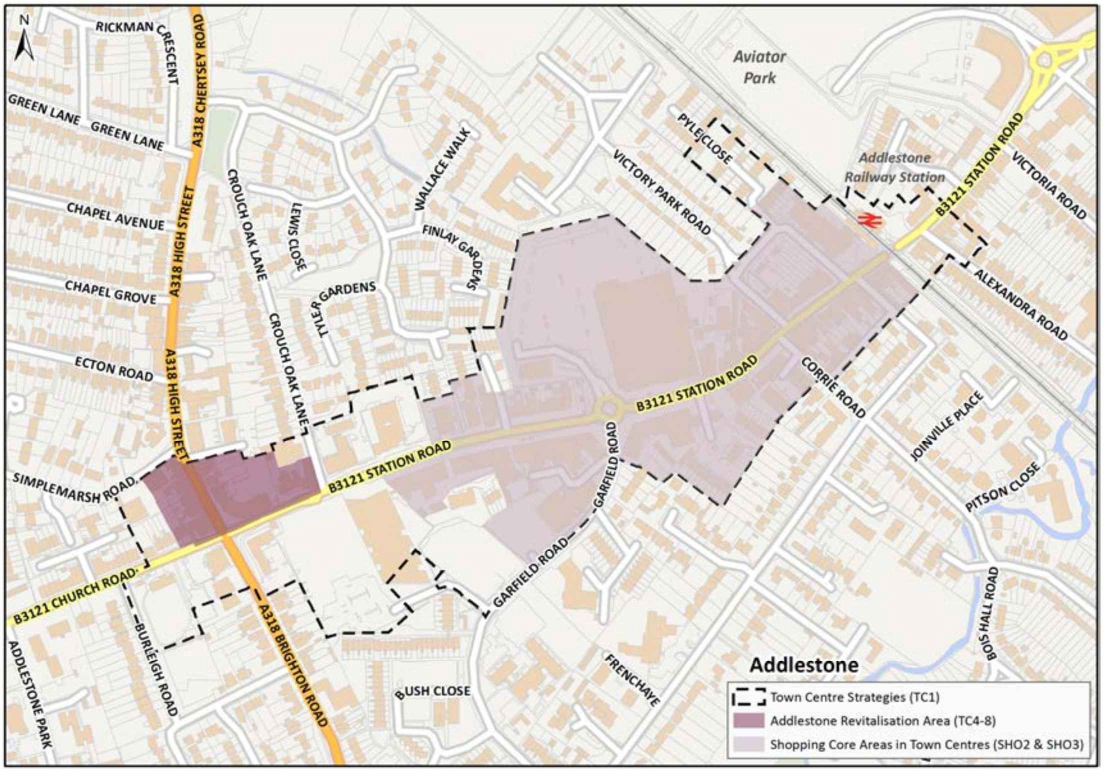
6.3 Station Road carries heavy traffic at peak times and the roundabout opposite the Tesco store is often busy. This presents something of a barrier for pedestrians. The effect of the road is mitigated somewhat by the wider pavements, particularly around the Tesco store.

6.4 The shopping frontages are generally made up of small, relatively modern retail units. The urban fabric in places is of a lower quality than Chertsey and Egham, which both have elements of historic interest. Unlike Chertsey and Egham, Addlestone Town Centre does not lie within a conservation area, which has facilitated plans for redevelopment of the centre. A number of retailers which previously occupied units to be redeveloped have moved into vacant units in the town.

6.5 The proximity of Addlestone Town Centre to the larger towns of Weybridge, Woking and Staines-upon-Thames, and in particular the influence of the out-of-centre retail park at Brooklands presents competition in relation to retail and leisure. It is expected that the planned redevelopment of the former Civic Offices site at Station Road (known as 'Addlestone One') for a new cinema, hotel, retail, leisure (gym) and A3-A5 uses will help to enhance the town centre's competitive position. Further detail on the planned scheme is discussed later in this section.

6.6 The map below shows the core shopping area, the revitalisation area and the town centre boundary, as defined in the 2001 Local Plan.

Figure 6-1 Addlestone Town Centre Map



Source: Runnymede Borough Council

RETAIL COMPOSITION AND DIVERSITY

6.7 The assessment of the current retail and service provision in Addlestone Town Centre (measured by outlets and floorspace) has been informed by the Council's 2015 retail audit (in the Commercial Goods and Services Study), which covers the whole town centre.

6.8 The table below shows the composition and diversity of the town's retail and service outlets, based on the Council's audit.

Table 6.1 **Addlestone Retail Composition, 2015**

Category	Units			Floorspace		
	Units Nos.	% of total	UK average %	(m^2 gross)	% of total	UK average %
Comparison	28	24.6%	32.5%	2,686	15.2%	36.1%
Convenience	5	4.4%	8.4%	7,156	40.5%	15.0%
Total Service	64	56.1%	47.3%	5,390	30.5%	38.9%
Retail service	*24*	*21.1%*	*14.1%*	*1,651*	*9%*	*7.4%*
Leisure service	*26*	*22.8%*	*22.4%*	*2,360*	*13%*	*23.3%*
Finance and business service	*14*	*12.3%*	*10.8%*	*1,379*	*8%*	*8.2%*
Sui-Generis/ other	4	3.5%	0.1%	843	4.8%	12.0%
Vacant	13	11.4%	11.4%	1,590	9.0%	9.2%
Total	**114**			**17,664**		

Source: RBC Town Centre Audit 2015

6.9 There are currently 114 units in Addlestone Town Centre. This compares to 119 units in Chertsey and 137 units in Egham, making it the smallest of the town centres. The total floorspace is 17,664 m^2 (gross), which again is lower than in Chertsey and Egham.

6.10 Addlestone has a below average representation of comparison units and floorspace, both of which are below the UK average. There are very few national multiple retailers, with Superdrug the only key brand represented. The Tesco Extra has been counted as a convenience store, although it should be noted that it does also stock clothing lines. The majority of units are occupied by independent retailers. There are a number of attractive independent stores, which are also a draw for visitors, including a specialist model shop.

6.11 Convenience provision in the Town Centre is good. The data shows there to be fewer convenience units in Addlestone (five units, equating to 4.4%), however the presence of the large Tesco Extra superstore gives a total convenience goods floorspace that is 325.5 higher than the national average. The Tesco Extra superstore is a key draw for visitors and is the only larger convenience store in the centre. The store offers a full range of convenience goods in addition to a number of in-store services, including a café (Harris & Hoole), a click-and-collect point and a Timpsons. In total, the Tesco Extra store represents around 45% of the town centre floorspace, giving it a significant presence. The store with its related facilities is located in the middle of the Town Centre. The presence of the Tesco Extra may limit the scope for additional convenience provision in the centre. Although the Tesco Extra store dominates food shopping in the town centre, the new Waitrose planned as part of the redevelopment of land surrounding the Civic Centre offices on Station Road will help to consolidate and strengthen the town's convenience offer. However we note that the local butcher (Quality Meats) has recently closed in the town.

6.12 The representation of service retailers in Addlestone Town Centre is above national average levels (56.1% of units compared to 47.3%). This category includes 24 retail service units (mainly hairdressers and nail salons) and representation (21.1%) is significantly above the national average of 14.1%. The provision of finance and business services in the centre is also above the UK average and includes seven estate agencies and three banks. This demonstrates Addlestone's wider role as a service centre for its surrounding catchment population.

6.13 Leisure service provision is above UK averages; 22.8% of units compared to 22.4% nationally. Key gaps include sports and leisure facilities, hotels, bars and night clubs, none of which are represented in the Town Centre. Provision is dominated by hot food take-aways, of which there are 14, along with six restaurants, three cafes and one public house. This suggests that the centre's leisure provision could be improved with a better range of cafes, restaurants and bars in the centre, which would in turn support the evening economy.

VACANCY LEVELS

6.14 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Council's 2015 audit data, which was checked by the site visit conducted by CJ in May 2015. Past data is also shown in the Council's 2013 retail audit.

6.15 However, it should be noted at the outset that simple assessments of the number and proportion of vacant units in centres have to be interpreted with caution, as there is a natural 'churn' of units closing and opening in centres at any one time. For example, some shops may be vacant because they are undergoing refurbishment for immediate occupation, or they may be subject to redevelopment plans. Conversely, although low vacancy levels are often interpreted as a sign that a centre is performing strongly, it may also mask the fact that there is a limited supply of new floorspace to meet the needs of retailers and businesses seeking representation in the town centre.

6.16 As the table below shows, there were 13 vacant units recorded in Addlestone Town Centre in 2015. This is equivalent to a vacancy level of 11.4%, which is in line with the national average for all centres recorded by Experian of 11.4%.

Table 6.2 **Addlestone Vacancy Rates**

	2013	2015	UK Average 2015
Vacant units – nos.	6	13	-
Vacant units – %	5.2%	11.4%	11.4%
Vacant floorspace (m^2 gross)	843	1,590	-
Vacant floorspace - %	2.1	9.0%	9.2%

Source: Runnymede Borough Council Town Centre Audit 2015. Updated following the 2015 CJ site visit.
Notes: National Benchmarks taken from Experian Centre Category Reports 2014

6.17 It should be noted that at the time of the 2015 audit and the site visits by CJ, six of the vacancies in the town centre formed part of the Station Road redevelopment site. These units have now been demolished to make way for planned development. Therefore, the 2013 vacancy rate gives a much clearer indication of the 'real' vacancy rate. In addition, many of the occupiers from the recently vacated units are being relocated into currently vacant units along Station Road, which will reduce vacancies in the centre even further.

6.18 Traditionally low vacancy rates in Addlestone have been attributed to a lack of supply in the town centre. Addlestone is a small town centre with the main retail frontage restricted to one linear street – Station Road. This has kept vacancy rates low, and may also be making it difficult for new retail units to move into the area. The development of 'Addlestone One' is currently underway and has led to the relocation of some existing units within the centre, but will nonetheless provide a significant level of new retail floorspace (up to 6,966 m^2 gross). The demand for retail and leisure floorspace is focussed on the main shopping area, and in our judgement it is unlikely that the town centre will expand into the lower quality units found at the edge of the centre.

6.19 Of those units that were vacant at the time of the site visit, two adjacent units on Station Road were undergoing refurbishment and it is understood, at the publication date of this study that these units had been occupied. On the site visit there was a vacant unit that was noted to be in a particularly bad state of repair, suggesting long term vacancy.

NEW INVESTMENT AND DEVELOPMENT

6.20 Addlestone Town Centre is not protected by a conservation area, which has enabled larger development to come forward and to draw investment into the centre.

6.21 A major development scheme is underway on the former Civic Offices site at Station Road – 'Addlestone One', which was granted permission in October 2014 (RU.14/0435). The scheme will bring new leisure facilities including 213 residential apartments, a 101 bed hotel (Premier Inn), up to 6,966 m^2 (gross) of retail floorspace (including a

Waitrose), a new gym, and a multi-screen cinema. The introduction of a cinema to the town centre will significantly increase the level of leisure provision, making Addlestone a leisure destination in addition to its traditional service centre role. It is likely that the cinema, in combination with the hotel, will create linked trips within the town centre and may increase investment into Addlestone's leisure offer elsewhere.

6.22 While the mix of retail tenants has yet to be confirmed, we understand that Waitrose will be opening a store within the scheme. This will further enhance Addlestone's attraction within the Borough as a grocery shopping destination.

RETAILER REQUIREMENTS

6.23 Retailer demand for representation in a shopping location normally provides a good indication of a centre's overall attraction, health and viability. The *CoStar Focus* national retailer requirements database is a standard published dataset used to inform retail assessments and provides consistently sourced evidence detailing the changes in retailer requirements over a period of time.

6.24 The latest CoStar Report recorded just one requirement for retail floorspace in Addlestone from Vodafone in May 2015, representing a total maximum floorspace requirement of 186 m^2 gross.

6.25 For a centre the size of Addlestone, and when compared with requirements for the other two centres in the Borough, there are a low number of retail requirements for the town centre. Although the data does not indicate the reasons for this, possible factors include the existing level of convenience provision which leaves little room for additional development.

6.26 Notwithstanding this high level assessment of current market demand, the Council should be aware that many retailers prefer not to publish their requirements as it could damage their negotiating position where they are seeking representation in new locations. Moreover, such databases can only identify the current level of market demand and do not reflect how demand might change in the future following new development and investment. For example, experience shows that a new scheme that offers retailers modern, well-configured floorspace adjacent to like-minded tenants in a prominent location will generally generate a significant uplift in market interest and demand. Therefore, the development of Addlestone One which will include a cinema, retail, and A3-A5 units at Station Road is expected to attract key retail and food and beverage operators to the centre.

PRIME ZONE A RENTS

6.27 The level of rent that businesses are prepared to pay for retail space in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.

6.28 Due to the relatively small size of the centre and the core retail frontage, there is limited information on retail rents in the area. However, EGi data on recent deals indicated that Prime Zone A retail rents in Addlestone are around £236 per m^2. This compares favourably to an average for Surrey of around £247 per m^2. Rents in Addlestone are in line with Chertsey (£215 to £270 per m^2) but lower than in Egham (ranging from £376 to £538 per m^2) as confirmed through discussions with local property agents.

6.29 There are signs that, in the wake of the forthcoming redevelopment, rents in Addlestone have risen, which has caused some occupiers to leave the centre. However, demand for these units remains high which has kept vacancy rates low.

ACCESSIBILITY & PEDESTRIAN FLOWS

Accessibility

6.30 By rail, Addlestone is accessible via the station which is located on Station Road to the east of the main shopping area. Trains to neighbouring towns such as Weybridge and also into London run regularly (roughly every 30 minutes) at peak times.

6.31 By road, the Town Centre lies in close proximity to Junction 11 of the M25, giving fast connections to the north and south and also connecting to the M3. There are currently three pay and display car parks operated by Runnymede Borough Council in Addlestone, one of which is within the Town Centre. These include:

- Addlestone Aviator Park: A free car park located off Station Road to the east of the station (maximum stay three hours).
- Addlestone Crockford Open Space: A free car park located off Liberty Lane, 0.5km to the south of the town centre (maximum stay 17 hours).
- Addlestone Garfield Road: A pay and display car park located off Garfield Road on the edge of the Town Centre.

6.32 There is also a council owned car park at Victory Park which is just outside the town centre. The level of car parking is considered to be adequate for a centre of this size.

6.33 In addition, there is also a privately run car park attached to the Tesco Extra with around 300 spaces. It is understood that the Garfield Road carpark is to remain open until the new multi storey car park proposed as part of the Addlestone One development opens to ensure that no loss of parking occurs.

Pedestrian Flows

6.34 Addlestone is a compact Town Centre and has a linear form, which means that the majority of pedestrian traffic is concentrated along the main stretch of this core shopping street. The main pedestrian flows are focussed on the frontage along Station Road, between the Addlestone station and the junction with High Street. At the time of the 2015 site visit, the western end of Station Road was observed to be busiest, with a peak in activity around the Tesco Extra and also in the cafés located on the opposite side of the road. There was little activity along adjoining streets including High Street and Victory Park Road.

CUSTOMER VIEWS AND PERCEPTIONS

Household Survey

6.35 The household telephone interview survey asked specific questions on respondents' views and perceptions of Addlestone Town Centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Addlestone Town Centre more often for shopping and other purposes.

6.36 The survey results showed that respondents liked the following features of Addlestone Town Centre:

Table 6.3 **Features respondents liked about Addlestone Town Centre**

Response	Study Area %
Nothing / very little	32.2%
Close to home	13.8%
Good range of non-food shops	12.1%
Good food stores	5.1%
Good pubs, cafés or restaurants	3.8%
Other	3.4%
Attractive environment / nice place	3.3%
Good facilities	2.7%
Compact	2.5%
Close to work	2.0%

Source: HTIS, May 2015

6.37 The majority of respondents stated that they liked '*nothing or very little' about* Addlestone Town Centre (30.7% across the whole Study Area). Attractive features identified include being 'close to home' and 'close to work', highlighting the role Addlestone plays in serving local needs. 12.1% of respondents also identified the range of non-food shops as a key positive feature. The level of food store provision was identified by 5.1% of respondents as a positive feature of Addlestone.

6.38 Respondents were also asked to suggest improvements that would make them visit Addlestone Town Centre more often:

Table 6.4 **Key Improvements for Addlestone Town Centre**

Response	Study Area
Nothing	30.7%
More national multiple shops / High Street shops	18.1%
More / better parking	11.7%
More / better comparison retailers (i.e. non-food shops)	11.0%
Other	7.5%
More independent shops	5.6%
Improve the environment / atmosphere (e.g. refurbishment, attract better clientele)	4.7%
More / better food shops	4.0%
Better range / variety of shops in general	3.4%
Less traffic congestion/ better layout of roads	3.3%

Source: HTIS, May 2015

6.39 30.7% of respondents did not identify any potential improvements. Across the Study Area, the improvements considered most important related to a need for more high street brands and better comparison retail. This has also been identified in the Council's retail audit as a key gap in provision in Addlestone. Conversely, respondents also identified a need for better independent stores, as well as better food shops. This suggests that respondents have identified a need for a greater diversity in Addlestone's retail provision in general, including improvements to the range and quality of food and non-food retail, and national multiple and independent occupiers. This will allow the centre to cater for a range of needs.

6.40 Respondents also identified a need for better car parking. It is understood that parking provision will improve in the centre as part of the redevelopment schemewith the provision of a multi-storey car park. Arrangements will be put in place in the short term to prevent any reduction in parking during the development process.

6.41 Improvements to the public realm and general environment were also identified, in addition to a need to address traffic congestion in the centre. These two areas for improvement are linked, and it is possible that investment into improving the quality of the pavement areas will help to partly mitigate the effect of the busy road. The volume of traffic along the main route through the centre is high at peak times, and measures should be explored to tackle the impacts of this on pedestrians.

In-Centre Survey

6.42 In addition to the HTIS, 100 face-to-face visitor surveys were carried out in Egham, Addlestone and Chertsey. The surveys captured responses from visitors in the Town Centres, across a range of days and times.

6.43 The survey results showed that respondents liked the following features of Addlestone Town Centre:

Table 6.5 **Features respondents liked about Addlestone Town Centre**

Response	Study Area %
Near / convenient	52.0%
(Nothing in particular)	16.0%
Presence of a large supermarket	15.0%
Parking is easy	13.0%
Character / atmosphere	8.0%
I like everything about the Town Centre	6.0%
The people are friendly	6.0%
Good public transport links	5.0%
Tesco	5.0%
Quiet / peaceful area	4.0%

Source: In-centre Survey, May 2015

6.44 The feature respondents liked most about Addlestone was that it was near to them or in a convenient location (52%), confirming the findings from the HTIS and reflects the role played by Addlestone serving mostly local residents. Respondents also highlighted the importance of the large supermarket (Tesco Extra) and access to parking.

6.45 Respondents were then asked what they disliked about the centre, and the results are set out in the table below. Respondents identified the lack of national multiple/ high street brands, which again confirms the results of the HTIS. Respondents also commented that there were too many hot food take-aways. Elements of the public realm were also identified for improvement, with traffic congestion and a 'rundown' appearance of the centre identified.

Table 6.6 **Features respondents disliked about Addlestone Town Centre**

Response	Study Area %
(Nothing in particular)	39.0%
General lack of choice of multiple shops	13.0%
General lack of independent / specialist shops	12.0%
Too many take-away food shops	11.0%
Road congestion	9.0%
Scruffy / rundown / needs renovating	8.0%
Tesco	6.0%
Clothes and Shoe shops	5.0%
Too many charity shops	5.0%
Poor public transport links	4.0%

Source: In-centre Survey, May 2015

6.46 The top 10 features identified for improvement are set out below. Respondents identified a need for a better choice of shops, better quality and more clothes shops in particular. Other national multiple supermarket brands were also proposed, including a Waitrose or an Aldi.

Table 6.7 **Key Improvements for Addlestone Town Centre**

Response	Study Area %
Better choice of shops in general	43.0%
(None mentioned)	22.0%
Better quality shops	20.0%
Clothes shops	12.0%
(Don't know)	6.0%
Waitrose	5.0%
Shoe shops	4.0%
Less traffic / congestion	3.0%
More accessible car parking	3.0%
Aldi	3.0%

Source: In-centre Survey, May 2015

6.47 When asked which specific shops or type of shops would encourage respondents to visit the centre more often, respondents generally selected fashions shops (25% clothes shops and 5% shoe shops), with some supports for specialist food stores (4% butchers and 3% greengrocers). 3% also stated 'local or independent retailers' should be encouraged, although there was also support for a Next (3%) and a Primark (3%) store.

6.48 The majority of respondents (72%) also stated that a new street market in the centre would encourage them to visit more often.

Stakeholder Consultation

6.49 Consultees were asked to comment on the current health of the centre, the trends affecting it, investment and development and suggested ways in which the centre could be improved. The Chair of the Runnymede Business Partnership has provided some general comments in relation to Addlestone Town Centre.

6.50 As with Egham and Chertsey, Addlestone is identified as an important centre for providing key convenience and service functions to meet the needs of local populations and prevent them from having to travel regularly to other larger towns. Consultees commented on the sense of community that centres like Addlestone have, which is unique to them.

6.51 Issues relating to car parking and charges for this were raised in relation to all three town centres. It was felt that opportunities to lower these charges would be beneficial and help the centres to compete with larger centres.

6.52 The existing strengths of the centre as a service and convenience centre should be enhanced and built on. Areas of weakness, including the lack of footfall at different times of the day could be improved for example through investment in the restaurant and pub offer for the centre.

ENVIRONMENTAL QUALITY

6.53 Addlestone Town Centre consists mainly of smaller, traditional shopping frontages. In the area to the west of Station Road where the Tesco Extra has stimulated investment, units appear to be more modern and better maintained. In some areas between Tesco Extra and Addlestone Station the smaller units appear to be poorly maintained and in need of investment.

6.54 The frontage along the Tesco Extra store is mostly 'dead' frontage as the entrance to the store is located to the side, leading to a fall in activity around this point at the centre of this main 'high street'.

6.55 The levels of traffic and congestion along Station Road at peak times have been noted to have a negative effect on the Town Centre. The proximity of the pavement to this heavy traffic varies along the main street.

6.56 In general, the centre does not benefit from any public planting or green open spaces. Improvements could be made to the street furniture and paving, in addition to an increase in public planting, which would also help to mitigate the impact of the busy road.

SUMMARY

6.57 Our updated health check of Addlestone Town Centre supports the conclusions of the 2009 RRS which identified a need to improve the range and quality of retail provision in the centre and to enhance the public realm.

6.58 The findings presented in this updated health check have identified a number of key strengths and opportunities for Addlestone Town Centre:

- Taking into account the units that are currently vacant in preparation for development, the town centre benefits from low vacancies which boost the vitality of the core shopping area. However, this is partly due to a shortage of supply and may be evidence that some retailer demand is not being met.
- The Tesco Extra store is a key draw for visitors and is the focus for activity and footfall, occupying a prominent position within the town centre. If Waitrose opens a new convenience store in the town it will help to consolidate and strengthen Addlestone's food and convenience offer.
- The town centre has a limited range of comparison shops, most of which are smaller independent stores. There is little by way of fashion retailing, although given the size and role of the town centre compared with competing centres in neighbouring authorities it is likely that it will remain focussed on services and

leisure provision. The in-centre survey highlighted some demand for more of this type of retailing in the centre.

- The public realm is lacking in overall quality and would benefit from investment. This could be in the form of public planting or sculptures, linked to forthcoming development in the centre. The in-centre survey also confirmed this as a perceived issue for the centre.
- The busy road running through the centre of Addlestone was identified in the Household Survey as an area for potential improvement. Measures to mitigate the impact of traffic on pedestrians should be explored. Again, this was identified by respondents to the in-centre survey.
- The leisure offer is dominated by hot food take-aways (Class A5), and this was identified as something visitors did not like about the centre. However, the development of the former civic offices site will bring a cinema to the centre and is likely to encourage an expansion in the existing leisure provision in the town centre.
- Stakeholder consultation confirmed that potential issues for Addlestone included the poor public realm and access to cheap or free car parking. The sense of community that these smaller centres encourage was identified as a key strength by stakeholders.

7.0 EGHAM TOWN CENTRE: HEALTH CHECK

RETAIL CONTEXT

7.1 The settlement of Egham is known for its close proximity to the site of the sealing of the Magna Carta.

7.2 The centre has recently attracted new national multiple retailers and leisure operators which have led to improvements in the quality and offer of the shopping environment. For example, a Travelodge and Waitrose have recently opened in the town centre. The new Waitrose has improved the centre's convenience offer, which was identified as a key priority in the 2009 RRS.

7.3 The town is also located in close proximity to Royal Holloway University of London campus, which is set to expand to 10,500 students over the next five years. The 'Runnymede Sustainable Community Strategy' identifies the Council's aim for Egham: to promote it as a university town providing the link between the past, present and future. The student population is located mainly to the south-west of the town centre, in close proximity. Student volunteers have recently been involved in a number of initiatives to improve the town centre environment, including painting the bollards along the high street and replanting flower beds. Student expenditure currently boosts support for retail and leisure in the town centre.

7.4 Egham Town Centre is focussed around a linear pedestrianised street – High Street – which is predominantly formed of small, non-uniform units which range from listed historic buildings, such as the pub and nos. 53-55, to modern parades and larger stores. The new Waitrose is located to the rear of High Street and is accessed through a purpose-built walkway in addition to direct access provided by the adjacent car park.

7.5 The other main shopping streets are Station Road and Station Road North. Station Road links Egham station and car parking to the town centre. It is predominately occupied by offices. Station Road North acts as a key gateway into the High Street from Station Road. Occupiers currently include locally run independent stores. There are various sites identified in the masterplan for redevelopment along Station Road North. Planning permission was granted to redevelop the parade along one side (nos. 10-18) as mixed use residential (Ref: RU.09/0870). However, this permission has since lapsed.

7.6 The map below shows the core shopping area, and the town centre boundary.

Figure 7.1 Egham Town Centre Plan

Source: Runnymede Borough Council

RETAIL COMPOSITION AND DIVERSITY

7.7 The assessment of the current retail and service provision in Egham Town Centre (measured by outlets) has been informed by the Council's 2015 retail audit (in the Commercial Goods and Services Study), which covers the whole town centre.

7.8 The table below shows the composition and diversity of the town's retail and service outlets, based on the Council's audit.

Table 7.1 **Egham Retail Composition, 2015**

Category	Units			Floorspace		
	Units Nos.	% of total	UK average %	(m^2 gross)	% of total	UK average %
Comparison	38	27.5%	32.5%	5,504	25.8%	36.1%
Convenience	9	6.5%	8.4%	4,507	21.2%	15.0%
Total Service	74	54.0%	47.3%	9,439	44.3%	38.9%
Retail service	*21*	*15.2%*	*14.1%*	*1,619*	*7.6%*	*7.4%*
Leisure service	*28*	*20.3%*	*22.4%*	*3,544*	*16.6%*	*23.3%*
Finance and business service	*25*	*18.2%*	*10.8%*	*4,275*	*20.1%*	*8.2%*
Sui-Generis/ other	10	7.2%	0.1%	1,526	7.2%	12.0%
Vacant	6	4.3%	11.4%	331	1.6%	9.2%
Total	**137**			**21,306**		

Source: RBC Town Centre Audit 2015

7.9 There are currently 137 units in Egham Town Centre, which compared to Addlestone (114 units) and Chertsey (119 units), makes it the largest of the town centres. However, the total floorspace is 21,306 m^2, which is of a comparable size to Chertsey (21,765 m^2) and larger than Addlestone (which is just 17,664 m^2).

7.10 The level of comparison provision in Egham is below the UK average. However, unlike the other two town centres in the Borough, there are a number of national multiple retailers present in the centre, including two pharmacy/ cosmetic stores (Boots and Superdrug) and a Holland and Barrett. A M&Co fashion store is located adjacent to the new Waitrose store but remains the centre's only high street fashion brand. The independent comparison retail stores are of varying quality and include some attractive local providers.

7.11 Convenience provision in Egham is slightly below the UK average in terms of units, but is significantly above in relation to floorspace. This is due to the large Waitrose store (circa 6,500 m^2 gross) and a Tesco foodstore (3,350 m^2 gross). Convenience offer is also supplemented by a Budgens convenience store (292 m^2 gross), an Iceland store (400 m^2) and several smaller newsagents and specialist shops. The Waitrose store is the main convenience provision anchor for the centre and will be a key draw for visitors. The store includes a wide selection of goods and has related services such as a café and dry cleaning/laundry centre located in-store. Car parking in the centre adjoins the store making it highly accessible. It should be noted that the new Waitrose store has increased the total convenience floorspace significantly, to almost triple what the floorspace was previously. The opening of this new store has addressed previous concerns about the centre's level and quality of convenience provision.

7.12 The representation of service retailers in Egham Town Centre is above national average levels (54.0% of units compared to 47.3%). This category includes 21 retail service units (mainly opticians, hairdressers and nail salons); representing 15.2% of total outlets, which is in line with the national average of 14.1%. The provision of finance and business services in the centre is significantly above the UK averages and includes seven estate agencies and three banks. As with the other town centres in the Borough, this highlights the centre's role as a service centre for surrounding populations.

7.13 Although leisure provision is below UK averages – 20.3% of units compared to 22.5% nationally, the centre has attracted some key national multiple leisure brands, including Café Nero, Costa Coffee and Prezzo (which is located on the edge of the Town Centre). Key gaps include sports and leisure facilities and night clubs, none of which are represented in the Town Centre. Provision also includes a good spread of leisure services and includes ten hot food take-aways, eight restaurants, six cafes and four pubs (The White Lion, The Crown, The Red Lion and The Almamata Pub and Restaurant). This suggests that the centre's leisure provision could be improved with the inclusion of more bars and restaurants to boost the evening economy, and to possibly cater for the significant growth in student numbers, in addition to larger facilities such as hotels. It should be noted that Egham also benefits from the Egham Museum and other heritage assets in addition to strong geographical links to the Magna Carta.

VACANCY LEVELS

7.14 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and help to identify how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels derived from the Council's 2015 retail audit data, which was then updated by the site visit conducted by CJ in May 2015.

7.15 As the table below shows, there were six vacant units recorded in Egham Town Centre in 2015. This is equivalent to a vacancy level of 4.3%, which is significantly below the national average for all centres recorded by Experian of 11.4%.

Table 7.2 **Egham Vacancy Rates**

	2013	2015	UK Average 2015
Vacant units – nos.	5	6	-
Vacant units – %	3.8%	4.3%	11.4%
Vacant floorspace (m^2 gross)	469	331	-
Vacant floorspace - %	2.1	1.6%	9.2%

Source: Runnymede Borough Council Town Centre Audit 2015. Updated following the 2015 CJ site visit.
Notes: National Benchmarks taken from Experian Centre Category Reports 2014

7.16 The above table also shows that the vacancy rate changed only marginally since 2013 – with some units changing from vacant to not vacant and vice versa, but no overall change.

7.17 Of those units that are vacant, we understand that the unit in the parade along Station Road North (No. 10-18) has now been let . The two vacant units in the precinct have suffered from a history of short term lets and are not well maintained. Plans have been approved to improve the external appearance of Egham Precinct and we understand that all vacant units are under offer.

7.18 Conversations with local agents have confirmed that the charity shops in the centre tend to trade well and are popular with the student population, and for this reason are usually on long-term leases.

7.19 As with the other two centres in the Borough, it is likely that a shortfall in the supply of units in the centre has contributed to the low vacancy rates. The demand for retail and leisure floorspace is focussed on the main shopping area, however, it should be noted that there is low vacancy in the edge of centre units. A number of specialist shops occupy units at both ends of town.

RETAILER REQUIREMENTS

7.20 Retailer demand for representation in a shopping location normally provides a good indication of a centre's overall attraction, health and viability. The *CoStar Focus* national retailer requirements database is a standard published dataset used to inform retail assessments and provides consistently sourced evidence detailing the changes in retailer requirements over a period of time.

7.21 The latest CoStar Report recorded six requirements for retail floorspace in Egham in May 2015, representing a total maximum floorspace requirement of 8,162 m^2 gross (see table). There were no requirements for leisure floorspace.

Table 7.3 **Egham Retailer Requirements**

Retail Operator	Max floorspace (m^2 gross)
PamPurredPets	465
Blue Cross for Pets	74
Halfords Ltd	743
The Original Factory Shop	1,394
Aldi Foodstore Ltd	1,440 to 4,047
Total floorspace requirement:	8,162

Source: CoStar FOCUS

7.22 The requirements for Egham are mostly from national multiple retail brands. The requirement from Aldi, if correct, is likely to be for an edge or out of centre location. For a centre of this size, the number of requirements is considered to be normal.

7.23 Notwithstanding this high level assessment of current market demand, the Council should be aware that many retailers prefer not to publish their requirements as it could damage their negotiating position where they are seeking representation in new locations. Moreover, such databases can only identify the current level of market demand and do not reflect how demand might change in the future following new development and investment. For example experience shows that a new scheme that offers retailers modern, well-configured floorspace adjacent to like-minded tenants in a prominent location will generally generate a significant uplift in market interest and demand.

PRIME ZONE A RENTS

7.24 The level of rent that businesses are prepared to pay for retail space in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.

7.25 As with the other town centres in Runnymede, there is limited information on retail rents in the area due to the relatively small size of the centre and the core retail frontage. However, discussions with local agents on recent deals indicate that Prime Zone A retail rents in Egham range from £376 to £538 per m^2. This is significantly above the average for Surrey which is currently around £247 per m^2. Rents in Egham are higher than in Addlestone (£236 per m^2) and higher than in Chertsey (£215 to £270 per m^2).

ACCESSIBILITY & PEDESTRIAN FLOWS

Accessibility

7.26 By rail, Egham is accessible via Egham station which is located on Station Road to the south of the main shopping area. Trains to neighbouring towns and also into London run regularly at peak times.

7.27 By road, Egham has excellent connections as it lies in close proximity to the A30 Egham bypass which connects the town to the M25. There are currently three pay and display car parks operated by Runnymede Borough Council in Egham, all of which are within the Town Centre. These include:

- Egham Hummer Road car park: A pay and display car park located to the rear of Tesco. The car park is split into two – one area controlled by Tesco and one controlled by the Council.
- Egham Library car park: A free car park located adjacent to Egham library (maximum stay two hours).
- Egham Precinct car park: A pay and display car park located adjacent to the new Waitrose store, to the rear of Egham Precinct (maximum stay three hours). In addition to this, there is a basement car park at this location.

7.28 There is also Waspe Farm car park located just outside of the town centre near to the station. The level of car parking is considered to be adequate for a centre of this size.

Pedestrian Flows

7.29 Footfall in Egham is highest along High Street, particularly around the two convenience stores (Waitrose and Tesco). Pedestrian traffic flows generally between this area and the route from the station. However, there was also some perception that people do not link trips to the town centre with visits to the Waitrose foods store, which has access to the main car park and underground parking to the rear.

7.30 Towards the eastern end of the town centre, uses become dominated by residential apartments and by offices, which has led to a lower footfall during the day, though this may vary in the evenings. Footfall was noticeably lower along adjoining streets including Station Road North; however this may increase due to the flow of commuters around the station at peak times.

CUSTOMER VIEWS AND PERCEPTIONS

Household Survey

7.31 The household telephone interview survey asked specific questions on respondents' views and perceptions of Egham Town Centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Egham Town Centre more often for shopping and other purposes.

7.32 The survey results showed that respondents liked the following features of Egham Town Centre:

Table 7.4 **Feature respondents liked about Egham Town Centre**

Response	Study Area
Close to home	21.3%
Good range of non-food shops	16.0%
Attractive environment / nice place	15.9%
Nothing / very little	15.4%
Good pubs, cafés or restaurants	10.4%
Compact	9.3%
Easy to park	7.3%
Other	5.8%
Quiet	5.6%
Close to work	5.2%

Source: HTIS, May 2015

7.33 As was the case with the other Town Centres in the Borough, the most commonly identified attractive features of Egham Town Centre was its convenience to either home or work. Respondents also liked the centre's range of non-food shops. The centre's attractive environment and the fact that it is generally compact and quiet were also highlighted as positive features. The leisure offer in the centre was also regarded as a benefit; with the centre identified as having *'good pubs, cafes or restaurants'*.

7.34 Respondents were also asked to suggest improvements that would make them visit Egham Town Centre more often. The table below provides a summary of the most frequently identified improvements.

Table 7.5 **Key Improvements for Egham Town Centre**

Response	Study Area
Nothing	44.2%
More national multiple shops / High Street shops	15.2%
More / better parking	14.8%
More / better comparison retailers (i.e. non-food shops)	8.8%
Other	7.1%
More / better food shops	5.0%
Free car parking	4.8%
Less charity shops	4.4%
More / better entertainment	2.9%
More independent shops	2.2%

Source: HTIS, May 2015

7.35 44.2% of respondents did not identify any potential improvements. Across the Study Area, the improvements considered most important related to a need for more high street brands and better comparison retail. This has also been identified in the retail audit as a key gap in provision in Egham. Despite the recent opening of the large Waitrose food store, improving the provision of food stores in the centre was also identified as a priority. This may be an indication that the range of alternative, smaller format, independent provision in the centre could be improved. Car parking improvements were identified by 14.8% of respondents in addition to free car parking. The level of charity shops was a specific concern for respondents. Improvements to entertainment offer within the centre was also identified, suggesting that the centre's leisure offer could be diversified and/or expanded.

In-Centre Survey

7.36 In addition to the HTIS, 100 face-to-face visitor surveys were carried out in Egham, Addlestone and Chertsey. The surveys captured responses from visitors in the town centres, across a range of days and times.

7.37 The survey results showed that respondents liked the following features of Egham Town Centre:

Table 7.6 **Features respondents liked about Egham Town Centre**

Response	Study Area %
Near / convenient	41.6%
Character / atmosphere	40.6%
Not too crowded	17.8%
Feels safe / absence of threatening individuals / groups	11.9%
I like everything about the Town Centre	10.9%
Tesco	9.9%
Nice busy feel	8.9%
Range of places to eat	8.9%
Historic buildings / tourist attractions	6.9%
Selection / choice of independent / specialist shops	6.9%
The people are friendly	6.9%
(Nothing in particular)	6.9%

Source: In-centre Survey, May 2015

Note: Some survey questions had multiple responses therefore percentages do not add up to 100

7.38 As with Addlestone, the feature respondents liked most about Egham was that it was near to them or in a convenient location (41.6%). This compares to the findings from the HTIS and reflects the role played by Egham, which serves mostly local residents. Respondents also highlighted the attractive character of the centre (40.6%) and other positive features regarding the nature and feel of the centre, such as the fact that it wasn't too crowded and felt safe.

7.39 Respondents were then asked what they disliked about the centre, and the results are set out in the table below. Respondents identified the general lack of independent or specialist shops and also the lack of national multiple brands. This suggests that the quality and range of both independent and national multiples could be improved.

Parking issues were identified in relation to the cost of parking and difficulties in parking. Respondents commented on the lack of clothing and shoe shops and on what were perceived to be 'dirty shopping streets'.

Table 7.7 **Features respondents disliked about Egham Town Centre**

Response	Study Area %
(Nothing in particular)	44.6%
General lack of independent / specialist shops	8.9%
Dirty shopping streets	6.9%
General lack of choice of multiple shops	6.9%
Clothes and Shoe shops	6.9%
Parking is expensive	5.0%
Difficulties in parking	4.0%
Too many charity shops	4.0%
I dislike everything about the Town Centre	3.0%
Butchers	3.0%

Source: In-centre Survey, May 2015

7.40 The top 10 features identified for improvement are set out below. Respondents identified a need to improve the choice of shops in general as the key area for improvement. This is also supported by other responses which suggested that more clothes shops, shoe shops and generally shops of a higher quality would improve the Town Centre. Specific shops identified include budget stores like Primark and Poundland. Improvements to the general environment were also identified by respondents and included the removal of litter.

Table 7.8 **Key Improvements for Egham Town Centre**

Response	Study Area %
Better choice of shops in general	29.7%
(Don't know)	14.9%
(None mentioned)	8.9%
Clothes shops	6.9%
Better quality shops	5.0%
Improve appearance / environment of centre	4.0%
Remove litter more often	4.0%
Poundshop	4.0%
Primark	4.0%
Shoe shops	4.0%

Source: In-centre Survey, May 2015

7.41 When asked which specific shops or type of shops would encourage respondents to visit the centre more often, respondents identified clothes and shoe shops (12.9% and 5% respectively), Poundshop (4%) and Primark (4%).

7.42 When asked if there was a specific shop that would encourage them to visit the centre (in addition to the responses in the above table), respondents also identified New Look and Marks and Spencer.

Stakeholder Consultation

7.43 The Chair of Egham Chamber was contacted with regard to the Chamber's views on Egham Town Centre, in addition to general comments about Chertsey and Addlestone. They were asked to comment on the current health of the centre, the trends affecting it, investment and development and to suggest ways in which the centre could be improved.

7.44 Egham, as with Chertsey and Addlestone, is identified as important for providing key convenience and service functions to meet the needs of local populations and prevent them from having to travel regularly to other larger towns. The sense of community that is created by such smaller centres is a key strength and sets them apart from larger centres.

7.45 In relation to access, the charging for car parks was identified as an area for improvement. Consultees stated that free short term stay car parks would ensure that these smaller town centres remained competitive. The imposition of parking restrictions such as double yellow lines was also considered to have a negative impact in some places.

7.46 A key trend for Egham Town Centre was identified to be the growth of food and beverage outlets and also charity shops. This was seen to coincide with a decline in the number of independent retail occupiers in the centre.

7.47 Going forward, it would be beneficial to see initiatives that help to make shoppers choose these smaller town centres as their destination of choice. Areas of focus should be on the services that are available in the centres during the day and on improving the restaurant and public house offer to boost the evening economy. Suggestions also included the introduction of pop-up retail units that would allow potential new businesses to occupy a unit on a short term basis and test their business ideas. Similar schemes are running across the UK, with local examples including Market Walk in Woking.

ENVIRONMENTAL QUALITY

7.48 The pedestrianised zone of the High Street presents a pleasant shopping core for visitors. There is attractive public planting along the main shopping street and public art pieces – including a sculpture outside of the Tesco store plus a number of mosaic artworks placed around the centre which serve to celebrate the town's links to the Magna Carta. Enhancing and celebrating this link is important to the vitality of the town as people often prefer to live, work and visit places that have strong historic associations and surviving historic features.

7.49 In general, the High Street offers an attractive environment for visitors. Recent investment into the Red Lion pub and the new Waitrose store has improved the shopping frontage. However, there remain pockets of poorer quality development that are in need of investment. The Egham Precinct in particular appears to be outdated in design, with external staircases to upper levels obscuring parts of the retail frontage. The units along this section are of lower quality and there are some vacancies. There are currently plans to modernise the precinct and update the layout of the external steps.

7.50 The development of Station Road North as a key access route into the centre would also be beneficial. The removal of trees that currently screen the access to the town centre would improve legibility to and from Station Road North.

OUT OF CENTRE PROVISION

Retail Parks

7.51 There is a large out-of-centre Homebase and Sainsbury's Superstore located off the Causeway. Both stores sit directly opposite the Two Rivers Retail Park (located in Spelthorne Borough). The Sainsbury's store includes a range of goods including comparison goods (electronics, cookware and clothing) and services (dry cleaning, car wash, pharmacy). The 2009 Retail Study found that almost a third of residents in Egham do their grocery shopping at this store. However, the household survey commissioned for this study confirms that the store's market share for Egham (Zone 3) has fallen to 23.8%. This is likely due to the recent opening of the large Waitrose store in the town centre which has contributed to the improvement of the convenience shopping offer for the town centre.

7.52 There has also been development in recent years at Two Rivers Retail Park, which is in close proximity to Egham. The Retail Park sits within Spelthorne Borough on the edge of Staines-upon-Thames Town Centre. It includes over 3,500 m^2 of retail floorspace and a 1,000 space surface level car park. The retail park focuses on comparison retail and includes many high street brands, such as Ann Summers, Bonmarche, Gap, Laura Ashley and Next. There is also a large Waitrose store located here. The leisure offer is extensive and includes a Travelodge Hotel, a Vue Cinema, a number of restaurants and a PureGym. The Tesco Homestore that was previously located here closed in January following Tesco's decision to close all of their non-food format stores in the UK.

7.53 In January 2015, planning permission was given for the redevelopment and expansion of the Next store to around double its current size.

NEW INVESTMENT AND DEVELOPMENT

7.54 The new Waitrose and Travelodge hotel were granted permission in 2009 (ref: RU.09/0033). The new development is now complete and opened in early 2015.

7.55 Permission was granted in 2013 for the redevelopment of a small parade (40-44a) at the western end of High Street to provide commercial and residential units (planning ref: RU.13/0325). The retail, service and/or leisure uses will be reprovided at ground floor level. Another application on units 40-41 High Street has since been submitted for redevelopment to provide 12 flats and 279 m^2 (gross) of commercial (floorspace (A1, A2, A3 use class), though this has yet to be determined.

7.56 Permission was granted in January 2015 for the change of use of units 21, 23 and 23A in the Egham Precinct from retail to leisure (Class A3) uses (ref: RU.15/0105: 21/23). The plans also include changes to the shop fronts and external layouts of these units.

SUMMARY

7.57 The Previous 2009 Retail Study highlighted Egham's poor convenience provision as a key priority to address. The opening of the new Waitrose store within the town centre has significantly improved this offer. The 2009 RRS also identified areas of lower quality buildings and public realm along High Street (including Egham Precinct) which lowered the overall attractiveness of the centre. This is an issue that has yet to be addressed, although a recent planning permission to alter some of the external appearance of the parade may improve these units.

7.58 Our updated health check has identified that Egham Town Centre has a number of key strengths and opportunities:

- The visitor and household surveys showed that Egham Town centre is performing well in its role as a focus for service and convenience provision. The new Waitrose store is a key draw for visitors. As this development opened recently, it remains to be seen whether there will be wider benefits for the centre as a whole through linked trips and expenditure.
- There is an opportunity to promote the town's central heritage assets and Museum to attract investment and footfall. There is an aim for the Council to promote Egham as a university town providing the link between the past, present and future.
- The centre has low vacancy rates and those units that are vacant are generally subject to redevelopment and/ or investment, making it unlikely that these vacancies will be long term.
- The town centre has been successful in attracting a number of national multiple retailers. The new development around Waitrose may bring other key brands into the centre in the future. The Household Survey identified the view of respondents that the representation of high street brands and comparison retailers could be improved.
- The overall public realm and built form is of mixed quality. Some of the smaller, modern parades in particular are of lower quality and require some investment.

This could be a reflection on the fact that locations which neglect, ignore or remove their heritage ultimately suffer from poor local perception and an unsatisfactory ambience which can be detrimental to the local economy. However it is clear from recent planning permissions that redevelopment and improvement works are in the pipeline. The successful implementation of these will be important to ensure that currently vacant units are let.

- The leisure offer includes a good range of cafes, hot food take-aways and restaurants. However, this could be expanded to include further provision of bars and restaurants to help boost the evening economy. This may also help to attract more trade form the nearby growing student population. Improvement to the centre’s entertainment offer was identified by respondents to the Household Survey.

8.0 CHERTSEY TOWN CENTRE: HEALTH CHECK

RETAIL CONTEXT

8.1 Chertsey town centre is focused around a Conservation Area, which has helped to maintain the attractive historic characterof the town which originally developed around the former Chertsey Abbey. After the dissolution of the monastery Chertsey continued to develop as a prosperous market town. The town contains many listed buildings which have restricted growth in the centre, although parts of the centre were developed in the 1990s. The Runnymede Sustainable Community Strategy identifies the Council's aim for Chertsey: to protect its historic core whilst enhancing its retail offer.

8.2 The growth of Chertsey is also restricted by the designated higher flood risk zones (2, 3a and 3b) that affect land within the centre, creating a dry island in the Guildford Street area.

8.3 The centre has a significant focus on service and convenience provision, and predominantly meets the needs of its local catchment population. The Sainsbury's supermarket within the centre has been identified as a main driver of footfall, which is accessed through a small arcade.

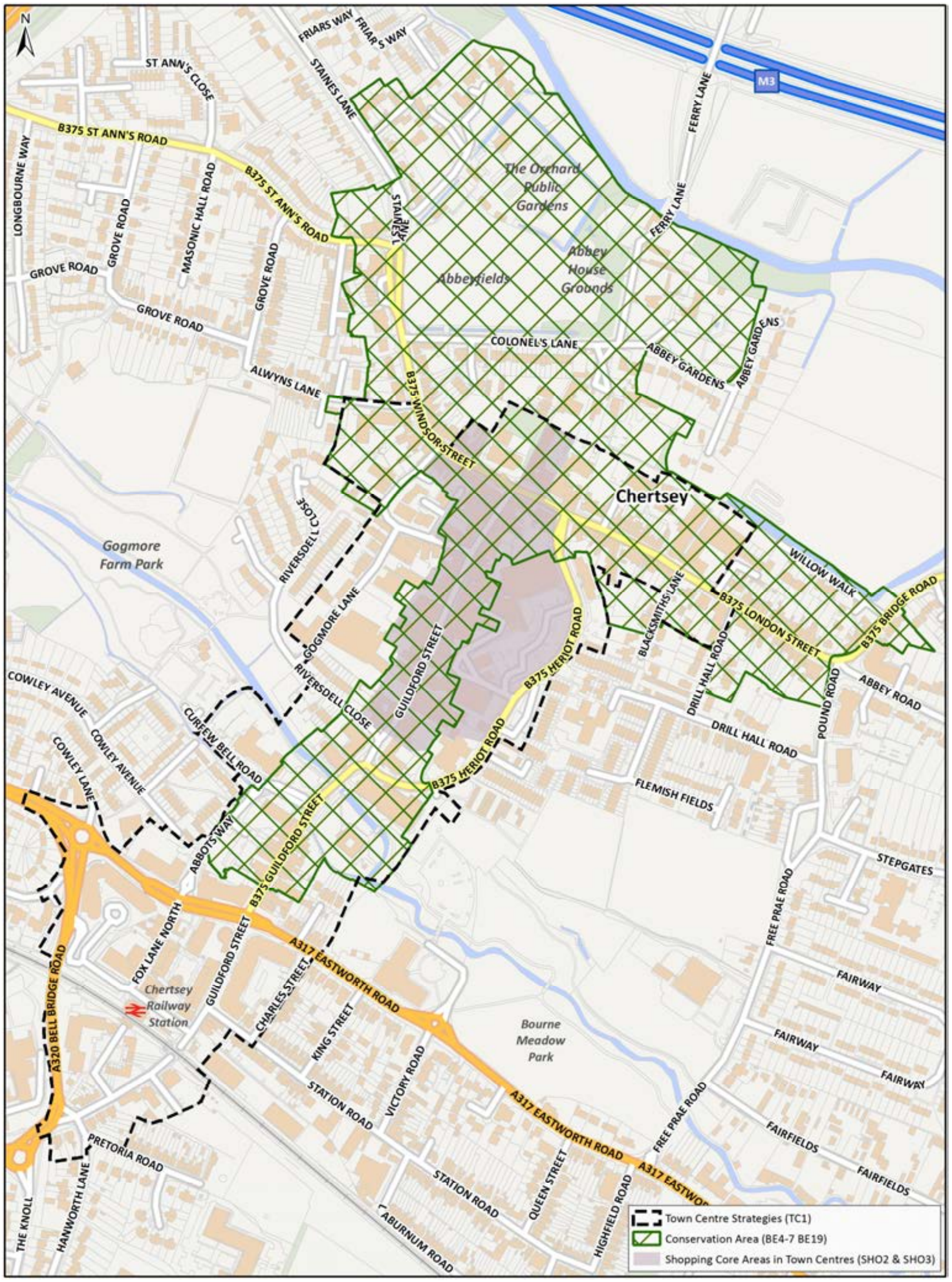
8.4 The main shopping street in Chertsey is Guildford Street. . The street is lined by attractive, traditional shopping units of varying sizes and is generally of high quality. The Town Centre can be accessed via the Sainsbury's Centre, which includes a large Sainsbury's supermarket and a walkway lined with smaller retail units, which leads through to Guildford Street. The Sainsbury's Centre is somewhat dated and was built around 30 years ago. The frontage along Guildford Street changes to non-retail uses (i.e. not class A1) towards the south of the street. The rail station at Chertsey is located at the southern end of the town centre, away from the core shopping area.

8.5 At the northern end, Guildford Street meets a junction with London Street and Windsor Street. There are a high proportion of attractive, historic buildings located on these streets, including the Chertsey Museum and the Crown Hotel. These streets are not pedestrianised but traffic levels are generally low. The retail and leisure uses are interspersed with community and residential occupiers.

8.6 To the rear of Guildford Street (i.e. to the west), is an area predominated by office and light industrial uses. More recently, some of these have been converted to residential dwellings.

8.7 The map below shows the core shopping area, the conservation area and the town centre boundary.

Figure 8.1 Chertsey Town Centre Plan



Source: Runnymede Borough Council

RETAIL COMPOSITION AND DIVERSITY

8.8 The assessment of the current retail and service provision in Chertsey Town Centre (measured by outlets) has been informed by the Council's 2015 retail audit (in the Commercial Goods and Services Study), which covers the whole town centre.

8.9 The table below shows the composition and diversity of the town's retail and service outlets, based on the Council's audit.

Table 8.1 **Chertsey Change in Retail Composition, 2015**

Category	Units			Floorspace		
	Units Nos.	% of total	UK average %	(m^2 gross)	% of total	UK average %
Comparison	29	24.4%	32.5%	4,598	21.1%	36.1%
Convenience	7	5.9%	8.4%	5,006	23.0%	15.0%
Total Service	70	58.8%	47.3%	9,136	42.0%	38.9%
Retail service	*18*	*15.1%*	*14.1%*	*994*	*4.6%*	*7.4%*
Leisure service	*32*	*26.9%*	*22.4%*	*5,513*	*25.3%*	*23.3%*
Finance and business service	*20*	*16.8%*	*10.8%*	*2,628*	*12.1%*	*8.2%*
Sui-Generis/ other	8	6.7%	0.1%	2,651	12.2%	12.0%
Vacant	5	4.2%	11.4%	375	1.7%	9.2%
Total	**119**			**21,765**		

Source: RBC Town Centre Audit 2015

8.10 There are currently 119 units in Chertsey Town Centre. This compares to 137 units in Egham and 114 units in Addlestone.

8.11 The level of comparison provision in Chertsey is below the UK average – 24.4% compared to 32.5% UK average. Within this figure, there are few national multiple retailers. The focus for Chertsey's comparison offer is on independent retailers stocking a range of goods including books, homeware and gifts. There is also an antiques store in Windsor Street. There is little by way of fashion retail.

8.12 Overall, convenience provision is good. Although provision based on units is below the national average (5.9% compared to 8.4% UK average), the presence of the large Sainsbury's anchor store gives a total convenience goods floorspace that is above the national average. The Sainsbury's has seven tills and appeared busy when visited on a weekday morning. Additional providers include smaller formal multinational occupiers such as Londis, the Co-op and a one-stop. There is one independently run bakery. Given the nature of the town centre, there may be scope to increase provision with the introduction of new smaller format, independent stores.

8.13 The representation of service retailers in Chertsey Town Centre is above national average levels (58.8% of units compared to 47.3%). This category includes 18 retail service units (mainly opticians and hair dressers), representing 15.1% of total outlets, which is just above the national average of 14.1%. The provision of finance and business services in the centre is significantly above the UK averages and includes five estate agencies and three banks. As with the other town centres in the Borough, this highlights the centre's role as a service centre for surrounding populations.

8.14 Leisure provision in Chertsey Town Centre is good and just above national averages. There are a few national multiple brands represented in the centre, including Subway and Costa Coffee. Leisure provision is dominated by high quality independent providers. Provision includes six restaurants, three cafes and one bar. There are also a number of up-market pubs in the town centre that have restaurants attached. Chertsey therefore has a good leisure offer, although there is scope for improvements with regard to the evening offer (ie. bars and restaurants), which would help boost footfall and spend in the town. This may be particularly relevant to Chertsey as a number of developments are coming forward that will bring residential units into the existing office buildings in the estate adjoining Guildford Street. It should also be noted that the Chertsey Museum and the site of Chertsey Abbey (now retained as an open recreational space) are also an important part of the leisure offer for the town and help to boost footfall.

VACANCY LEVELS

8.15 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Council's 2015 retail audit data, which was then updated by the site visit conducted by CJ in May 2015.

8.16 As the table below shows, there were five vacant units recorded in Chertsey Town Centre. This is equivalent to a vacancy level of 4.2%, which is significantly below the national average for all centres recorded by Experian of 11.4%.

Table 8.2 **Chertsey Vacancy Rates**

	2013	2015	UK Average
Vacant units – nos.	4	5	-
Vacant units – %	3.5%	4.2%	11.4%
Vacant floorspace (m^2 gross)	288	375	-
Vacant floorspace - %	1.4%	1.7%	9.2%

Source: Runnymede Borough Council Town Centre Audit 2015. Updated following the 2015 CJ site visit.
Notes: National Benchmarks taken from Experian Centre Category Reports 2014

8.17 The vacancy rate has changed little since 2013 – with a small increase of one unit.

8.18 As with the other two centres in the Borough, it is likely that a shortfall in the supply of units has contributed to the low vacancy rates. The demand for retail and leisure floorspace is focussed on the main shopping area which is compact, with little scope for expansion, particularly due to the Conservation Area.

8.19 We noted on our audit of the town centre that there two vacant units on Guildford Street, towards the south-western end where retail units are interspersed with offices and residential; and two smaller units on London Street and Windsor Street, again in areas where retail uses are mixed with office, residential and community uses.

8.20 Conversations with local commercial agents have confirmed that the vacancy rate in Chertsey has fallen in recent years. However, there is some concern that units are being re-let to charity shops on short term leases and also service occupiers such as hair dressers and hot food take-aways rather than for A1 retail uses.

RETAILER REQUIREMENTS

8.21 Retailer demand for representation in a shopping location normally provides a good indication of a centre's overall attraction, health and viability. The *CoStar Focus* national retailer requirements database is a standard published dataset used to inform retail assessments and provides consistently sourced evidence detailing the changes in retailer requirements over a period of time.

8.22 The latest CoStar Report recorded nine requirements for retail floorspace in Chertsey in May 2015, representing a total maximum floorspace requirement of up to 10,831 m^2 gross (see table below). There were no requirements for leisure floorspace.

Table 8.3 **Chertsey Retailer Requirements**

Name	Max floorspace (m^2 gross)
Maplin Electronics Ltd	465
PamPurredPets	465
Majestic Wine	465
The Original Factory Shop	1,394
Lloyds Pharmacy Ltd	186
Menchie's	93
Aldi Foodstore Ltd	1,440 to 4,047
Travis Perkins	3,716
Total floorspace requirement:	10,831

Source: CoStar FOCUS

8.23 The requirements for Chertsey are mostly from national multiple retail brands. Smaller retailers such as Lloyds Pharmacy, could be accommodated along the main shopping frontage. The larger format store requirements are likely to be seeking edge of centre or out of centre locations. For a centre of this size, the number of requirements is considered to be normal.

8.24 Notwithstanding this high level assessment of current market demand, the Council should be aware that many retailers prefer not to publish their requirements as it could damage their negotiating position where they are seeking representation in new locations. Moreover, such databases can only identify the current level of market demand and do not reflect how demand might change in the future following new development and investment. For example experience shows that a new scheme that offers retailers modern, well-configured floorspace adjacent to like-minded tenants in a prominent location will generally generate a significant uplift in market interest and demand.

PRIME ZONE A RENTS

8.25 The level of rent that businesses are prepared to pay for retail space in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.

8.26 Due to the relatively small size of the centre and the core retail frontage, there is limited information on retail rents in the area. However, conversations with local agents on recent deals indicated that Prime Zone A retail rents in Chertsey are around £215 to £270 per m^2. At the lower end of this range, this is below the average for Surrey of around £247 per m^2. Rents in Chertsey are the lowest of the three town centres; compared to both Egham (from £376 to £538 per m^2) and Addlestone (£236 per m^2) confirmed through discussions with local property agents.

8.27 The lack of recent development in Chertsey may be keeping retail rents low at present. In contrast, there are signs that new development in Addlestone and Egham is helping to boost retail rents.

ACCESSIBILITY & PEDESTRIAN FLOWS

Accessibility

8.28 By rail, Chertsey is accessible via Chertsey station which is located on Guildford Street to the south of the main shopping area. Trains to neighbouring towns and also into London run regularly at peak times.

8.29 By road, Chertsey has excellent connections as it lies in close proximity to the M25 (Junction 11) and the M3. There are currently three public car parks in Chertsey, all of which are within or in close proximity to the Town Centre. These include:

- Beomonds car park: A pay and display car park located to the south of the Sainsbury's car park (maximum stay six hours).
- Chertsey Library car park: A pay and display car park located to the south of the town centre (maximum stay 17 hours).

- Gogmore Farm car park: A pay and display car park located to the south of the town centre (maximum stay 17 hours).

8.30 The level of car parking is considered to be adequate for a centre of this size.

Pedestrian Flows

8.31 Chertsey Town Centre is compact; therefore pedestrian flows are focussed around the core shopping streets (Guildford Street and London Street/ Windsor Street).

8.32 The Sainsbury's Centre forms a key gateway to the centre, and pedestrian flows are therefore concentrated in this area. The access is through a narrow walkway lined with lower quality units. Improvements of this access route would help to generate additional linked trips between the Sainsbury's store and the town centre.

8.33 The narrow road restricts traffic flows along Guildford Street, which creates a pleasant environment for pedestrians. However, this may also have had the impact of reducing trade through the centre.

8.34 Along the southern end of Guildford Street, much of the frontage here is office space and this has created dead frontage and subsequently lower footfalls. Plans to convert existing office space into residential development to the rear of Guildford Street may help to increase the footfall within the town centre.

CUSTOMER VIEWS AND PERCEPTIONS

Household Survey

8.35 The household telephone interview survey asked specific questions on respondents' views and perceptions of Chertsey Town Centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit the town centre more often for shopping and other purposes.

8.36 The survey results showed that respondents liked the following features of Chertsey Town Centre:

Table 8.4 **Feature respondents liked about Chertsey Town Centre**

Response	Study Area
Nothing / very little	29.6%
Close to home	20.2%
Attractive environment / nice place	13.7%
Good pubs, cafés or restaurants	7.9%
Good range of non-food shops	7.7%
Easy to park	7.4%
Other	6.3%
Quiet	4.6%
Compact	4.1%

Response	Study Area
Good facilities	3.7%

Source: HTIS, May 2015

8.37 As was the case with the other Town Centres in the Borough, the main attraction of Chertsey was that it was convenient to home. Similar to responses on Egham, the attractive environment of Chertsey Town Centre and the fact that it is generally compact and quiet were also highlighted as positive features. The leisure offer in the centre was also identified as a benefit – with respondents indicating that the centre has *'good pubs, cafes or restaurants'*. Respondents also liked the centre's range of non-food shops.

8.38 Respondents were also asked to suggest improvements that would make them visit Chertsey Town Centre more often:

Table 8.5 **Key Improvements for Chertsey Town Centre**

Response	Study Area
Nothing	39.4%
More / better comparison retailers (i.e. non-food shops)	13.2%
More / better parking	11.5%
More national multiple shops / High Street shops	9.2%
Free car parking	9.1%
Other	8.0%
More / better food shops	5.2%
Less charity shops	4.4%
More / better public conveniences	3.7%
More / better places for eating out (e.g. cafes and restaurants)	3.5%

Source: HTIS, May 2015

8.39 Overall, 39.4% of respondents did not identify any potential improvements. As with the other town centres in the Borough, the improvements considered most important related to a need for more high street brands and better comparison retail. This has also been identified in the retail audit as a key gap in provision in Chertsey. Despite the presence of the large Sainsbury's food store, improving the provision of food stores in the centre was identified as a priority. This may be an indication that the range of alternative, smaller format, independent provision in the centre could be improved. Car parking improvements were identified by 11.5% of respondents in addition to free car parking.

8.40 The level of charity shops was a specific concern for respondents, as was the need to improve public conveniences. Improvement to places for eating out within the centre was also identified, suggesting that the centre's leisure offer could be diversified and/or expanded.

In-Centre Survey

8.41 In addition to the HTIS, 100 face-to-face visitor surveys were carried out in Egham, Addlestone and Chertsey. The surveys captured responses from visitors in the Town Centres, across a range of days and times.

8.42 The survey results showed that respondents liked the following features of Chertsey Town Centre. The results are shown in the table below.

Table 8.6 **Features respondents liked about Chertsey Town Centre**

Response	Study Area %
Near / convenient	42.0%
Character / atmosphere	25.0%
Not too crowded	12.0%
Parking is easy	11.0%
The people are friendly	11.0%
I like everything about the Town Centre	9.0%
(Nothing in particular)	9.0%
Quiet / peaceful area	8.0%
Historic buildings / tourist attractions	5.0%
Feels safe / absence of threatening individuals / groups	3.0%

Source: In-centre Survey, May 2015

8.43 The feature respondents liked most about Chertsey was that it was near to them or in a convenient location (42%), confirming the findings from the HTIS which reflect the role played by Chertsey serving mostly local residents. Other positive features included the character and atmosphere of the centre, the lack of crowds/ quiet and peaceful nature of the centre; and historic buildings as key benefits. People were generally very positive about Chertsey centre – with 9% stating they liked everything about it.

8.44 Respondents were then asked what they disliked about the centre, as set out in the table below. The lack of national multiple/ high street brands confirms the results of the HTIS. In contrast, respondents also stated that there was a lack of independent and specialist stores – suggesting that there should be a balance maintained between independent and high street shops. Respondents commented that there was an inadequate range of places to eat in the centre. The prominence of charity shops was highlighted as another issue. Elements of the public realm were also identified for improvement, with a 'rundown' appearance of the centre, dirty streets and a lack of street furniture/ floral displays identified.

Table 8.7 **Features respondents disliked about Chertsey Town Centre**

Response	Study Area %
(Nothing in particular)	36.0%
General lack of choice of multiple shops	25.0%
General lack of independent / specialist shops	16.0%
Inadequate range of places to eat	9.0%
Too many charity shops	7.0%
Scruffy / rundown / needs renovating	6.0%
The people	4.0%
Poor public transport links	3.0%
Dirty shopping streets	3.0%
Lack of street furniture / floral displays	3.0%

Source: In-centre Survey, May 2015

8.45 The top 10 features identified for improvement are set out below. Respondents identified a need for a better choice of shops, better quality and more clothes and shoe shops in particular. More choice and better quality of restaurants and cafes was also identified, along with improvements to the appearance of the centre.

Table 8.8 **Key Improvements for Chertsey Town Centre**

Response	Study Area %
Better choice of shops in general	46.0%
Better quality shops	24.0%
(None mentioned)	13.0%
Clothes shops	9.0%
(Don't know)	8.0%
More choice of restaurants/ cafes	7.0%
Shoe shops	7.0%
Better quality restaurants/ cafes	6.0%
Improve appearance / environment of centre	6.0%
Less charity shops	4.0%

Source: In-centre Survey, May 2015

8.46 When asked which specific shops or type of shops would encourage respondents to visit the centre more often, respondents generally selected fashions shops (9% clothes shops and 6% shoe shops). In addition to the responses in the above table, there was also some support for a department store (4%) and specific mention of Marks and Spencer (7%).

8.47 Over a third of respondents (37%) also stated that an improved street market in the centre would encourage them to visit more often.

Stakeholder Consultation

8.48 Consultees were asked to comment on the current health of the centre, the trends affecting it, investment and development and suggested ways in which the centre could be improved. The Chair of the Chertsey Society Committee has provided some general comments in relation to Chertsey Town Centre.

8.49 The key strength of Chertsey Town Centre was identified as its pleasant historic ambiance which is protected by the Conservation Area status. Short term parking in Guildford Street was also viewed as beneficial to shops where it has been enforced.

8.50 In order to preserve the attractiveness of the shopping frontage in the centre, it was suggested that previously published Shop Front Guidelines for the Chertsey Conservation Area could be updated and re-circulated. An example was given of solid Roll Front shutters that have been installed on a number of shops and when pulled down could have a detrimental impact on the attractiveness of the town centre. One suggestion was that their appearance could be ameliorated if they were painted with an image of the shop.

8.51 Key trends observed in the town centre included an increase in the number of food and beverage outlets, particularly between the railway station and St Peter's Church, ranging from restaurants, pubs, coffee shops, hot food take-aways and newsagents. There was also felt to have been an increase in Charity Shops. Another key trend has been the increase in residential development in the centre in the form of the conversion of offices to housing, which it is hoped will increase town centre footfall.

8.52 Some traffic congestion issues were identified which could potentially discourage people shopping in Chertsey, in particular around the Weir Road/ Bridge Road junction.

8.53 Parking provision and charging were also raised as areas for improvement. A scheme was suggested for redeeming the cost of parking if more than an agreed sum were spent in shops that support the scheme. Hungerford town on the A4 operate such a scheme.

8.54 The Carcraft site was suggested as a potential site for development which could be developed as an attractive 'gateway' housing scheme.

8.55 Another suggested improvement was the facilitation of international tourism to the town, including multi-lingual food menus.

ENVIRONMENTAL QUALITY

8.56 Chertsey's core shopping streets are made up of predominantly period buildings, many of which are listed and/or in the Conservation Area which covers Guildford Street, London Street and Windsor Street. Some properties, such as the Crown Hotel provide key points of interest and add significantly to the overall quality of the urban fabric.

8.57 Modern retail development in the centre is focussed around the Sainsbury's Centre, including some small modern parades which are in close proximity to the entrance on Guildford Street. Much of this development now appears dated and in need of investment.

8.58 The restricted access to traffic along Guildford Street provides a pleasant environment for pedestrians.

OUT OF CENTRE PROVISION

8.59 There is no significant out of centre retail provision located within the Borough in close proximity to Chertsey. However, large retail parks located outside of the Borough are easily accessible, including Two Rivers Retail Park in Staines-upon-Thames, Lion Retail Park in Woking and Brooklands in West Byfleet. These have been covered in further detail as part of the Addlestone Health Check.

NEW INVESTMENT AND DEVELOPMENT

8.60 Recent investments in Chertsey Town Centre include the opening of a new Travelodge Hotel on Guildford Street (approved under RU.11/0884).

8.61 Development in Chertsey is currently focussed on the change of use of the offices to the rear of Guildford Street to residential uses via permitted development. On Guildford Street itself, the offices above the carpet store at no. 119 are in the process of being converted to upmarket apartments. These units are high end apartments and are currently understood to be achieving high levels of rental income for the area.

8.62 In addition, an application has been recently submitted on a site just outside of the town centre at Hanworth Lane, which would include 130 new homes.

SUMMARY

8.63 The previous 2009 Retail Study identified many of the same issues as have been highlighted here, suggesting that there has been little change in the centre in the past six years.

8.64 Our updated health check has identified that Chertsey Town Centre has a number of key strengths and opportunities:

- Chertsey is an attractive town centre, with a pleasant environment for pedestrians owing to the narrow streets and restricted access to traffic. The historic buildings and environment provide points of interest for visitors and overall create a strong identity for the centre. This was confirmed by the positive comments received during the in-centre visitor survey and stakeholder consultation. Consultees also suggested that guidelines be issued for the conservation area which can help to protect the attractive appearance of shop fronts in the area. This reinforces the SCS aim for Chertsey, to protect its historic core whilst enhancing its retail offer.
- The centre performs a primarily service function, and occupiers are dominated by retail and financial service occupiers. There is comparatively little by way of comparison retail, particularly with regard to fashion, as identified in the household and in-centre surveys.
- The convenience offer is dominated by the Sainsbury’s supermarket. The supermarket provides an anchor for the town and is a key draw for shoppers. However, the Sainsbury’s Centre has become dated and is in need of investment. The walkway between the store and the town centre is narrow and lined with small units, some of which are of low quality. There is therefore an opportunity to create more linked trips between the Sainsbury’s store and the town centre by improving the quality and layout of this gateway, although it is understood that such plans have not come to fruition when explored previously.
- The development of residential units to the rear of Guildford Street in what was once an employment area is likely to bring additional trade into the town centre. The high quality of these new apartments suggests that there may be an increasing trade for retail and services in the area, particularly high quality, independent occupiers.

9.0 LOCAL CENTRES

9.1 Local centres typically provide a limited service and retail provision, with a focus on key service facilities (for example, banks and post offices) and smaller convenience units (including local stores and newsagents). The centres provide vital functions for surrounding local communities and often act as community hubs. The retail provision focuses on meeting the day to day top-up shopping needs for a localised catchment area. Runnymede Borough contains five local centres, namely Virginia Water, New Haw/ Woodham, Englefield Green, Ottershaw, and Thorpe Village. A brief overview of these is provided in this section, including their location and a description of retail, service and leisure provision. The data has been taken from the Council's most recent 2015 Retail Audits, and updated by CJ based on our site visits conducted in May 2015.

VIRGINIA WATER

9.2 Located to the south west of Engfield Green, Virginia Water is one of the larger local centres. Provision includes a good range of shops and services, located on two parades off Christchurch Road. The 'Runnymede Sustainable Community Strategy' identifies the Council's aim for Virginia Water: to enhance its village character and rail connections to London.

9.3 There are two arms to the parade – Station Approach and Station Parade. Station Approach has an attractive, historic quality and is occupied by high-end shops and cafes. Station Parade is an access route to Virginia Water Station and is located opposite the car park. Units are more modern than Station Approach but well maintained. The parades are set back from the main road and are therefore quiet and provide a good environment for pedestrians. There is a good level of access to the parades and also significant car parking. Virginia Water was covered as part of the 2009 RRS, which concluded that the centre provided an attractive local shopping centre and was both vital and viable.

9.4 The Council's 2015 Retail Audit data showed that there are 35 units in Virginia Water Local Centre. The majority of these were retail occupiers, including a supermarket/ (Maloney's Budgens) and three grocers/ newsagents. Planning permission was granted to redevelop Hanover House, on Station Road, for a new foodstore with residential provision above ((RU.12/1244). We understand that a high end convenience store is expected to occupy this unit. If this is the case, the opening of such a store would significantly increase the attractiveness of the local centre as a place to visit.

9.5 The level of leisure provision is considered to be particularly good for a local centre of this size, with six restaurants. There is also a high level of service provision, including two hairdressers and four estate agents. The Virginia Water Community Library is also located here. There was little vacancy, with just one unit recorded, equating to a vacancy rate of 2.9%, which is significantly below the national average of 11.4%.

9.6 This provision is supplemented by a smaller parade at Trumps Green, although this is not within the local centre boundary.

9.7 The 2015 site visit confirmed that there has been some change since the Council's 2015 audit data was collected. There was observed to be one vacant unit on Station Approach, but some internal works appeared to be underway suggesting that the unit will be re-occupied. The unit previously occupied by Blockbusters is now occupied by a Wine Circle extension.

9.8 In relation to new development, there is little scope along these compact parades for extensive new floorspace, although the planned redevelopment of Hanover House for a new foodstore will help to significantly improve footfall and turnover for the local centre.

NEW HAW/ WOODHAM

9.9 New Haw and Woodham have been considered as one local centre. These settlements are contiguous and share The Broadway and Woodham Lane, which is the heart of the local centre for these two areas.

9.10 New Haw is located to the south-west of Addlestone, between Addlestone and Woodham.

9.11 Woodham is located to the south west of New Haw. The settlement is unusual in that it sits within Runnymede and Woking Borough, with a larger proportion of the settlement located within Woking Borough.

9.12 The local centre is primarily located on two main streets – The Broadway and Woodham Lane. Along with Virginia Water, it is one of the largest local centres in the Borough.. The Council's 2015 Audit shows the centre to have 47 units in total with a focus on retail. The convenience offer includes a small format supermarket (Co-op), a butcher, and four newsagents. Leisure provision includes two restaurants, two pubs and three hot food take-aways. Service provision includes six hair dressers, a post office and laundrette. The New Haw Community Library is also located here. The local centre appeared to be well-used and was trading well when visited in 2015. There were two vacant units recorded on Woodham Lane, equating to a vacancy rate of 4.2%, which is below the national average of 11.4%.

9.13 The local centre is attractive, with retail units lining two sides of The Broadway and an area of planting in the middle, mitigating the effect of the road on the parade.

9.14 It is noted that planning permission was granted for the redevelopment and extension of an existing car showroom on Woodham Lane for retail use (RU.14/0083). The new retail unit will provide a gross floor area of 355 m^2. It has yet to be confirmed what type of retailer will occupy the unit. Outside of the local centre, the catchment is also served by a Morrison's Local located on New Haw Road.

ENGLEFIELD GREEN

9.15 Englefield Green local centre lies adjacent to Egham and is in close proximity to the Royal Holloway campus. It consists of local parades of shops located on St Judes Road and Victoria Street.

9.16 The Council's 2015 Retail Audit identified 39 units along these two roads. Convenience provision includes a Spar supermarket and two smaller format local shops/ newsagents. Comparison shopping includes a pharmacy, florist and bookshop. The centre has a good level of leisure provision, including five restaurants, two pubs, two hot food takeways and two cafes. There is also a good level of service provision, including four hairdressers, four estate agents and an opticians. Three units were recorded as vacant, equating to a vacancy rate of 7.7%, which is below the national average of 11.4%.

OTTERSHAW

9.17 Ottershaw is a smaller local centre, located to the west of Addlestone. The centre includes a small local parade of shops and services located on Brox Road.

9.18 The 2015 Audit identified the main convenience provision to be provided by a Londis and a One Stop store. The parade includes 16 units in total. Leisure provision includes one hot food take-away, one restaurant, a public house and a social club. Services located here include two hairdressers, two estate agents and a dental practice.

THORPE VILLAGE

9.19 Thorpe is located between Egham and Chertsey. Provision is limited and includes a post office, local supermarket and two pubs. The centre is more comparable to a large village centre.

SUMMARY

9.20 The analysis presented in this section shows that there are a range of local centres with a wide variety in the level of provision.

9.21 The larger local centres of Virginia Water, New Haw/Woodham and Englefield Green have between 30 and 50 units. These centres provide a selection of convenience retail for shoppers, including larger format stores supplemented by smaller local stores and newsagents. Leisure provision in these larger centres includes a selection of restaurants, hot food take-aways and pubs. Service provision is focussed on hairdressers and estate agents and also includes essential services such as post offices, banks, opticians and dental practices. There is also some community provision such as community centres and/ or libraries. This level of provision will attract visitors for a range of purposes. However, the relative size will limit the catchment area to the surrounding urban area and some of the rural settlements beyond which are lacking in such provision.

9.22 The potential opening of a high end convenience store at Station Parade in Virginia Water will significantly improve shopper footfall to the Local Centre and is likely to increase interest from other multiples to locate here.

9.23 Ottershaw is a medium sized local centre in relation to the five centres identified here. Provision generally covers all categories that would be expected within a local centre – retail, service and leisure – but the range of provision for each category is limited.

9.24 The smaller centre of Thorpe Village provides a collection of two or three retail and/or leisure units and does not represent a traditional local centre. However, this provision will be well used and provides a vital community hub for more dispersed rural populations.

10.0 QUANTITATIVE RETAIL NEEDS ASSESSMENT

10.1 This section sets out the assessment of the quantitative need (capacity) for new retail (comparison and convenience goods) floorspace in Runnymede Borough from 2015 (the 'base year') to 2035 (the 'design year'), broken down into five year periods (i.e. 2020, 2025, 2030). This assessment updates and supersedes the findings of previous retail capacity assessments for the Borough (2009 RRS and 2012 Update).

10.2 In simple terms the quantitative capacity for new retail floorspace is generally derived from the forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace. Capacity can also occur where there is a clearly identified "*imbalance*" between the turnover of existing facilities and the current level of expenditure in an area.

APPROACH: THE CREATE MODEL

10.3 The **CREAT^{e}** model has been specifically developed by Carter Jonas ('CJ') over a number of years to assess the capacity for, and impact of new retail (convenience and comparison goods) development and investment. The (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested, in accordance with good practice advice. The model draws on the market share analysis derived from the household telephone interview survey to help identify shopping patterns and expenditure flows across the defined Study Area. In turn this helps to inform the assessment of the current turnover and trading performance of existing centres, shops and stores at the base year.

10.4 The baseline assumptions and forecasts underpinning the **CREAT^{e}** model are based on robust evidence, research and best practice. For example:

- The base year (2015) population and projections up to 2035 have been informed by the latest sub-national population projections based on the 2011 Census, which are derived from the MMG3 Geographic Information System (GIS). These projections are broadly comparable with the population projections the Council is using to inform planned future housing growth in the Borough, as part of the emerging Strategic Housing Market Assessment (SHMA). Population projections in the SHMA are based on ONS projections and adjusted to take account of local demographic influences such as in and out migration. The adjusted population projections result in a slightly higher population growth rate than that identified by the ONS for the Borough. However, it was agreed that for the purpose of this study the unadjusted ONS projections would be utilised, which provide a more robust analysis for a study area based on postal sector boundaries.

- The average retail (convenience and comparison goods) expenditure per capita levels by zone have been derived from Experian's MMG3 GIS (please note all expenditure and turnover figures are expressed in 2013 prices).
- The annual growth forecasts for (convenience and comparison goods) expenditure per capita have been informed by Experian's latest *Retail Planner Briefing Note 12.1* (October 2014), as described in Section 3 (Table 3.1).
- The market share for 'non-store' retail sales (otherwise referred to as Special Forms of Trading) has been deducted from the expenditure per capita figures at the outset of the capacity assessment. The base year (2015) SFT figures for both convenience and comparison goods have been interpolated from the market shares derived from the recent household telephone interview survey. The forecast growth in SFT up to 2035 is in line with the national forecasts set out in Experian's latest Briefing Note (also see Section 2).
- The increased 'productivity' of retail (convenience and comparison goods) floorspace across Runnymede Borough over the forecast period is informed by Experian's *Retail Planner Briefing Note 12.1: Addendum* (October 2014) (also see Section 2).

10.5 The Council should be made aware at the outset that long-term capacity forecasts are inherently less certain and should therefore be treated with caution. This is principally due to the impact of economic, demographic and market trends on the key assumptions and forecasts. As a result we advise the Council that greater weight should be placed on the short term forecasts carried out over a five year period (see PPG, para 003). Notwithstanding this, the Council will also need to take account of the forecast capacity for new retail floorspace over the lifetime of the development plan, as the NPPF (para 23) states that local planning authorities should meet the need for retail and town centre uses <u>in full</u>, including the potential need to expand town centres to ensure a sufficient supply of suitable sites.

10.6 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in **Appendix 7** and in **Appendix 8** respectively. The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the **CREAT^e^** Model are described in more detail below.

POPULATION AND EXPENDITURE FORECASTS

Population Projections

10.7 Table 1 (Appendix 7) sets out the base year (2015) population and projections. It also shows the population projections to 2035 for each study zone based on Experian's '*demographic component model'*, which takes into account age, gender, birth rates, ageing, net migration and death rates. Experian's population projections are based on ONS's 2012-based Sub-National Population Projections which show a +16.4% growth for the Study Area as a whole between 2015 and 2035, from 201,566 to 234,621 (+33,055).

10.8 For the zones that comprise the Runnymede Borough area only (i.e. Zones 1-6), Table 1 (Appendix 7) shows a projected increase in population over the study period ranging from 18.2% for Zone 2 (Chertsey) to 19.5% for Zone 5 (Longcross/ Lyne).

10.9 As highlighted previously, the ONS population projections are not adjusted to take account of local demographic factors. The population projections applied in the Runnymede Strategic Housing Market Assessment (SHMA) uses adjusted forecasts that take account of higher in-migration rates to the Borough. This results in a marginal increase in the total population forecast over the study period (circa +1,000 persons). However, for the purpose of this study we have applied the unadjusted ONS population projections as this provides a more robust assessment of population projections for the wider study and zones, which are based on a postal sector boundaries.

Expenditure Per Capita and Special Forms of Trading (SFT)

10.10 The average per capita expenditure rates and expenditure growth forecasts for each study zone are set out in Table 2 (Appendix 7) for convenience and Table 2 (Appendix 8) for comparison goods. The base year average expenditure figures have been derived from our in-house Experian MMG3 Geographic Information System (GIS).

10.11 In identifying expenditure per capita, an allowance has been made for the market share of non-store retail sales (i.e. Special Forms of Trading) at the base year and over the forecast period. This is based on forecasts identified by Experian's latest *Retail Planner Briefing Note 12.1* (October 2014). SFT forecasts are then 'adjusted' to take account of goods sourced from traditional ('physical') retail space. In 2015, Experian identify SFT of convenience expenditure at 2.8% and 12.5% for comparison goods. Taking account of adjustments to SFT, the household survey identified a lower market share for convenience goods expenditure of 1.6%[23] and a slightly higher share for comparison goods of 12.9%[24].

10.12 Based on Experian's national forecasts and other research we have made a robust allowance for the growth in SFT for convenience goods from 1.6% to 3.5% between 2015 and 2030, and from 12.5% to 15.7% for comparison goods over the same period.

Average Expenditure Growth Forecasts

10.13 The growth in average expenditure per capita levels up to 2035 has been informed by the forecasts set out in Experian's latest *Retail Planner Brief Note* (Figure 1a). As described in more detail in **Section 3**, Experian's forecasts show:

[23] Adjusted from 6.4% to take account of SFT convenience goods sales sourced from 'physical' stores.

[24] Adjusted from 18.4% to take account of SFT comparison goods sales sourced from 'physical' stores.

- **convenience goods** - limited growth in average expenditure over the short term up to 2016 (+0.4% in 2015 and +0.5% in 2016), with year-on-year growth thereafter forecast to average +0.6%; and
- **comparison goods** - stronger forecast annual growth over the short term (+4.4% in 2015 and +3.1% in 2016), with growth averaging +3.2% per annum up to 2035. This forecast growth is lower than historic '*ultra*' long (1973-2013) and '*medium*' term (1993-2013) trends of +4.5% and +5.9% respectively.

Total Available Expenditure

10.14 Total available retail expenditure in the Study Area is derived by multiplying the population and average expenditure per capita levels together. The forecasts show:

- a 28.4% (+£127.3m) growth in total **convenience goods** expenditure from £448.5m in 2015 to £575.8m by 2035 (Table 3, **Appendix 7**); and
- a 96.6% (+£838.6m) growth in total comparison goods expenditure from £742.8m to £1,581.4m between 2015 and 2035 (Table 3, **Appendix 8**).

10.15 The growth in comparison goods expenditure significantly outstrips convenience goods spend, which means that there should be greater capacity potential for new comparison goods floorspace over the forecast period than for convenience goods. This assumes no changes in the key forecasts (i.e. expenditure, population and special forms of trading) and before taking into account new commitments and an allowance for the increased 'productivity' of all existing and new floorspace.

10.16 Focusing on the study zones that comprise Runnymede Borough (Zones 1 to 6), Table 3 (**Appendix 7 and 8**) shows a higher growth in percentage terms in Zones 1 and 5 for convenience (31.6% and 31.9%, respectively) and comparison (100.4% and 100.7%, respectively) goods expenditure over the study period. The greatest quantum of expenditure growth is in Zone 3 for both convenience (+£20.3m) and comparison (+£122.4m) expenditure, which is attributed to a higher population in this zone.

MARKET SHARE ANALYSIS

10.17 **Section 4** described the headline results of the survey-derived (%) market share analysis (including SFT) based on the detailed tabulations set out in **Appendix 5** for convenience goods and **Appendix 6** for comparison goods.

10.18 For the purpose of the retail capacity assessment, and in accordance with good practice, the market shares (including SFT) have been adjusted for both convenience goods (Table 4, **Appendix 7**) and comparison goods (Table 4, **Appendix 8**) retailing to exclude SFT[25].

[25] The is in accordance with the standard approach for retail assessments, which make a deduction for SFT at the outset from the expenditure per capita figures.

10.19 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the Study Area and zones to the identified centres, stores and floorspace based on the survey-derived market shares (%). This helps to establish the current '*baseline*' (2015) trading performance for the main centres and stores across Runnymede Borough based on expenditure drawn from the Study Area. It should be noted that no allowance is made at this stage for the potential "*inflow"* (trade draw) of expenditure to centres and stores from outside the defined Study Area.

10.20 For both convenience and comparison goods the 'baseline' turnovers are projected forward to 2020, 2025, 2030 and 2035 assuming no changes in market shares. This *'constant market share approach'* is a standard approach widely used and accepted for strategic retail assessments. However, the Council will be aware that it is a highly theoretical approach as it does not, for example, take account of the potential impact of new retail investment and development (both within and outside the Borough) on existing shopping patterns and market shares over time.

10.21 The following sections briefly reviews the trading performance of the main centres (i.e. Addlestone, Egham and Chertsey Town Centres) and stores in the Borough area, as well as competing centres within and outside the Study Area based on the market share analysis.

Convenience Goods

10.22 Tables 4 and 5 (**Appendix 7**) show that, after stripping out the market shares for SFT, all the food and convenience stores in the Borough are currently achieving a market share of 33.9% across the whole Study Area. This means that they are retaining some £152.0m of all the available expenditure (i.e. £448.5m) in 2015.

10.23 Based on zones that broadly comprise Runnymede Borough (Zones 1-6), the market share increases to 70.8%, which is equivalent to £130.2m of total available expenditure for Zones 1-6 (£183.8m).

10.24 The market share of stores in the Borough is highest in Zone 3 (Egham) at 86.6% (£57.0m), which is influenced by the Sainsbury's Superstore at The Causeway retail park (£17.1m of Zone 3 expenditure) and key foodstores in Egham Town Centre (e.g. Tesco and Waitrose). Convenience expenditure retention is also high in Zones 2 (Chertsey – 76.4%), 4 (Virginia Water/ Wentworth - 73.9%) and 5 (Longcross/ Lyne – 74.2%). For Zone 2 this is explained by the strong foodstore offer serving Chertsey. For Zones 4 and 5, residents are more likely to visit foodstores in centres that are closest, including stores in Chertsey, Addlestone and Virginia Water. The convenience market share is 'lowest' in Zones 8 (Weybridge) and 9 (Chobham) at 2.6% (£2.2m) and 1.9% (£0.9m), which reflects the increasing competition with foodstores in competing centres within these zones (e.g. out of centre foodstores in Weybridge and Woking).

10.25 The forecast changes in the turnover (£ million) of Addlestone, Egham and Chertsey Town Centres and stores across the Borough at 2020, 2025, 2030 and 2035 are set out in Tables 6-9 of Appendix 7. As explained above these turnovers have been derived by applying constant market shares (Table 4, Appendix 7) to the growth in total available expenditure (Table 3, Appendix 7).

Comparison Goods

10.26 For comparison goods, Tables 4 and 5 (**Appendix 8**) show that all the centres and shops within the Borough are retaining some 10.1 % (£75.4m) of the total available comparison goods expenditure in the Study Area in 2015 (i.e. £742.8m). Within the zones that broadly comprise the Borough area (Zones 1 to 6), expenditure retention increases to 20.7% (£64.5m) of total expenditure (i.e. £311.6m).

10.27 The strongest market shares and 'retention' levels are achieved by Addlestone Town Centre at 5.2% (£38.3m) of total Study Area expenditure or 11% (£34.4m) of total Borough expenditure. The Town Centre's market share increases to 31.8% in Zone 1, which broadly reflects the centre's local catchment area. It should be noted that the Tesco Extra in Addlestone attracts a market share of 2.5% of Study Area expenditure, which accounts for 47.7% total retained expenditure in Addlestone Town Centre. The store offers a wide range of comparison goods (including clothing, electricals and household goods); comprising approximately 50%[26] of the store's net sales area.

10.28 Chertsey and Egham achieve a smaller market of total Study Area expenditure at 0.7% and 1.5%, respectively. Retention for the two towns increases within their respective zone. For example, market share retention for Chertsey increases to 7.6% in Zone 2, while the retention level for Egham increases to 8.0% in Zone 3.

10.29 Edge and out of centre stores in the Borough account for 1.8% of total expenditure in the Study Area, which is largely driven by comparison goods offer at The Causeway retail park.

10.30 Other smaller centres and shops in the Borough attract 1% (£7.7m) of total Study Area expenditure, increasing to 2.1% (£6.6m) from Zones 1 to 6.

10.31 Tables 6-9 (**Appendix 8**) set out the forecast expenditure (£ million) allocated to the Borough's main centres and stores based on constant market shares at 2020, 2025, 2030 and 2035.

'INFLOW' AND BASE YEAR TURNOVER ESTIMATES

10.32 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores across the Borough, we have made informed judgements with regard to the likely 'inflow' (trade draw) from outside the Study Area. In the absence of detailed turnover and trade draw information for the centres and stores in the Borough, our judgements have been informed by previous studies and retail

[26] Based on CJ's observations of the store's internal layout.

assessments, as well as the survey and health check evidence[27]. The *'inflow'* assumptions also take account of:

- the scale, offer and location of all existing centres and stores in the Borough;
- the likely extent of their catchment areas;
- the competition from centres, stores and shopping facilities outside the Borough and the wider Study Area; and
- the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) to main centres and stores in the Borough.

10.33 Although the assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that Addlestone, Egham and Chertsey Town Centres, and the larger out-of-centre shopping parks (e.g. The Causeway) will draw a certain proportion of their shoppers and trade from outside the defined Study Area.

10.34 For comparison goods we have assumed that the Borough's three main town centres draw 5% of their turnover from outside the Study Area. This takes into account the scale and quality of the centres' shopping offer; linked expenditure from tourists/ visitors and the level of competition from other centres and beyond (e.g. Staines-upon-Thames, Woking, etc.). Smaller centres and local shops will draw the majority of their shoppers and trade from within their more localised catchments. Therefore we have assumed no *'inflow'* from outside the Study Area.

10.35 We have also assumed no inflow to out of centre stores given that provision is limited and existing stores have a minimal market share. They are therefore unlikely to attract customers from beyond the Study Area.

10.36 For convenience goods it is assumed that there is no net 'inflow' of expenditure from outside the defined Study Area due to the scale, quality and location of competing food and convenience stores in neighbouring local authority areas.

10.37 Based on the (survey-derived) market analysis and the 'inflow' assumptions, Table 10 (**Appendix 7 and 8**) sets out the revised convenience and comparison goods turnover estimates for the main centres and stores across the Borough.

RETAIL COMMITMENTS

10.38 In terms of retail commitments, Table 1 (**Appendix 9**) for convenience goods and Table 2 (**Appendix 9**) for comparison goods identify the major foodstores and non-food retail floorspace with planning permission based on information provided by Runnymede

[27] This includes the market share and trade draw pattern identified by the Council's *2009 RRS*.

Borough Council. A summary table is provided for convenience and comparison goods in Table 11, Appendices 7 and 8.

10.39 Our assessment of the size and trading characteristics of these commitments has been informed by the evidence submitted in support of the planning applications, and our own informed judgements. The main commitments are:

- **Land at Station Road, Addlestone (LPA ref: RU.14/0435)**: Planning permission was granted in October 2014 for a mixed use scheme, known as Addlestone One, which includes new residential, retail and leisure uses. As well as a new cinema and hotel the scheme has permission for 6,966 m^2 (gross) for A1 to A5 uses. We understand that the A1-A5 has been revised to 6,246 m^2 gross. We have assumed that A1 (retail) will account for one third (33%) of total A1 to A5 floorspace, equating to 2,082 m^2 (gross). We understand that Waitrose are intending to occupy a 836 m^2 gross unit within the scheme; equating to a net sales area of 585 m^2 (assuming 70% of gross). It is assumed that the remaining retail floorspace (1,497 m^2 gross equating to 1,048 m^2 net) will accommodate comparison retailers.
- **1 Station Parade, Virginia Water (LPA ref: RU.12/1244):** Planning permission was granted in January 2013 for the change of use to A1 (retail) including a single storey and first floor extension. The extended unit will accommodate a 1,661 m^2 (gross) foodstore; equating to a net sales area of 1,163 m^2 (assuming 70% of gross). It is assumed that 80% (930 m^2) of the net sales area will be for the sale of convenience goods with the remainder (233 m^2) for ancillary comparison goods.
- **302 Woodham Lane, New Haw (LPA ref: RU.14/0083):** Planning permission was granted at appeal in November 2014 for the redevelopment and extension of an existing car showroom for A1 (retail) use. The existing floorspace is 204 m^2 (gross) and the extended floorspace (151 m^2 gross) will create a retail floorspace of 376 m^2 (gross). The Planning, Access and Design Statement accompanying the application identifies the net sales area of the extended unit at 235 m^2.
- **DERA site (LPA ref: RU.13/0856):** Planning permission was granted in August 2014 for a hybrid application for the redevelopment of the DERA site at Longcross for a mixed use scheme including residential units, employment space, and up to 6,300 m^2 for retail, leisure, and community uses. The planning application form identifies 1,421 m^2 (gross) for A1 (retail) use; equating to a net sales area of 995 m^2. We have assumed that 60% (597 m^2 net sales) of the net sales will accommodate convenience goods with the remainder (398 m^2) for the sale of comparison goods. This application is currently subject to a legal challenge.

10.40 As part of the NPPF's Duty to Cooperate, consultation was undertaken with neighbouring local authorities to identify key retail and leisure commitments and proposals and key site allocations coming forward that could influence shopping and leisure patterns in Runnymede.

PLANNED INVESTMENT IN NEIGHBOURING AUTHORITIES

10.41 Consultation was undertaken with Guildford, Woking, Surrey Heath, Spelthorne, Elmbridge and Windsor and Maidenhead Councils. The discussions highlighted a number of key planned developments coming forward over the plan period, set out below. Of those that have been identified, the planned Victoria Square scheme in Woking Town Centre has the potential to increase its market share of expenditure from Runnymede Borough. However, this is likely to include expenditure from Runnymede that is leaked to other major shopping centres outside of the Borough. Nevertheless, the enhancement of retail offer in Woking further strengthens the centre's competitive position against the Runnymede Borough's three centres.

10.42 Sites and schemes earmarked for development in neighbouring authorities over the forecast period include the following:

- **Woking Borough Council** identifies capacity for 93,900 m^2 of retail floorspace for the Borough area in Policy CS1 of their Core Strategy. The majority of this floorspace is directed to Woking Town Centre and West Byfleet District Centre to support new retail development. This includes the planned Victoria Square scheme in Woking, which will accommodate circa 11,000m^2 of retail floorspace along with other commercial uses. The Council's Sites Allocation DPD also identifies other sites to accommodate retail development in the centre including the redevelopment of units between High Street and the rail station for new retail. The Core Strategy supports up to 12,500m^2 of new retail development in West Byfleet aimed at regenerating the district centre.
- Various retail and leisure commitments have been identified in **Guildford Borough** including permission for 6,550 m^2 of new retail floorspace in Effingham, near Leatherhead and 1,486 m^2 in the Ash Vale area. The most significant planned investment for Guildford is the redevelopment of the North Street site in Guildford Town Centre. The mixed use scheme will provide additional retail units and an anchor store. However, the scheme is not likely to be delivered in the short to medium term. In any case, the strengthening of new retail offer in Guildford is unlikely to have a noticeable impact on market shares for stores in Runnymede. This is on the basis that Guildford Town Centre attracts a 'low' market share of expenditure from Runnymede and is not identified as a key competitor centre.
- No major proposals for retail and leisure have been identified in **Surrey Heath Borough**. However, we note various site allocations for mixed use development in Camberley Town Centre Masterplan and Public Realm Supplementary Planning Document (SPD), some of which are further promoted in the Camberley Town Centre Area Action Plan (AAP). The Council's aspiration is to transform Camberley

from a sub-regional centre to a regional centre. However, the centre does not attract a significant market share from Runnymede Borough and it is unlikely that proposals set out in the AAP will have a significant impact on shopping patterns for Runnymede's main centres.

- A number of site allocations have been identified in **Spelthorne Borough Council** with new retail floorspace directed to sites in Staines-upon-Thames Town Centre. The Council's Sites Allocation document supports further extensions to the Elmsleigh Shopping Centre in the town centre. Planning permission was granted in 2010 for Phase 3, which will provide over 6,500 m^2 (gross) of new retail floorspace. The scheme has yet to be implemented. An improvement to retail offer in Staines-upon-Thames Town Centre is likely to increase its market share of expenditure from Runnymede Borough; particularly given the centre's proximity to Egham Town Centre, In addition, planning permission was granted to extend Two Rivers Retail Park, which will provide up to 10,000 m^2 (gross) of new retail floorspace. While the retail park attracts a relatively modest market share of comparison goods expenditure from Runnymede, it is likely to compete with nearby Egham and The Causeway Retail Park. However, we understand from discussions with the Council that the scheme is likely to be delivered in the longer term.

- No major proposals for retail have been identified in **Elmbridge Borough** either within the Council's emerging planning policy or as planned committed development. The only key planned investment is the development of the Excel Centre in Walton-upon-Thames, which will serve as a new commercial sports hub for the Borough.

- Discussions with **Royal Borough of Maidenhead and Windsor** Council identified most key commitments and retail site allocations for Maidenhead Town Centre, which is not a key competitor for Runnymede's main centres. The Ascot, Sunninghill and Sunningdale Neighbourhood Plan promotes a "modest" increase in new retail floorspace for Sunningdale. The town centre attracts a market share of 15.5% and 3.9% from Zone 4 (Virginia Water/ Wentworth) and Zone 5 (Longcross/ Lyne), mainly associated with the Waitrose store on High Street. Any improvement to retail offer in the town centre could strengthen the centre's market share from these zones.

- The regeneration of **Bracknell Town Centre** is currently underway, with demolition complete and construction work having commenced in Spring 2015. The development is called the Lexicon Bracknell and will create new Shops, restaurants and a 12-screen cinema, expected to open in Spring 2017. Given that Bracknell is on the same train line as Egham and Virginia Water (Reading to London Waterloo line), it is possible that the regeneration could impact on some of Runnymede Borough's town and local centres.

‘BASELINE’ CAPACITY: BOROUGH AREA-WIDE FORECASTS

10.43 The ‘baseline’ Council area-wide (‘global’) capacity forecasts for both convenience and comparison goods is based on the 2012-based Sub-National Population Projections sourced from ONS and derived from Experian. A more detailed breakdown is provided of the potential capacity for new floorspace in Addlestone, Egham and Chertsey Town Centres.

10.44 Overall, the capacity forecasts will enable the Borough’s local planning authority to test the strategic options for the spatial distribution of new retail-led development over the plan period, and make informed policy choices about where any forecast need should be met in accordance with the advice set out in the NPPF (paragraph 23). The allocation of sites to meet any identified need over the next five years and over the lifetime of the development plan will depend on a range of key considerations, including the suitability, viability and availability of sites in or on the edge of existing centres, and the potential to expand existing centres to accommodate the forecast needs.

10.45 It has necessarily been assumed for the purpose of the capacity assessment that the Borough’s (convenience and comparison goods) retail market share is in ‘*equilibrium*’ at the base year. In other words we assume that the existing centres and stores in the Borough are broadly trading in line with ‘benchmark’ turnover levels at the base year. This is supported by the findings of the in centre surveys which did not show any strong indication that stores in the Borough’s town centres were overtrading (e.g. pedestrian and car park congestion, long check out queues, etc.). It is also supported by the findings of the market share analysis, which shows that market shares for stores in the town centres have remained largely unchanged since the 2009 Retail Study. On this basis any residual expenditure available to support new retail floorspace within the Study Area over the development plan period is derived from the difference between the forecast growth in ‘**current’** (survey-derived) turnover levels; and the growth in **‘benchmark’** turnovers based on applying year-on-year ‘productivity’ (‘efficiency’) growth rates to all existing and new retail floorspace[28].

[28] The ‘productivity’ growth rates are based on Experian’s latest Retail Planner Briefing Note. However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual ‘productivity’ growth depending on a range of trading factors (including the size, quality and type of retail floorspace).

Convenience Goods 'Baseline' Capacity

10.46 Table 12 (**Appendix 7**) sets out and explains the key steps underpinning the convenience goods capacity assessment. The 'baseline' expenditure and floorspace capacity forecasts are summarised in the table below:

Table 10.1 **Borough-wide Capacity Forecasts – Assuming 'Equilibrium' at 2015**

	2020	2025	2030	2035
Residual Expenditure (£m):	-£11.9	-£0.7	£10.4	£21.9
Floorspace Capacity (m² net):				
Option 1 - Superstore Format:	-940	-57	816	1,712
Option 2 - Supermarket/Discounter Format:	-2,005	-121	1,741	3,652

Source: Table 12, Appendix 7

10.47 In order to convert the residual expenditure into a net sales figure we have assumed that new floorspace occupied by the '*top 6*' grocers (i.e. Tesco, Sainsbury's, Asda, Morrisons, Waitrose and Marks & Spencer) will achieve an average sales density of circa £12,800 per m^2 in 2015 (2012 prices). On this basis the forecasts show that there is no capacity in the short to medium term (up to 2025) after taking account of planned convenience floorspace across the Borough. However, capacity emerges by 2030 for 816 m^2 net of foodstore floorspace; increasing to 1,712 m^2 (net) by 2035.

10.48 Alternatively, based on a lower average sales level of £6,000 per m^2 in 2015 the forecast expenditure capacity could accommodate a new supermarket (e.g. Co-Op, Budgens, etc.) and/or discount floorspace (e.g. Aldi, Lidl, Netto, etc.) trading at lower average sales levels. On this basis, there is forecast capacity for 1,741 m^2 in 2025; increasing to 3,652 m^2 by 2035.

10.49 In summary, after taking account of known committed floorspace the capacity forecasts could support a medium sized foodstore or one to two deep discount foodstores in a sustainable and sequentially preferable location in the Borough over the development plan period. Any new foodstore should preferably be located within Addlestone, Egham or Chertsey Town Centres to help the town centres compete more effectively against foodstores outside of the Borough (e.g. Staines-upon-Thames). This would also be accordance with national and local plan policy, which supports a town centre first approach to new retail development. Alternatively the forecast capacity could help to support smaller convenience outlets, or the extensions of existing stores in the most sustainable and accessible locations.

10.50 Notwithstanding the qualitative need for new foodstore provision, meeting this need will depend on the level of market interest and demand.

Comparison Goods 'Baseline' Capacity

10.51 Table 12 (**Appendix 8**) sets out the detailed steps in the comparison goods capacity assessment. The residual expenditure and floorspace capacity forecasts are summarised in the table below. As for convenience goods this approach assumes '*equilibrium*' at the base year and constant market shares over the forecast period.

Table 10.2 **Borough-Wide Capacity Forecasts – Assuming 'Equilibrium' from 2015**

	2020	2025	2030	2035
Residual Expenditure (£m):	-£4.4	£5.4	£21.3	£39.5
Floorspace Capacity (m² net):	-717	801	2,880	4,790

Source: Table 12, Appendix 8 (Steps 5 & 6)

10.52 As the table shows, there is no forecast capacity for new comparison goods floorspace in 2020, after taking into account all the known planned commitments identified in Table 2 (**Appendix 9**). However, capacity emerges in 2025 for 801 m^2; increasing to 2,880 m^2 net in 2030 and 4,790 m^2 net by 2035.

10.53 It should be noted that the forecast expenditure 'surplus' has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £5,500 per m^2 at 2015. This is broadly equivalent to the average sales density of new comparison goods floorspace trading in prime shopping locations. However, average sales levels will inevitably vary between different locations and different types of operators[29], and this will impact on the capacity of new retail floorspace. Local planning authorities will therefore need to take this into account when assessing and determining applications for different operators and different types of retail floorspace (such as retail warehouses for example).

'BASELINE' CAPACITY: CENTRE FORECASTS

10.54 To further help inform the Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development in the Borough, we have also carried out a more refined (centre-by-centre) capacity assessment for Addlestone, Egham and Chertsey Town Centres.

10.55 It should be noted at the outset that any forecast floorspace capacity identified for a specific centre/area does not necessarily mean that all the retail floorspace can and/or should be provided within that centre *per se*. For example, there may be a lack of suitable and viable sites available in some centres, or there may be other policy and

[29] This includes the type of goods sold by the retailer, the location and quality of the retail floorspace, and the size and affluence of the catchment population. For example, published trading figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m^2, whereas large format electrical goods retailers can achieve much higher average sales levels of £7,000 per m^2 and above.

physical constraints to development. Alternatively it may be more appropriate to locate the floorspace capacity in one centre over another to encourage more sustainable travel patterns and/or help to achieve specific policy, regeneration and/or investment objectives.

10.56 If sufficient town centre and/or edge of centre sites are not available to meet the forecast capacity over the development plan period, then local planning authorities are required by the NPPF (paragraph 23) to set policies for meeting the identified needs in other accessible and sustainable locations that are well connected to the town centre and are capable of generating benefits for the centre's overall vitality and viability, such as through linked pedestrian trips and increased footfall. Against this background, the following sets out our approach and retail capacity forecasts for Addlestone, Egham and Chertsey Town Centres.

Addlestone Town Centre

10.57 The convenience goods capacity forecasts for Addlestone Town Centre are set out in Table 13 (Appendix 7) and in Table 13 (Appendix 8) for comparison goods. The forecasts are summarised below:

Table 10.3 **Addlestone Town Centre - Capacity Forecasts**

	2020	2025	2030	2035
CONVENIENCE GOODS:				
Residual Expenditure (£m):	-£3.9	£1.0	£2.0	£5.0
Floorspace Capacity (m^2 net):	-308	-75	156	394
COMPARISON GOODS:				
Residual Expenditure (£m):	-£3.1	£1.7	£9.7	£18.8
Floorspace Capacity (m^2 net):	-513	257	1,310	2,281

Source: Table 13 (Appendices 7 and 8) (Steps 5 & 6)

Note: Convenience floorspace capacity is based on foodstore format sales densities

10.58 As the table shows, there is no forecast capacity for new convenience floorspace in the short to medium term (up 2025) after taking account of planned opening of a Waitrose store as part of the redevelopment of the former Civic Offices site. Over the longer term forecast capacity remains limited with up to 394 m^2 net identified to support new foodstore floorspace. This could support one 'local' format foodstore (e.g. Tesco Express, Sainsbury's Local, Little Waitrose, etc.) or an extension to an existing foodstore. Alternatively, based on a lower sales density, forecast residual expenditure could support up to 840 m^2 net for local convenience (e.g. Co-op, Budgens, etc.) and/ or deep discount format floorspace (e.g. Lidl, Aldi, Netto, etc.) over the forecast period (up to 2035).

10.59 The table above also sets out capacity for comparison retail floorspace in the town centre. The assessment identifies no capacity in the short term (up to 2020), with capacity emerging in 2025 for 257 m^2 net; increasing to 2,281 m^2 net by 2035. It is likely that once the Addlestone One development is complete this may stimulate demand for requirements from new comparison retailers to locate to Addlestone.

10.60 It should be highlighted that redevelopment of land surrounding the Civic Offices is likely to increase retail market shares for the town centre through the claw back of retail expenditure from other centres, which is expected from the opening of a new Waitrose store and new comparison retail offer. In addition, market shares are likely to benefit from linked trips associated with the planned leisure facilities, including the cinema, hotel and foods and beverage offer.

Chertsey Town Centre

10.61 The forecast capacity for new convenience (see Table 14; Appendix 7) and comparison goods (see Table 14; Appendix 8) retail floorspace in Chertsey is as follows:

Table 10.4 **Chertsey Town Centre - Capacity Forecasts**

	2020	2025	2030	2035
CONVENIENCE GOODS:				
Residual Expenditure (£m):	£1.2	£2.3	£3.4	£4.5
Floorspace Capacity (m^2 net):	95	418	263	349
COMPARISON GOODS:				
Residual Expenditure (£m):	£0.3	£1.1	£2.2	£3.5
Floorspace Capacity (m^2 net):	56	156	294	419

Source: Table 14 (Appendices 7 and 8) (Steps 5 & 6)

Note: Convenience floorspace capacity is based on foodstore format sales densities

10.62 As the table shows, there is more limited forecast capacity in Chertsey Town Centre compared to the Borough's two other centres. The assessment identifies up to 349 m^2 of new foodstore floorspace by 2035. This could support one 'local' format foodstore (e.g. Tesco Express, Sainsbury's Local, Little Waitrose, etc.) or an extension to an existing foodstore. Alternatively, based on a lower sales density, forecast residual expenditure could support up to increasing to 744 m^2 net for local convenience (e.g. Co-op, Budgens, etc.) and/ or deep discount format floorspace (e.g. Lid, Aldi, Netto, etc.) over the forecast period (up to 2035).

10.63 The table above identifies limited capacity for comparison retail floorspace in the town centre with up to 419 m^2 net identified over the study period (up to 2035). While capacity for new floorspace appears low, it reflects the centre's limited market share of expenditure from the Study Area. Forecast capacity could support new comparison retail units subject to market demand.

Egham Town Centre

10.64 The forecast capacity for new convenience (see Table 15; Appendix 7) and comparison goods (see Table 15; Appendix 8) retail floorspace in Egham is as follows:

Table 10.5 **Egham Town Centre - Capacity Forecasts**

	2020	2025	2030	2035
CONVENIENCE GOODS:				
Residual Expenditure (£m):	£3.7	£7.0	£10.4	£13.8
Floorspace Capacity (m^2 net):	295	556	814	1,076
COMPARISON GOODS:				
Residual Expenditure (£m):	£0.8	£2.5	£5.1	£8.0
Floorspace Capacity (m^2 net):	132	364	685	975

Source: Table 15 (Appendices 7 and 8) (Steps 5 & 6)

Note: Convenience floorspace capacity is based on foodstore format sales densities

10.65 There is forecast capacity for 295m^2 net of new foodstore floorspace in Egham Town Centre in 2020, increasing to 1,076 m^2 by 2035. This could support a small foodstore or an extension to an existing foodstore. There is also potential to support new 'local' format foodstores (e.g. Tesco Express, Sainsbury's Local, Little Waitrose, etc.). Alternatively, based on a lower sales density, forecast residual expenditure could support up to 2,295 m^2 net for local convenience/ deep discount format floorspace (e.g. Lidl, Aldi, Netto, etc.) over the forecast period (up to 2035).

10.66 The table above identifies capacity for up to 975 m^2 of comparison retail floorspace in the town centre over the study period (up to 2035). This could provide accommodation for a number of comparison goods retail units.

Local Centres/Villages

10.67 In addition to the Borough's three town centres we have also assessed whether there is any capacity for new retail floorspace in the Borough's smaller local and village centres, after taking account of existing known commitments. The results are set out in Table 16 (**Appendices 7** and **8**) and summarised below.

Table 10.6 **Local/ Village Centres (Combined) - Capacity Forecasts**

	2020	2025	2030	2035
CONVENIENCE GOODS:				
Residual Expenditure (£m):	-£13.0	-£11.8	-£10.6	-£9.4
Floorspace Capacity (m^2 net):	-1,026	-930	-835	-737
COMPARISON GOODS:				
Residual Expenditure (£m):	-£0.9	£0.1	£1.6	£3.4
Floorspace Capacity (m^2 net):	-144	11	222	416

Source: Table 16 (Appendices 7 and 8) (Steps 5 & 6)

10.68 As the table shows, there is no forecast capacity for convenience goods floorspace for Borough's network of local and village centres over the forecast period (up to 2035). However, there is capacity to support up to 416 m^2 of comparison floorspace up to 2025.

10.69 Generally, capacity for new retail floorspace at local centre/ smaller centre level is limited given their role and function in serving the more day-to-day shopping and service needs of their local catchment populations. While this applies to Local Centres in Runnymede, capacity is also limited due to planned retail floorspace, which together absorbs combined residual convenience expenditure capacity for all Local Centres. This includes a planned new foodstore at Virginia Water and retail provision at New Haw/Woodham.

Rest of Borough

10.70 The capacity assessment identifies residual forecast capacity for the Borough. As the table below shows, after discounting forecast capacity for the Borough's three town centres and local/ village centres, there is forecast capacity for up to 631 m^2 (net) and 699 m^2 (net) of new convenience and comparison floorspace by 2035, respectively. Given that national policy promotes the town centre approach to new town centre uses, this convenience floorspace capacity should be used to support new retail development in line with the NPPF's sequential test. In this case, any surplus retail capacity in the Borough should be directed to Addlestone, Egham and Chertsey Town Centres followed by the Borough's local centres (subject to market demand).

Table 10.7 **Summary of Forecast Convenience Goods Capacity (m^2 net)**

	2020	2025	2030	2035
Addlestone Town Centre (m^2 net) :	-308	-75	-156	-394
Chertsey Town Centre (m^2 net) :	95	180	263	349
Egham Town Centre (m^2 net) :	295	556	814	1,076
Local/ Village Centres (m^2 net) :	-1,026	-930	-835	-737
Rest of Borough (m^2 net) :	3	213	418	631
TOTAL BOROUGH (m^2 net) :	-940	-57	816	1,712

Source: Tables 12-17, Appendix 7.

Note: Forecast convenience goods capacity is based on foodstore format floorspace

Table 10.8 **Summary of Forecast Comparison Goods Capacity (m^2 net)**

	2020	2025	2030	2035
Addlestone Town Centre (m^2 net) :	-93	677	1,738	2,710
Chertsey Town Centre (m^2 net) :	56	156	294	419
Egham Town Centre (m^2 net) :	132	364	685	975
Local/ Village Centres (m^2 net) :	-144	11	222	416
Rest of Borough (m^2 net) :	-249	14	369	699
TOTAL BOROUGH (m^2 net) :	-717	801	2,880	4,790

Source: Tables 12-17 Appendix 8.

SUMMARY

10.71 This section has assessed the Borough-wide 'baseline' capacity for new (convenience and comparison goods) retail floorspace in the Study Area over the forecast period drawing on the ONS 2012-based Sub-National Population Projections.

10.72 As its starting point, the strategic capacity assessment assumes that the Borough's (convenience and comparison goods) retail market is in '*equilibrium*' at the base year and holds market shares constant over the forecast period in accordance with good practice. The capacity forecasts take into account all the known retail floorspace commitments in the Borough at the time of preparing this study.

10.73 For convenience goods there is up to 1,712 m^2 forecast capacity Borough-wide over the study period (2015 to 2035) to support new floorspace. This takes account of planned foodstore and convenience store floorspace up to 2035. Egham Town Centre accounts for the greatest proportion of forecast capacity at 1,076 m^2. For Addlestone and Chertsey Town Centres there is capacity for 394 m^2 and 349 m^2 for foodstore floorspace, by 2035. The forecast for Addlestone assumes the opening of a Waitrose store within the former Civic Offices site redevelopment scheme.

10.74 There is no capacity for new convenience goods floorspace across the Borough's network of Local Centres after taking account of committed floorspace. There is residual forecast capacity of 631 m^2 net for foodstore floorspace in the rest of the Borough. However, this should be directed to town centre locations as a priority.

10.75 For comparison goods there is capacity for 4,790 m^2 net of new comparison floorspace in the Borough over the forecast period. Addlestone Town Centre accounts for the majority of this identified capacity (2,281 m^2 net up to 2035), with a smaller quantum identified in Chertsey and Egham Town Centres (419 m^2 and 975 m^2 net, respectively). There is also capacity for up to 416 m^2 net of new comparison floorspace for the Borough's network of Local Centres after taking account of planned floorspace at Virginia Water and New Haw.

10.76 Against this background meeting the need for the forecast new retail floorspace in full over the next 3-5 years and over the lifetime of the development plan will clearly depend on the Council identifying suitable and viable sites and redevelopment opportunities in the Borough's main centres that are either available now, or will be available at some point in the next 5, 10 and 15 year periods. If appropriate sites and redevelopment opportunities are not likely to come forward over the development plan period, then consideration should be given by the Council to sites on the edge of these centres that are well connected to the primary shopping areas and are capable of reinforcing the pedestrian retail circuit and generating linked trip expenditure to the benefit of each centre's overall vitality and viability.

10.77 Finally, it is important to restate that capacity forecasts beyond five years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending, constant market shares, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term. The Council should take into account these margins for error when assessing the need for new retail floorspace, particularly post 2025.

11.0 LEISURE 'GAP' ASSESSMENT

11.1 The NPPF (paragraph 23) states that in drawing up Local Plans to ensure the vitality of town centres, local planning authorities should promote competitive town centres that provide customer choice and a diverse retail offer that reflects the individuality of town centres. Against this background leisure uses can make a significant contribution to a town centre's overall vitality and viability. A good provision and choice of leisure facilities and uses can help to increase '*dwell times'*, footfall and turnover in centres, with significant benefits for both daytime and evening economies.

11.2 However, the commercial leisure sector is highly complex and dynamic, as commercial leisure uses are particularly sensitive to changes in economic, population, lifestyle and fashion trends. As a result, forecasting the growth of this sector and identifying the need for new facilities is more complicated than for retailing. Consequently the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are less sophisticated than for retailing.

11.3 The NPPF recommends that need assessments for new leisure uses and floorspace should take account of both quantitative and qualitative considerations (paragraph 161). In this context our analysis therefore focuses on the following key elements:

- a review of the key trends driving market demand in the leisure sector over the last 10-15 years;
- an audit of current commercial leisure uses in the Borough (both town and out-of-centre) to help identify any potential 'gaps' in provision;
- a review of the results of the household survey to understand current commercial leisure participation rates and preferences across the Borough; and
- a broad economic assessment of the need for new additional leisure facilities across Runnymede based on different approaches.

11.4 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that can make a significant contribution to the overall vitality and viability of town centres (i.e. cafés, bars, restaurants, cinemas, healthclubs, bowling alleys etc.).

LEISURE EXPENDITURE GROWTH

11.5 Like the retail market, the commercial leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the leisure sector has not been immune to the impact of the recent economic downturn, leisure activities remain an important lifestyle choice for many consumers who are prioritising leisure over other areas of spending.

11.6 The table below shows the UK average expenditure per head on commercial leisure services[30] in 2013 and the average for the defined Study Area based on Experian data. It shows that UK household spending on leisure services is dominated by the restaurant and café category (including pubs). This pattern is broadly repeated across all the zones.

Table 11.1 **Estimates of Spending on Leisure Services in 2013 (£ per head)**

	Accommodation	Cultural services	Games of chance	Hairdressing salons & personal grooming	Recreational and sporting services	Restaurants, cafes, etc.
Zone 1	*£143*	*£336*	*£163*	*£111*	*£134*	*£1,077*
Zone 2	*£149*	*£350*	*£160*	*£114*	*£149*	*£1,095*
Zone 3	*£166*	*£346*	*£142*	*£114*	*£149*	*£1,259*
Zone 4	*£223*	*£413*	*£128*	*£162*	*£220*	*£1,537*
Zone 5	*£212*	*£436*	*£158*	*£144*	*£213*	*£1,440*
Zone 6	*£173*	*£381*	*£159*	*£129*	*£176*	*£1,303*
Zone 7	*£165*	*£375*	*£166*	*£122*	*£161*	*£1,227*
Zone 8	*£194*	*£387*	*£146*	*£148*	*£190*	*£1,400*
Zone 9	*£170*	*£358*	*£144*	*£123*	*£165*	*£1,241*
Zone 10	*£198*	*£408*	*£155*	*£151*	*£199*	*£1,441*
Study Area Average	*£179*	*£379*	*£152*	*£132*	*£175*	*£1,302*
UK Average	*£138*	*£300*	*£174*	*£86*	*£98*	*£1,097*

Source: Experian, 2013 prices.

11.7 The table below shows the most recent leisure spend projections by Experian Business Strategies (EBS) as set out in *Retail Planner Briefing Note 12.1* (October 2014). EBS forecasts show negative to zero annual growth between 2012 to 2013, with stronger growth forecast in the short term (2014-2015) before stabilising over the longer term (from 2017) to between +1.1% and 1.3% per annum. This forecast growth is higher than annual average historic growth rates for the period 1983-2013, which showed no growth.

Table 11.2 **Actual & Forecast Growth in UK Leisure Spend (% per annum)**

	2012	**2013**	**2014**	**2015**	**2016**	**2017-2021**	**2022-2035**
Leisure Spend Growth (%)	*-0.6*	*0.0*	*2.1*	*2.8*	*1.3*	*1.1*	*1.3*

Source: Experian Business Strategies, Retail Planner Briefing Note 12.1 (October 2014).

[30] Excludes expenditure on education, insurance, social protection, and 'other leisure' as identified by Experian.

11.8 The base year expenditure per capita levels on leisure (Table 11.1) have been projected forward to 2035 using Experian's forecast annual growth rates (Table 11.2) and then applied to the projected population for Borough area (Zones 1-6), and the wider Study Area to identify the total available expenditure on leisure and recreation goods and services. As for the retail assessment, we have assessed total available leisure expenditure based on the ONS's 2012-based Sub-National Population Projections.

11.9 The table below shows that available commercial leisure expenditure for the Study Area is forecast to increase by 49.1% between 2015 and 2035. Within the Borough area (Zones 1 to 6) growth in available commercial expenditure is slightly higher over the same period at 52.3%.

11.10 Looking at key zones within the Borough area, Zone 3 (which includes Egham Town Centre and hinterland) accounts for the greatest increase in commercial leisure expenditure at +£36.6m (+52.1%) from £16.2m in 2015 to £24.8m in 2035. The highest growth in percentage terms is in Zone 5, which includes rural areas to the south of the Borough. Here, commercial leisure expenditure is forecast to increase by 53.2% (+£8.6m) over the study period.

Table 11.3 **Total Available Commercial Leisure Expenditure: 2015 – 2035 (£m)**

	2015	2020	2025	2030	2035	Change: 2015-2035 (£ million)	Change: 2015-2035 (%)
Zone 1	*£39.8*	*£44.3*	*£49.3*	*£54.8*	*£60.9*	£21.0	52.8%
Zone 2	*£28.8*	*£32.0*	*£35.5*	*£39.4*	*£43.6*	£14.8	51.5%
Zone 3	*£70.3*	*£78.1*	*£86.8*	*£96.4*	*£106.9*	£36.6	52.1%
Zone 4	*£17.2*	*£19.1*	*£21.3*	*£23.6*	*£26.2*	£9.0	52.2%
Zone 5	*£16.2*	*£18.1*	*£20.1*	*£22.4*	*£24.8*	£8.6	53.2%
Zone 6	*£23.1*	*£25.7*	*£28.6*	*£31.8*	*£35.2*	£12.1	52.4%
Zone 7	*£94.5*	*£104.9*	*£116.7*	*£129.5*	*£143.7*	£49.1	52.0%
Zone 8	*£92.2*	*£100.6*	*£110.4*	*£120.7*	*£132.0*	£39.8	43.2%
Zone 9	*£54.2*	*£59.2*	*£64.9*	*£70.8*	*£77.4*	£23.2	42.9%
Zone 10	*£44.5*	*£49.2*	*£54.4*	*£60.0*	*£66.2*	£21.7	48.7%
Study Area	*£480.9*	*£531.1*	*£588.1*	*£649.4*	*£716.9*	£236.1	49.1%

Source: Table 5 (Appendix 10). All monetary figures are expressed in 2013 prices.

11.11 Based on the broad leisure expenditure profile, the majority of the growth in leisure expenditure is likely to be weighted towards eating and drinking out. This highlights the potential to improve the scale and quality of Class A3 uses in the Borough's three town centres over the development plan period, subject to market demand. The aim should be to strengthen the wider mix of leisure uses and attractions in the Borough's three town centres as a priority. This will help to strengthen their day and evening time economy and provide choice to residents who would otherwise visit centres outside of the Borough where there is greater choice in commercial leisure provision.

11.12 In the context of this forecast growth in leisure spend, the following commentary identifies the potential 'gaps' in the commercial leisure offer of the Borough's main centres and the likely need for new uses and facilities over the forecast period..

CINEMA

Market Overview

11.13 The significant growth in modern multi-screen cinemas over the last twenty years has been fuelled by a number of factors; including the increase in Hollywood 'blockbusters' and new developments in cinema technology (such as digital 'surround-sound' and, most recently, 3-D screen technology). Most multiplexes that opened during the 1990s were located on large out-of-centre and edge-of-town sites, often as part of shopping centres, retail parks or mixed leisure schemes featuring bowling, nightclubs and restaurants (such as, for example, Star City in Birmingham). Cinemas are important anchors for leisure and retail schemes, helping to generate footfall outside of shopping hours, linked trips and spin-off expenditure to other shops and facilities, including cafés and restaurants. Multiplexes have also been particularly successful in attracting shoppers and visitors into 'dead' areas of shopping centres, such as upper levels or the ends of malls.

11.14 Although cinema audiences grew significantly during the 1990s, the UK cinema market has traditionally been dominated by a handful of operators namely Cineworld, Odeon/UCI; Vue (who operate the multiplexes in Westfield's Stratford and White City schemes); and Showcase (the UK arm of National Amusements of the USA). There was significant consolidation in the UK market in 2012 when Odeon acquired the BFI Southbank and a site from AMC, Vue acquired the Apollo cinema chain and Cineworld acquired Picturehouse. From its beginnings in 1995 Cineworld now operates over 100 cinemas in the UK (including Picturehouse) and accounts for more than one quarter (25.9%) of the cinema box office market. Its most recent openings include an 11-screen cinema in Telford, a 6 screen site in St Neots and a 9 screen cinema in Wembley (all opened in 2013/14).

11.15 According to research by Dodona (a specialist market research consultancy in the cinema industry) there are 756 cinemas in the UK with a total of 3,867 screens, of which approximately three-quarters are multiplexes. It should be noted that the number of cinemas has fluctuated, and has decreased between 2013 and 14 by 13, yet the number of screens has risen by 50 due to the increase in the number of multiplex screens and the loss of 'traditional' cinemas. The rest of the market is mainly represented by smaller multiplex operators and independents which tend to operate non-multiplex cinemas (i.e. less than five screens) and screens in mixed-use venues (such as arts centres).

11.16 The cinema industry has not been immune from the recession and there have been some closures since 2008, although the majority have been smaller art centre venues rather than the larger chains. Notwithstanding this, the industry generally appears to be in good health and the UK remains the third largest consumer market for filmed entertainment in the world. The latest research shows that box office revenue in 2013 in the UK exceeded £1bn for the third year in succession, based on 165.5m admissions. Overall the cinema sector has remained relatively resilient in the prevailing economic and consumer environment.

11.17 In recent years, cinema operators have also introduced changes to the cinema experience, including premium seating areas and better quality refreshments, such as alcohol and higher quality food. For example, Vue Cinemas introduced their 'Evolution' concept which provides a mix of seating types comprising bean bags and sofas, as well as regular seats. Cineworld has also introduced the *'Screening Room'* concept, characterised by leather chairs and table service. The first 558m^2 *'Screening Room'* cinema opened in June 2011; in the Brewery, Cheltenham.

11.18 Research by Dodona indicates there has been a growth in smaller (Digital) cinemas to serve smaller catchment areas. These Digital cinemas are more flexible and less "space-hungry" as they do not require the large sloping auditoriums needed to accommodate traditional projectors. There are therefore opportunities for the modern cinema offer to be provided in existing buildings. Examples include the HMV in Wimbledon which has a small Curzon cinema above the store.

Existing Provision and Projected Demand

11.19 There is currently no cinema provision in the Borough. However, provision will be addressed by the new cinema planned as part of the redevelopment of the Station Road site in Addlestone.

11.20 The household survey identified that 3.8% of all respondents said that a multi-screen cinema would improve leisure in the Borough; increasing to 16% in Zone 1 which covers Addlestone (one of the highest ranked responses in the Study Area). The planned new cinema in Addlestone will go some way to meeting this identified need.

11.21 The household survey also identified that almost two thirds (61.9%) of the Study Area's (Zones 1 to 10) population visit the cinema. This equates to 124,769 people, if taken as a percentage of the Study Area's total population in 2015.

11.22 Of those that visit the cinema in the Study Area, the majority (57.0%) visit the Vue Cinema in the Two Rivers Retail Park in Staines-upon-Thames. The cinema includes 10 screens and related concessions.

11.23 The survey also indicated that a small proportion of cinema goers from peripheral zones in Runnymede Borough and outside of the Borough (i.e. Zones 5 to 10), also visit the Ambassadors Cinema in Woking (18.3%). The analysis demonstrates the level of leakage of visitors to out of centre leisure provision which is easily accessible to residents of the Borough. The in-centre visitor survey recorded that over 40% of respondents identified a new cinema as a facility that Addlestone Centre was lacking.

11.24 With regard to frequency of visits, across the whole Study Area respondents mainly visited the cinema once every two months (41.3%). Some 13.6% of respondents in the Study Area visit the cinema on a more frequent basis (e.g. once a week or fortnight), which is in line with HTIS findings from comparable local authority areas.

11.25 The latest evidence from Dodona indicates that the average screen density for cinema provision in the South East is 6.4 screens per 100,000 people[31] (British Film Institute, Statistical Yearbook 2014).

11.26 Based on this average screen density the table below shows the requirement for additional cinema screens in the Study Area. The HTIS showed that the majority of respondents from all zones visit the cinema, with all respondents going outside of the Borough due to the absence of any provision in Runnymede. However, the introduction of a new cinema in the Borough could increase participation and claw back this lost visitor expenditure. Only the zones that fall within the Borough boundary have been included in the calculation – i.e. Zones 1 to 6.

Table 11.4 **Runnymede Borough Potential Capacity for New Cinema Screens**

	2015	2020	2025	2030	2035
Borough Area population (Zones 1-6)	85,218	89,473	93,488	97,370	101,221
Cinema Screen Density	6.4	6.4	6.4	6.4	6.4
Cinema Screen Potential	5	6	6	6	6
Existing Screen Provision	0	0	0	0	0
Screen Capacity (Minus existing)	5	6	6	6	6

Source: Screen density for the South East derived from Dodona Research
Notes: Forecast population for the Study Area is based on ONS 2012-based Sub-National Population Projections

11.27 The results of our assessment indicate that there is potential quantitative capacity for new cinema screens in the Borough. This indicates the potential demand for a new multi-screen cinema in Runnymede in the future.

11.28 The net amount of additional screens that could be supported amounts to one new multiplex cinema (circa 6 screens) over the development plan period. This confirms the

[31] Table 10.4, Statistical Yearbook 2014, British Film Institute and Dodana Research.

need for a new cinema for the Borough, which will be delivered through the development of a multi-screen cinema as part of the Addlestone One scheme.

EATING & DRINKING OUT

11.29 The food and beverage sector, including restaurants, bars and pubs (Class A3, A4 and A5), provide an increasingly important part of a town centre's wider offer and economy. They also complement other town centres uses, particularly shops, offices and cinemas, helping to lengthen 'dwell times' (the time people spend in centres) and increase expenditure as part of the same trip.

Market Overview

11.30 As described previously average household spending on leisure services in the UK is dominated by eating and drinking out. Even in the context of the current economic recession this sector has remained buoyant. In terms of the pub trade, some of the key trends in recent years include:

- A move to more flexible opening hours (resulting from licensing reforms implemented in November 2005), combined with pressures arising from lower alcoholic drink prices (particularly in supermarkets), has resulted in a number of pub operators widening their food and non-alcoholic beverage offer. The growth of so-called "*gastro-pubs*" as eating-out destinations in competition with more established restaurants has also been observed.
- Increased consolidation and closures in the pub industry. According to the Campaign for Retail Ale (CAMRA) there have been 5,800 pub closures since 2008[32]. Recent research by CAMRA also suggests that on average around 29 pubs closed every week in the UK between June and December 2014[33].
- The sale of pubs for conversion to alternative uses has also increased over recent years, particularly for convenience retailing (e.g. Tesco Express and Sainsbury's Local).
- The Home Office has also introduced a much more aggressive policy towards the pub industry. Powers for local authorities to establish Alcohol Disorder Zones (ADZ) are included in the Violent Crime Reduction Act (2006), which also places a charge on pubs and bars in a designated area to pay for additional policing, environmental and other services in the neighbourhood. This increase in costs is also placing further pressure on the profit margins of some pub operators.

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[32] Source: Article published by CAMRA on 20th March 2013, www.camra.org.uk

[33] Source: Published results from the CGA-CAMRA Pub Tracker published in January 2015

11.31 The restaurant sector has also experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include:

- An increase in promotions and discounts by the multiples to attract customers during off-peak periods (e.g. Pizza Express).
- More discerning customers who are basing their decisions to eat out on value for money, but not at the expense of quality in terms of service, food and the overall experience. Three successes are Jamie's Italian, Bill's and Cote. There has also been a growth in '*all-you-can-eat'* style restaurants which are aimed at offering value for money (examples include the Taybarns brand owned by Whitbread).
- For families in particular, going out for a meal has become too expensive, and many have switched to staying at home with a hot food take-away which has increased sales for businesses such as Domino's Pizza.

11.32 The café sector has also experienced strong growth over the last five years, despite the impact of the economic downturn. The branded coffee chains dominate the market with some 5,531 outlets in 2013 equating to a market share of 54%. Of these, the three leading multiple chains are Costa Coffee (1,670 outlets), Starbucks Coffee Company (790) and Caffè Nero (560), with a combined turnover of £2.6 billion in 2013[34]. Notwithstanding the rise of the multiples, there has also been growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic and Fairtrade).

11.33 The strong independent coffee sector has fuelled many new start-up businesses in local centres. While many forecasters considered the café market to have been saturated a few years ago, a recent study by management consultancy Allegra Strategies predicts that the total UK coffee shop market still has potential for strong growth, and there is forecast to be over 20,500 outlets by 2018, with a total turnover of £8.7 billion. There would therefore appear to be potential for further growth in the café market, driven mainly by branded coffee chain expansion and non-specialist operator growth.

Existing Provision

11.34 Based on the most recent audit and site visit to the Borough's town centres (see **Sections 6, 7** and **8**), the current provision of Class A3 (restaurants and cafés), A4 (Pubs, bars etc.) and A5 (hot food take-aways) uses is as follows:

[34] Source: Allegra Strategies

Table 11.5 **Current Provision of Leisure Uses (%)**

Location	Class A3	Class A4	Class A5	Total A3-A5	
	%			No. of Units	% of Total
Addlestone Town Centre	9.6%	0.9%	12.3%	26	22.8%
Egham Town Centre	9.9%	3.1%	7.6%	27	20.6%
Chertsey Town Centre	9.6%	7.0%	9.6%	30	26.5%
UK Average	**8.5%**	**1.5%**	**5.6%**	**-**	**15.6%**

Source: Runnymede Council Town Centre Audit 2015.

11.35 The table above shows that provision of Class A3 (restaurants and cafés) uses in the three town centres is broadly in line with the Experian Goad UK average. The proportions of A4 (Pubs, bars etc.) and A5 (hot food take-aways) provision are generally above UK averages, and all three centres have a particularly high representation of hot food take-aways.

11.36 However, the centres have attracted few key branded operators over recent years (limited to Costa Coffee, Café Nero, Pizza Express and Subway), and most national multiple food and drink brands remain absent from the centres. The level of choice for visitors to the centres is therefore limited in some respects, although the independent occupiers provide an attractive offer. In contrast, the out of centre retail and leisure locations and larger competing centres have attracted a range of branded food and drink operators. There is therefore potential for the town centres to improve and expand the scale and quality of food and beverage offer in the future. This could include, for example, better quality restaurants targeted at families to help draw more people to the town centre and encourage them to stay longer. It should be noted that the planned development of the Station Road site in Addlestone includes food and beverage outlets, which will enhance Addlestone's attraction as a place to visit. For Egham, it has been noted in the health check that there is potential for the centre to attract more visitors from the local student population with an improved leisure offer.

11.37 The results of the household survey also help to identify where people living in the Study Area currently prefer to eat and drink. The key results for the Study Area and key zones are as follows:

- A high proportion (83.9%) of respondents visit restaurants and cafés. Of this total, 84.1% visit a café or restaurant at least once a month.
- The largest proportion of respondents across the Study Area normally choose to eat out at restaurants in Staines-upon-Thames (22.2%), followed by Weybridge (13.1%) and Woking (10.2%).
- The proportion visiting one of the three town centres was generally higher for respondents in the locality – thus Egham was the highest visited for eating out

in Zone 3 (30.6%) and similarly Chertsey as the highest visited for eating out in Zone 2 (35.2%). Addlestone captures 16.3% of visitors for eating out in Zone 1. However, more respondents from Zone 1 chose to visit Woking (19.0%) and Weybridge (13.1%). This indicates that Addlestone, unlike the other two centres in the Borough, is struggling to compete for visitors for the purposes of eating out.

- Some 53.0% of respondents in the Study Area visit pubs, bars, nightclubs and/or music venues. In terms of frequency, 85.6% go at least once a month.
- Across the Study Area, the most frequently visited locations for pubs and bars are Weybridge (15.1%), Woking (12.5%) and Egham (10.5%). The majority of respondents in Zone 3 visited pubs and bars in Egham (52.7%). Similarly the majority of respondents in Zone 2 visited pubs and bars in Chertsey (59.3%). This indicates that Egham and Chertsey are successful in attracting leisure visitors from their locality. In contrast, only 15.8% of respondents in Zone 1 identified Addlestone as the location for visiting pubs and bars, with most selecting Weybridge (22.6%) and Woking (12.5%).
- Around 2.3% of respondents said that more quality restaurants would improve leisure in the Borough.

11.38 The in-centre visitor surveys identified the improvement of the choice and quality of restaurant and café provision in the centres as an important measure to increase visitor frequency.

Forecast Demand for Eating and Drinking

11.39 In order to assess the potential capacity for new eating and drinking establishments we have adopted a standard and robust approach. The assessment focuses on demand for food and drink floorspace within the Borough's three town centres.

11.40 The approach is based on the assumption that between 15% and 30% of the forecast capacity for new comparison goods floorspace (as identified in **Section 7**) could support a mix of new leisure services including cafés, restaurants, hot food take-aways, pubs and wine bars. This assumption is supported by research that specifically identified that the hospitality industry, in its widest sense, "…*forms an important and sizeable proportion of premises averaging 24% of ground floor stock*"[35]. Furthermore Experian GOAD's centre reports show that on average cafes, restaurants, bars, pubs and take-aways account for over 15% of floorspace and 18% of outlets in the 2,500 shopping areas that they cover.

11.41 Based on 15% to 20% of the baseline comparison goods capacity forecasts set out in **Section 10** we therefore estimate that there is a potential quantitative need for 718 m^2

[35] The Streetscape of major UK cities', Savills (Winter 2004, pg.3).

to 958 m^2 of Class A3-A5 gross floorspace in the Borough over the forecast period (up to 2035).

Table 11.6 **Eating & Drinking Out - Projected Gross Floorspace (m^2)**

	2020	2025	2030	2035
Projected Comparison Floorspace	-	*801*	*2,880*	*4,790*
15% of Comparison Floorspace to A3/A4/A5 Uses	-	*120*	*432*	*718*
20% of Comparison Floorspace to A3/A4/A5 Uses	-	*160*	*576*	*958*

Source: Table 12 Appendix 8

11.42 In summary, the forecast need for new food and beverage uses should be directed to the three town centres to help increase competition and choice, and to help stimulate the centres daytime/evening economies in accordance with national and local policies. The planned A3 floorspace off Station Road in Addlestone Town Centre will significantly strengthen the overall attraction, vitality and viability of the town centre

11.43 Meeting any forecast need for new cafés, restaurants and bars is highly dependent on the level of market demand and confidence in the centres as trading locations. In simple terms the more successful, vital and viable a centre is, the more likely it will be that café and restaurant operators will want to locate there. For Addlestone, the development of a new cinema will be a key attraction for potential food and beverage operators. However, the Council should also promote new A3-A5 floorspace in Chertsey and Egham Town Centres to support their day to evening time economies.

HEALTH & FITNESS NEED

Market Overview

11.44 The health and fitness market has generally performed well during the economic downturn. The latest statistics from The Leisure Database Company[36] (market research specialist for the leisure industry) show that over the twelve month period to June 2014, the industry has grown its total market value by 3.9% to £4.08 billion, its member base by 4.5% and the total number of facilities by 1.6%. According to the Leisure Database Company (LDC), there were an estimated 6,112 private health clubs and public fitness centres facilities in the UK in 2013, which represented a small net increase from the 6,019 facilities the previous year[36]. The main operators in the market currently include:

- Esporta, Greens & David Lloyd Leisure – at the premium end of the market focus on health, racquet and tennis clubs;

36 The 2014 State of the UK Fitness Industry Report, The Leisure Database Company

- Virgin Active & Nuffield Health (previously Cannons) – dominate the mid-range family-oriented health and fitness market; and
- LA Fitness, Fitness First and Bannatyne's Health Clubs – operate smaller in-town clubs at the more value end of the market.

11.45 However, the most significant growth in the sector in recent years has been fuelled by value and budget operators. The new wave of ("*no frills*") fitness clubs includes EasyGym, Pure Gym, Fitness 4 Less, Fitspace, TruGym and SimplyGym. Their business models are based on significantly discounted monthly subscriptions (of between £10 and £20 on average) and 24-hour opening. Although these clubs provide a basic offer (for example, they do not generally include fitness classes, personal trainers, swimming pools, saunas or steam rooms) they appear well suited to the current economic climate and are proving popular. According to LDC, the budget gym sector now accounts for 6% of total private clubs and 14% of private sector membership.

11.46 Overall, the proportion of the population in 2014 with a gym membership was estimated at 13.2%. According to LDC, the average number of members per club in the UK is estimated to be 1,426, which takes into account the average for independent venues (726 per club) and leisure chains (2,198 per club). For the larger fitness chains (e.g. David Lloyds, Virgin, LA Fitness, etc.) the average club membership increases to 2,897, while budget chains are even higher at 3,452 members[37].

11.47 The rapid growth of this sector has also been characterised by a marked shift in the location of clubs from out-of-centre locations to town centres, often as part of wider mixed use developments. This is helping to create a wider range of attractions and activity in town centres, particularly in the evenings and at weekends. More flexible planning policies will therefore need to be introduced which help to encourage an element of such uses within existing buildings or as part of mixed use schemes.

Existing Provision

11.48 The table below summarises the current representation of national, regional and independent privately-owned health and fitness operators in the Borough, as well as the Council-owned leisure centre.

[37] Sourced from the 2014 State of the UK Fitness Industry, the Leisure Database Company.

Table 11.7 **Existing Leisure Centres, Fitness Clubs & Gyms in the Borough**

Location	Facility	Private Sector	Public Sector (or Trust)
Addlestone	Addlestone Leisure Centre		✓
	The BIZ Gym, The Runnymede Centre		✓
	Locker 27, Weybridge Trading Estate	✓	
Egham	Egham Leisure Centre		✓
	Fitness for Women, Egham	✓	
	The Runnymede-on-Thames Hotel &Spa	✓	
	Royal Holloway University of London		✓
Chertsey	Fat Al's Gym, Chertsey	✓	
	Curves Fitness for Women, Chertsey	✓	
	River Bourne Health Club, Chertsey	✓	
Virginia Water	Wentworth Club	✓	
Ottershaw	Foxhills	✓	

Source: Various

11.49 The health and fitness offer in the Borough is concentrated in the main towns and built up areas. There is a good provision of trust-run leisure facilities, which include the Leisure Centres in (or close to) each of the main town centres. Egham has the widest range of providers and the highest level of provision, with four providers in total and a mix of public and private provision.

11.50 There are a number of privately managed sports and fitness centres in the Borough. Notwithstanding this, it is apparent that despite the Borough's strong population, there is a notable gap in the provision of branded health and fitness clubs. David Lloyd, Fitness First, LA Fitness and Virgin Active for example are not currently represented in the Borough.

11.51 Around 1.2% of respondents said that more or better health club or sports facilities would improve leisure in the Borough, and 9.5% said that a new swimming pool would improve leisure in the Borough – one of the highest ranked responses in the Study Area. The in-centre survey showed that in Egham people particularly identified a swimming pool as a facility that the centre was lacking in (41.8% of respondents).

11.52 Staines-upon Thames and Weybridge were the most frequently selected location for the use of health clubs or sports facilities in the Study Area. The remaining usage was spread across a variety of local providers. Investment in health and fitness facilities would help to claw back some of this leakage and also have the potential benefit of improving the current participation rate identified by the survey (37.0%), although this is already slightly above the participation rate found in comparable local authorities.

11.53 The most frequently visited locations outside of the Borough for health and fitness were:

- Staines-upon-Thames (16.1%);
- Woking (11.2%);
- Weybridge David Lloyd (6.3%); and
- Sunbury Leisure Centre (4.8%).

Forecast Demand for Health and Fitness

11.54 The need for health and fitness clubs can be linked to the potential demand arising from population growth at the local level. In this case the Study Area population is estimated to increase by 33,031 by 2035. It is likely that existing facilities will absorb some of this demand, and average membership levels will change over time in line with the constant changes in fitness facility formats.

11.55 Notwithstanding this, there would appear to be capacity to support an increase in leisure provision in the Borough over the medium to long-term. Based on the Study Area average participation rate of 37.0%[38] and the Borough's retention rate of 25.7% identified by the household survey, this would potentially result in an additional 8,517 new gym and health and fitness members over the forecast period. Based on average membership rates for private fitness clubs identified earlier in this section, this would support three larger chain gym facilities (e.g. David Lloyds, Fitness First, Bannatynes, etc.) in the Borough over the study period (up to 2035). Alternatively, the Borough could support two budget gyms (e.g. EasyGym, PureGym, etc.).

11.56 As for the other leisure sectors, addressing this forecast capacity will be dependent on the level of market interest and demand. Given that some of the larger chain operators are not represented in the Borough, there may be scope for a new facility. There could also be potential to attract a budget or value operator, as this type of facility would appeal to a wider customer base. In turn this could help to increase participation and/or capture some of the 'leaked' trips to health and fitness facilities outside the Borough.

BINGO & GAMBLING

11.57 Gambling represents a significant and growing element of the leisure industry. The main sectors of the gambling industry comprise 'games of chance' (i.e. bingo clubs, casinos, betting shops, amusement arcades, etc.). We briefly describe the key trends in this sector and the forecast need/demand for new facilities in the Borough, if any, based on the available evidence.

[38] Participation rate identified from the household survey.

Market Overview and Current Provision

11.58 The latest research by *The Gambling Commission* (*Industry Statistics November 2014*) indicates that there are over 653 licensed bingo premises in operation in the UK, which is a reduction of 25 premises over the last 12-18 months, despite a previous long term trend of increasing numbers of venues. In the 12 months up to June 2011 some 3.4% of UK adults visited bingo venues, but research by *Mintel* indicates that the industry has experienced a fall in revenues and admissions over recent years as a result of legislative changes (such as the ban on smoking in public places), the impact of the economic downturn and the growth of online gaming.

11.59 In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in *'remote/online'* gambling, which includes gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversify their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes.

11.60 In terms of Casinos, research shows that there were some 147 active casinos in the UK in March 2014, which represents an increase by three premises on the previous 12 months. The number of premises has remained fairly static over the past five years[39]. This sector is dominated by two companies: the Rank Group (incorporating Grosvenor Casinos and Gala Coral Casinos); and Genting UK. There has been consolidation of the sector in the past few years, with acquisitions such as Rank Group's purchase of Gala Coral Casinos making it the largest operator in the UK. The number of admissions to casinos increased substantially by 25% over the five year period up to 2010/11. This growth is largely explained by larger new casino venues granted licences under the 2005 Gambling Act.

Existing Provision

11.61 Based on the available evidence, the Borough currently does not have any bingo facilities or casinos, but instead relies on the Gala Bingo halls at Woking and Feltham. The household survey results indicate that bingo and casino gambling is not a major leisure activity for the majority of respondents living in the Borough, with just 6.4% indicating that they frequent bingo clubs, casinos or bookmakers. Of those that do, a high proportion visit once a week (53.4%).

[39] Source: Gambling Commission Industry Statistics November 2014.

Forecast Demand

11.62 It is unlikely that there will be sufficient demand to accommodate the introduction of a casino venue. Furthermore, there is unlikely to be demand from casino operators who typically focus new outlets in major leisure destinations.

11.63 In summary, there is no demonstrable need to enhance existing provision to improve competition and choice at the local level, although this will be subject to market interest and demand from other bingo and casino operators. If demand arises in the future, we advise that this should be directed to the Borough's main centres first in accordance with national and local plan policy.

TEN-PIN BOWLING

11.64 Tenpin bowling has been established as a commercial leisure activity in the UK for over 40 years and remains a strong family and group activity. Research shows that there are currently over 321 bowling centres in the UK[40].

11.65 This sector benefited from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights.

11.66 The Borough has no ten-pin bowling provision, and relies instead on provision outside of the Boroughs in larger centres such as Woking, Feltham, Slough and Guildford.

11.67 The household survey indicates that family entertainment (such as tenpin bowling and ice skating) is a reasonably popular leisure activity, with over 31.5% of respondents living in the Study Area indicating that they partake in this activity. The Big Apple facility in Woking, Tenpin Feltham and the Guildford Spectrum capture the majority of trips made by residents in the Borough (20.9%, 15.8% and 15.9% respectively). Of those in the Study Area that do visit family entertainment facilities, they go relatively infrequently with 73.0% visiting once every two months or less often.

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[40] Tenpin Bowling Market UK, Mintel (November 2012)

11.68 In terms of future needs, the Borough is relatively well served by provision in neighbouring large towns, although lacking in local provision. There may be demand to support other, smaller ten-pin bowling facilities in the Borough close to the main towns. Around 2.0% of respondents said that a ten-pin bowling facility would improve leisure in the Borough. This is based on the relatively good participation levels in the Study Area and the limited forecast growth in this sector over the short to medium term. However, as the economy strengthens and as the population increases there may be a need for an additional facility over the long term. If this is the case and market demand exists, then a new facility should be directed to the three main town centres first to help maintain and strengthen their diversity of offer and evening economies.

CULTURAL ACTIVITIES

11.69 The results of the 2015 household telephone survey show that over 53.6% of respondents in the Borough engage in cultural activities such as visiting the theatre, concerts or a music venue and 46.3% visit museums, galleries or places of historical and/or cultural interest. The household survey confirms that this form of activity is carried out infrequently with the majority of respondents visiting cultural facilities once every two months or less often. Respondents are also more likely to visit music/ theatre venues and also cultural or historical venues in Central London (44.8% and 86.2% respectively). This reflects the city’s draw as the country’s premier leisure and tourist destination, which is easily accessible to residents in the Borough. The New Victoria Theatre in Woking is also a draw, capturing 34.9% of this type of activity.

11.70 The household survey showed that relatively few visited museums, galleries or places of historical and/or cultural interest in the Borough (4.3%), the majority of which refer to visits to the Chertsey Museum. Egham captured 0.3% across the Study Area and Addlestone was not noted as a destination for this type of activity. Demand for new cultural facilities (such as theatres) is likely to be limited given the draw to major facilities in Central London. Around 0.7% of respondents said that more or better cultural facilities would improve leisure in the Borough.

SUMMARY

11.71 As for retailing, the commercial leisure industry faces considerable challenges and pressures even as the economy improves. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. There will also be a continued increase in at-home activities due to the advances in computers, tablets, television, gaming, and audio technology. The challenge for town centres and leisure operators in the future will therefore be to attract customers away from their homes.

11.72 The table below shows the percentage of the Study Area's respondents to the household survey who indicated that they do *not* participate in the various leisure activities identified.

Table 11.8 **Respondents in Study Area who do not participate in leisure activities**

Leisure Activity	Non-Participation
Restaurant / café	16.1%
Cinema	38.2%
Theatre/ concert / music venue	46.4%
Pub / bar / nightclub	47.0%
Museum / gallery or place of historical / cultural interest	53.7%
Gym / health club / sports facility	63.0%
Family entertainment (e.g. tenpin bowling, skating rink)	68.5%
Bingo / casino / bookmaker	93.6%

Source: HTIS 2015

11.73 The table shows variation in the popularity of particular commercial leisure activities, with eating and drinking out and visiting the cinema the most popular.

11.74 It also shows that majority large proportion of the Study Area's residents do not normally participate in other commercial leisure activities including going to a concert/ theatre/ music venue; visiting a pub/ bar/ nightclub; going to the gym/ healthclub; visiting a casino facility or family entertainment such as tenpin bowling or going to bingo.

11.75 Our review of the Borough's commercial leisure sector and offer, and the results of the household survey, indicate that there is a relatively good level of local leisure facilities (for example food and drink), although there is scope to improve the range and quality of this provision. The participation rate for certain leisure activities is particularly high (e.g. restaurants and cinemas) and this offers the potential to enhance the overall offer, subject to market demand. There is clearly potential to improve and strengthen the leisure offer in the Borough's main centres to help stimulate their evening economies and increase "dwell times" during the day to the benefit of other shops, businesses and facilities.

11.76 The assessment indicates that there is potential to support two to three branded health and fitness leisure facilities (depending on the size and type) based on projected population growth. A new operator could assist in improving the Borough's market share of gym/health fitness memberships and increasing participation rates in this particular leisure activity.

11.77 In terms of cinema provision, the assessment found that a high proportion of respondents visit the cinema, which given the absence of provision in the Borough, is leading to a loss of visitor expenditure. Due to the popularity of this activity and the relative lack of multi-screen provision in the area, we have identified an opportunity to increase the cinema provision in the Borough; with a priority for new screens in at least one of the town centres. The planned development at Station Road in Addlestone, which includes the provision of a new multi-screen cinema, would help to meet this demand. It will also encourage linked trips and increased expenditure across the town centre as a whole to the benefit of other shops and businesses, and Addlestone's overall vitality and viability.

11.78 Potential demand has been identified for eating and drinking out. There is potential to enhance food and drink offer in the three town centres as a means of promoting the Borough's day to evening time economy. As a priority, new floorspace for food and beverage outlets should be directed to Addlestone, Egham and Chertsey Town Centres.

11.79 For Addlestone Town Centre in particular where leisure provision lags behind the other two centres, improvements to the range and quality of the food and drink offer is important. This is will be achieved in part from planned A3 floorspace and cinema at Station Road. For Egham Town Centre, improvements to the leisure provision should target the local student population, who have the potential to greatly increase footfall in the centre. All three of the Borough's town centres contain a relatively low representation of key national multiple leisure brands, particularly in the food and drink sector. The promotion of quality food and beverage branded operators in the town centres should be encouraged as part of new development coming forward. To improve consumer choice, maintaining the current high quality and range of smaller, independent leisure provision should be the focus for leisure occupiers in the town centres.

12.0 OTHER TOWN CENTRE USES

INTRODUCTION

12.1 The success, vitality and viability of town centres are driven by a range of different uses, not just retail and commercial leisure. For example offices located in town centres can help to support daytime and early evening economies, boosting footfall and expenditure to the benefit of a wide range of businesses, services and facilities. Similarly, tourism/ visitor accommodation also has an important commercial function - particularly the hotel sector – as it helps to increase dwell times and expenditure in areas and centres. Furthermore, community uses have a crucial role for town centres; particularly in boroughs like Runnymede where the population is relatively spread across rural areas.

12.2 The following sections therefore give a high level market review of office provision; hotel provision; and community uses in the Borough's Town Centres.

OFFICE PROVISION

12.3 Office space is also an important town centre use. The provision of employment space, in or close to centres, often at high density, is useful for bringing visitors into the centre. This can help to boost the lunchtime and early evening trade. However, it should be noted that commercial premises do not generally have active frontages at ground level and are not therefore encouraged along primary and secondary frontages, where promoting active frontages is key to support the vitality of a town centre. This section draws on the findings of the RBC retail audit data (2015), the CJ site visits to the town centres and the Council's evidence base – primarily the Employment Land Review (ELR) 2010 and 2012 Update (the ELR is currently being updated). Where possible this report also draws on the emerging conclusions for the town centres. The analysis has also been informed by discussions with the Council's Economic Development Officer on the vision for commercial growth in the Borough.

Runnymede Borough Office Market

12.4 The 2010 ELR identifies the benefits of Runnymede's strategic transport links to the M25 and M3 motorways, in addition to rail connections to London and Heathrow. This has given the Borough a particular advantage in attracting major employers. The Royal Holloway University houses the Royal Holloway Enterprise Centre which provides office space and access to business support for local knowledge based business start-ups. Demand for office space has been from ICT and pharmaceutical firms and generally for small and medium sized offices. Commercial space tends to be located in and around the town centres in addition to industrial estates and business parks.

12.5 Runnymede's economy is dominated by the banking, finance and insurance sectors, with a generally highly skilled population and low levels of unemployment. This is a continuing trend and has been confirmed by the emerging findings of the 2016 ELR update. There are also high levels of out-commuting by residents to their place of work, with the proximity to London a significant pull-factor.

12.6 The office market in Runnymede suffered significantly during the downturn but is currently in recovery and understood to be performing well. Rental levels are believed to be back to around £36 per ft^2, from a low of £32 per ft^2 during the recession. The Causeway in particular has become a very strong office location.

12.7 The ELR confirms that the historic town centres present attractive places to work. Due to the dominance of protected Green Belt land, the existing urban areas are a focus for office development.

12.8 An updated vacancy figure for offices will be reported in the Council's 2016 Employment Land Review which is currently being produced and which is due to be published in early 2016. The Council's 2010 ELR reported a vacancy figure for offices of 25% which was much higher than the 8/9% availability rate expected in a normal market. This exceptionally high level of vacancy was considered to be a likely result of the recession at the time, and much of the vacant floorspace was made up of a few larger offices that had proved hard to re-let once vacated.

Town Centre Provision

12.9 The ELR identified two distinct office markets in the north and south of the Borough. To the north, close to the M25, Egham is generally the more popular office location and tends to be the location for larger occupiers. However, Egham also struggles to compete with the larger centre of Staines-upon-Thames. Smaller occupiers are more likely to locate in Chertsey and Addlestone. There are also large out of centre office locations at The Causeway near Egham, Hillswood Business Park near Chertsey and Bourne and Weybridge Business Parks near Addlestone.

12.10 Egham Town Centre and edge of centre has a mix of small to medium sized offices. Vacancy has fallen in the town in the last 18 months with mainly the older offices remaining vacant. There is also some remaining vacancy in the offices located close to the Runnymede Roundabout off The Avenue. The Causeway area to the north-east of Egham (which has a Staines address) is a very successful commercial area and home to many large companies. Vacancy rates have fallen in this area as sites have been occupied following refurbishment. There are a number of offices remaining to let and sites available for redevelopment.

12.11 In Addlestone Town Centre, offices are positioned at both the western and eastern ends of the Town Centre along Station Road. The office to at the western end (No. 1 Station Road) has been vacant since 2014.

12.12 In Egham, there are clusters of offices at either end of the main shopping area, to the west and to the east of the pedestrianised area of High Street and along Church Road. Offices in Egham are of varying size and quality. To the east of High Street, at the junction with Vicarage Road is a cluster of office buildings which have experienced long-term vacancies. There is some evidence of recent re-occupation and also signs of redevelopment to other uses. The old police station building has also recently been converted for commercial office use. Further from the Town Centre, another large modern office building (Baronsmede 18-22 The Avenue) is also currently vacant.

12.13 The Chertsey Revitalisation Area (CRA) is to the south of the Town Centre and north of the Station. This area was redeveloped mainly for commercial offices in around 2000. Most of the buildings are occupied by single occupiers such as Crest Nicholson, Compass, Kone, ADP, Portmann Travel.

12.14 Key vacant office sites within the Town Centre include:

- Culverdon House was previously occupied by Microsoft but is now vacant (within the CRA).
- Abbey Groves and Heriot House are two medium sized offices, which are currently vacant in the vicinity of the town centre. Abbey Groves has been refurbished and extended to a high standard and Heriot House has also been refurbished for let.
- Eastworth House on the edge of the town centre is now fully let.
-
- Two Bridges offices adjacent to the river have been considered for residential conversion and change of use to residential has taken place in the Gogmore Lane area immediately to the west of the main shopping street Guildford Street.

12.15 There are also a number of offices scattered around the wider Chertsey area as well as on the Hanworth Industrial Estate, although some offices on this estate have had prior approval applications granted which if implemented would see their change of use from B1-C3.

Investment and Development

12.16 There are a number of office developments that have been granted consent and are anticipated to come forward in the short to medium term at the large business parks located in Addlestone, for both residential and commercial development.

12.17 Consent was granted in December 2013 for the redevelopment of land to rear of existing office buildings at Aviator Park, Station Road in Addlestone to the east of the town centre. The development would include up to 200 residential units and associated access, car parking and landscape works (RU.13/0770, and reserved matters application number RU.14/1913 granted in March 2015).

12.18 Outline planning permission was granted in March 2014 on the Delta Site at Bourne Business Park for redevelopment including 11,400m2 of office space (Use Class B1a) plus ancillary A3 café space (RU.13/1311). The reserved matters application (RU.14/1628) for this scheme was granted in January 2015.

12.19 Recent moves and/or deals in the area include:

- Akamai moved EMEA HQ to Aviator Park in 2013/14;
- Avaya was reported to be preparing to sign a deal in early 2015 for unit X1-B Aviator Park for their UK HQ;
- Along the Causeway, VM Ware occupied Flow in July 2015;
- Ricoh occupied at Watermans Business Park in 2014;
- Ingram Micro occupied at Pine Trees Business Park (c. 2015);
- Gartner have announced redevelopment of one of their two offices which provide their EMEA HQ; and

HOTEL PROVISION

12.20 This section has been informed by the Council's evidence base, including the Surrey Hotel Futures Study 2015, the Council's 2015 Retail Audits and the 2015 site visit conducted as part of this study.

12.21 Hotel provision in Runnymede Borough includes a range of occupiers, from budget multinationals to niche independents. The majority of provision is focused in and around the town centres, with all three town centres having some form of hotel provision within the centre boundary. Both Egham and Chertsey have recently expanded their budget hotel provision, with a new Travelodge opening in 2015 as part of the Waitrose scheme in Egham and a new Travelodge on Guildford Street in Chertsey. Chertsey also benefits from the 49-bed Crown Hotel, which is an attractive feature of the Town Centre.

12.22 In Addlestone, there is currently no hotel provision directly within the Town Centre. However, development is currently underway on a new 101 bed Premier Inn hotel as part of the development of land at Station Road, with anticipated completion in 2017. Although the "Addlestone One" scheme helps to fill an identified gap in hotel provision, the Surrey Hotel Futures Study recommends that there is still market potential for additional budget hotels in Addlestone and Chertsey Town Centres and Aparthotels and Serviced Apartment complexes in Egham and Chertsey. The Council may wish to consider the recommendations of this hotel study further as it progresses work on its Local Plan.

12.23 Outside of the town centres there are few branded occupiers and hotels in smaller villages and rural areas tend to be smaller occupiers when compared with those found in-centre. It has been noted that Savill Court is part of the Arora Group and Runnymede on Thames is part of a group of four hotels. There are also hotels located in attractive country manor houses that are used as high end hotels and also for events such as weddings. This provision is supplemented by a number of smaller independent bed and breakfasts and guesthouses.

12.24 In total, ten hotels[41] have been identified in Runnymede Borough, of which four are considered to be 'luxury' or four star hotels and the remainder three star and budget hotels. The largest proportion of this provision falls into the luxury category in relation to beds – with 227 bed spaces in this type of accommodation in the borough. The provision of this higher end accommodation is generally higher in Runnymede than in the other towns across Surrey. The total number of hotels in Runnymede is in line with similar Boroughs and Districts in Surrey. A location plan of hotel provision identified in the borough is included in **Appendix 11**.

12.25 The table below highlights the key providers and their comparable size and type.

Table 12.1 **Summary of Existing Hotel Provision in Runnymede**

Name and brand (if applicable)	Location	Rooms	Star Rating
Town Centres			
Travelodge Egham	Egham	80	Budget
The Crown	Chertsey	49	3 Star
Travelodge Chertsey	Chertsey	73	Budget
Out of Centre			
The Runnymede-on-Thames	Egham	180	4 Star
Great Fosters	Egham	53	4 Star Country House Hotel
Savill Court	Egham/ Engfield Green	104	4 Star Country House Hotel
The Bridge Hotel	Chertsey	51	3 Star
Thorpe Shark Hotel	Thorpe Park	90	Budget Theme Park Hotel
Wheatsheaf	Virginia Water	17	3 Star
Foxhills	Ottershaw	70	4 Star Golf Resort

Source: Surrey Hotel Futures Study (2015)

12.26 According to the Surrey Hotel Futures Study (2015), Runnymede's hotel provision is typical of the region – which generally includes a mix of budget, three and four star hotels and at least one budget operator per town. The larger centres offering a greater range of accommodation choice include Horley, Guildford, Woking, Weybridge, Epsom and Camberley.

12.27 The Surrey Future Hotels Study identified market potential in Runnymede for Luxury country house/golf hotels, budget hotels and aparthotels/serviced apartments. The development of a new hotel (Addlestone One) as part of the Addlestone One scheme

[41] The Surrey Hotel Futures Study considered all star-rated, branded, and non-inspected and unbranded hotels with more than 10 guest bedrooms.

will therefore help to fill an identified gap in provision. Despite there being no boutique hotels currently in the Borough, the Study found there to be no market potential for boutique hotels in Runnymede at the current time.

COMMUNITY USES PROVISION

12.28 A review of provision of community facilities in Runnymede is set out in the following section, focusing on the three town centres (but with a mention of local centres and out of centre facilities). This includes key community services such as GP and dental surgeries, libraries, and community centres. These services whilst meeting community needs also support linked footfall to retail and commercial uses in town centres. The analysis will look at existing provision of these services in the town centres and identify any 'gaps' in provision. A location plan of community uses in the Borough is mapped in **Appendix 12**. This section has drawn on data provided on community facilities covered in the Council's 2015 Retail Audit.

Libraries and Community Centres

12.29 The Egham Museum sits within the Literary Institute, which occupies a prominent position on High Street in an attractive historic building. Currently the ground floors are used for adult education and the upper floors for the Egham Museum. The United Church in Egham and St John the Baptist Church (both located in the town centre) are used for community events and the former hosted a Magna Carta event in 2015. The Egham Conservative Club occupies a Grade II listed building. Strode's Sixth Form College and adult education centre is located to the west of Egham Town Centre, in a large building set back into attractive grounds. The Egham youth centre and library are also located to the west of the Town Centre in close proximity. There is also a Day Centre to the east of the Town Centre (Manor Farm Day Centre).

12.30 Chertsey Museum is located on Windsor Street to the north-west of the town centre. The library and social club sit to the east of Guildford Street to the south of the Town Centre. There is also a youth centre – the Gogmore Youth Centre – located off Curfew Bell Road (outside the town centre) and St Peters Church on Windsor Street also hosts a youth group, Rainbows, Brownies, Guides and a parent and toddler group. Chertsey Hall is also located on Heriot Road in the town centre. The Chertsey Hub is a community centre located on the Chertsey Road, outside the Town Centre.

12.31 Addlestone has a range of community facilities within the town centre; including a relatively new Community Centre, a Library situated within the Civic Centre which was completed in 2009, a Citizens Advice Bureau, the Eileen Tozer Centre (Day Centre) and a Youth Centre on Church Road (outside the town centre). In addition, the development at Station Road in Addlestone will deliver a new community fitness centre.

Table 12.2 **Summary of Community Facility Provision in Runnymede**

Facility Name	Location
Addlestone Library Addlestone Community Centre Eileen Tozer Centre Youth Centre Citizen's Advice Bureau	Addlestone Town Centre / Edge of Centre
Chertsey Museum Chertsey Library Chertsey Social Club Gogmore Youth Centre The Chertsey Hub	Chertsey Town Centre / Edge of Centre
The Egham Museum Egham And District Social Club Egham Constitutional Club Egham Youth Centre Egham Library Manor Farm Day Centre	Egham Town Centre / Edge of Centre
Virginia Water Library Woodham and New Haw Day Centre New Haw Library The Hythe Centre (community hall) Magna Carta Arts Centre (community arts facility shared with Magna Carta School)	Virginia Water/ New Haw/ Woodham/ Egham Hythe/ out of centre

12.32 In addition to those listed above, it should be noted that there are a number of churches located within or in close proximity to these centres that also serve a wider community function – for example, hiring out facilities to community groups.

Local Healthcare Facilities

12.33 GP provision in the town centres includes one large medical centre within each of the town centres. These are supplemented by localised provision in the urban areas outside of the town centres. As with GP surgeries, the provision of dental surgeries in Runnymede are concentrated in the town centres, with larger practices located within the town centre boundaries.

Table 12.3 **Summary of GP and Dentist Provision in Runnymede**

GP Practices	Location	Size (No. GPs)
Addlestone Health Centre (The Crouch Oak Family Practice)	Addlestone Town Centre	11
The Grove Medical Centre	Egham Town Centre	5
Chertsey Health Centre (The Bridge Practice)	Chertsey (edge of centre)	6
Dental Practices	**Location**	
Gatehouse Dental Service Portmore Dental Practice Premier Dental Care Synergy Dental Clinic	Addlestone Town Centre / Edge of Centre	
The Tooth Booth	Egham Town Centre	
Abbeymead Dental Centre Estetica The Courtyard Clinic Cosmetic Dentist Farley House Dental Care	Chertsey Town Centre/ Edge of Centre	

Source: NHS Choices; RBC 2015 Retail Audit

13.0 SHOPPING FRONTAGE AND RETAIL IMPACT THRESHOLD RECOMMENDATIONS

13.1 This section reviews the Council's policy on the existing defined primary shopping area (PSA) and shopping frontages within for the Borough's three Town Centres. Recommendations are provided on the most appropriate definition of the PSA and the introduction of primary shopping frontages (PSFs) and for secondary shopping frontages (SSFs) to ensure the vitality and viability of the town centre. In addition, recommendations are provided on an appropriate floorspace threshold for the requirement of retail impact assessments (RIAs) in respect of retail proposals.

PRIMARY SHOPPING AREA AND SHOPPING FRONTAGES

13.2 To help ensure the vitality of the Borough's three Town Centres we have considered the most appropriate definition of the primary shopping area (PSA), based on the available evidence and research on the extent of primary shopping frontages (PSFs) and secondary shopping frontages (SSFs) for each centre.

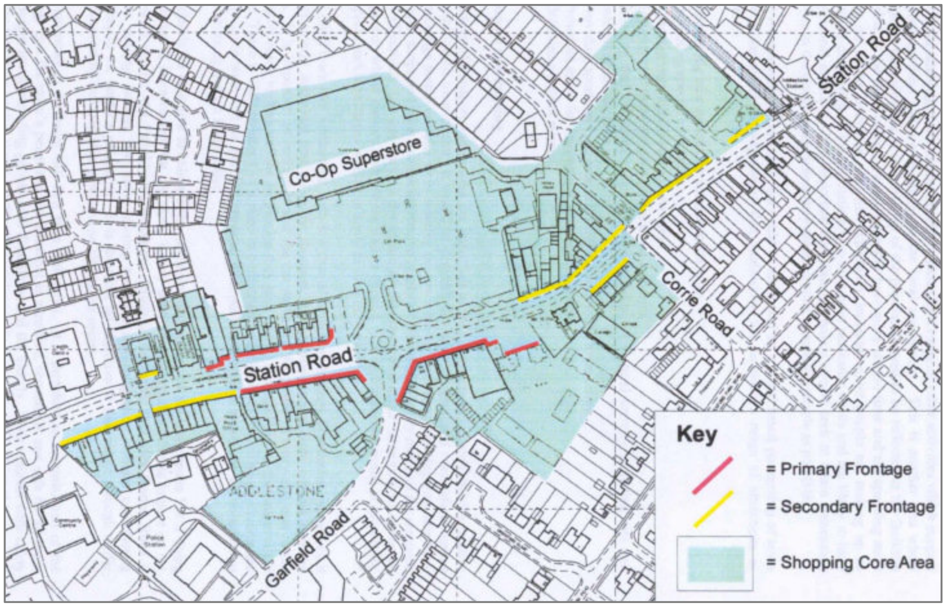
13.3 By defining the PSF for each town centre, this will allow the Council to manage Permitted Development Rights which allow for changes of use from retail to residential more effectively. The recent changes in planning legislation allows for the change of use from A1 (retail) and A2 (financial and professional services) to C3 (residential) use. However, applications are subject to the prior approval of the Local Planning Authority, which is entitled to consider the potential impact of the loss of A1/A2 use on the sustainability of a shopping area and the need to maintain an adequate provision of essential local services. Therefore, applications for Prior Approval for change of use would be required to consider the impact on the retail function of the defined PSF and the wider implications of the change of use on economic health of the town centre.

13.4 The recommended frontages for Addlestone, Chertsey and Egham are illustrated in **Appendix 13**. The following provides an explanation of how the recommended frontages for each town centre were established:

Addlestone Town Centre

13.5 As highlighted in Section 3, the PSA for Addlestone is defined in the Addlestone AAP, where it is referred to as the Shopping Core Area. As Figure 13.1 shows, the PSA largely comprises key shopping frontages and sites along Station Road; running west of the railway station up to the Council's offices. The AAP also identifies the PSF and SSFs, which are also identified in Figure 13.1.

Figure 13.1 Current Defined Primary Shopping Area and Shopping Frontages



Source: Addlestone Area Action Plan (1999)

13.6 The defined PSF is focussed on shopping frontages on Station Road that are adjacent to the junction of Garfield Road. The SSF comprises all other frontages on Station Road that are within the PSA.

13.7 A review of the mix of uses within the defined PSF shows that 70% of total units are in A1 use (including vacant units) with the remainder (30%) comprising a mix non-A1 uses (e.g. A2, A3, and A5). We have identified three different shopping frontages within the PSF where the mix of A1 and non-A1 uses vary, as shown in the table below.

Table 13.1 **Primary Shopping Frontage – Mix of Uses**

	A1	A2	A3	A5
Nos. 80 to 100 Station Road	76%	12%	6%	6%
Nos. 73 to 97 Station Road	67%	8%	8%	17%
Nos. 102 to 130 Station Road	64%	18%	9%	9%
Total Primary Frontage	70%	13%	8%	10%

Source: Retail Survey, Runnymede Borough Council 2015

13.8 As the table shows, the mix of A1 and non-A1 uses across the three shopping frontages is stronger between nos. 80 to 100 Station Road. The proportion of A1 units along nos. 73 and 97 Station Road remains relatively strong at 67%. The proportion of A1 units along nos. 102 to 130 Station Road is comparable to the mix of uses within the SFFs (discussed later).

13.9 We recommend that the above frontages are retained within the PSF, with the potential to review the shopping function of nos. 102 to 130 Station Road once retail and leisure provision is in place on the former Civic Offices site.

13.10 It is noted that the AAP predates the development of the Tesco Superstore and the civic centre building and ancillary retail units (e.g. Post Office), which forms no.177 Station Road. We recommend that the store's frontage on Station Road should be incorporated into the PSF.

13.11 The frontage comprising nos. 40 to 76 Station Road is identified in the AAP as a SSF. The majority of the frontage will be redeveloped to accommodate the planned Addlestone One development and will provide a mix of retail and leisure uses. Currently, 88% of units on this frontage are classified as A1 (including units voided for in anticipation for redevelopment). This indicates that the frontage has largely served a primary function, which will be further strengthened by the opening of Waitrose. We recommend that this frontage is reviewed on completion of Addlestone One with the potential to be defined as a PSF alongside internal frontages of the new scheme.

13.12 A review of other SFFs shows that the frontages contain a mix of A1 and non-A1 uses that are typical of secondary areas. For example, the proportion of units in A1 use ranges from 50% to 63% across the different SSF frontages. We recommend that the existing SSFs are retained, with the exception to nos. 40 to 76 Station Road.

13.13 Whilst taking account of the above, it is recommended that the Council reviews the PSF and SSF once occupiers of the Addlestone One scheme have been confirmed and the development is substantially complete.

13.14 It is recommended that supporting policy for PSFs should apply a threshold that requires a minimum of 65% total units within a defined PSF is in A1 use. This threshold still allows for flexibility for other non-retail uses while maintaining the critical mass of retail to attract shoppers. Policy could also restrict the number of consecutive units in non-A1 uses to ensure an even mix of A1 and non-A1 uses across a defined frontage. For secondary areas, the Council may wish to consider a minimum threshold ranging from 30% to 50% for units/ floorspace in A1 use.

13.15 Finally, in defining the PSA we recommend that the PSA defined in the Addlestone AAP (referenced as the Core Shopping Area in the AAP) is retained but extended to include the Addlestone One scheme.

Chertsey Town Centre

13.16 The defined PSA for Chertsey Town Centre is set out in the Local Plan 2001 Proposals Map (referenced as Shopping Core Area). Shopping frontages are not identified. In reviewing the defined PSA boundary we have first identified appropriate PSF and SSFs for the town centre based on the current mix of uses on key shopping streets.

13.17 The health check assessment in Section 5 identifies Guildford Street as the main shopping street for the town centre. A review of the mix of uses on Guildford Street shows that 61% of total units are in A1 use.

13.18 London Street and Windsor Street are also identified as important shopping streets but serving a more secondary role to the retail offer on Guildford Street. Both these streets offer a mix of A1 and non-A1 uses that are more typical of SSFs.

13.19 The mix of uses on Guildford Street, London Street and Windsor Street is set out in the table below.

Table 13.2 **Key Shopping Streets in Chertsey – Mix of Uses**

	A1	A2	A3	A4	A5
Nos. 92- 134 Guildford Street	63%	19%	6%	6%	6%
Nos. 105-133 Guildford Street	73%	13%	7%	0%	7%
Nos. 64-90 Guildford Street	25%	25%	50%	0%	0%
Nos. 59-131 Guildford Street	52%	26%	4%	4%	15%
The Sainsbury's Centre: 1-11 Guildford Street	71%	6%	18%	0%	6%
London Street	33%	22%	22%	22%	0%
Windsor Street	58%	25%	0%	8%	8%

Source: Retail Audit, Runnymede Borough Council 2015

13.20 In summary, we recommend that the PSF should include nos. 92-132 and 105-133 Guildford Street as included in the table above. We also recommend that The Sainsbury's Centre (nos. 1-11 Guildford Street) is included in the PSF as it contains a high proportion of units in A1 use including the Sainsbury's store. These frontages will allow the Council to retain an appropriate balance of A1 and non-A1 uses and ensure that existing retail provision is protected.

13.21 We also recommend that the SSF includes the frontages along Guildford Street that comprise nos. 64-90 and 59-135, as well as frontages on London Road and Windsor Street. This will allow greater flexibility for a range of town centre uses while still supporting secondary retail provision.

13.22 Combined, the above recommended frontages form the recommended PSA for Chertsey Town Centre. This reflects the current PSA boundary defined in the 2001 Local Plan Proposals Map for Chertsey Town Centre. Therefore, at the current time, we do not recommend any changes to the defined PSA.

13.23 It should be noted that the recommended PSA also sits within a conservation area. This allows protection against changes of use from A1/A2 uses to C3 (residential) uses under the changes to legislation on Permitted Development Rights (PDR), which excludes article 1(5) land (including Conservation Areas).

13.24 It is recommended that supporting policy for PSFs should apply a threshold that requires a minimum of 65% total units within a defined PSF is in A1 use. This threshold still allows for flexibility for other non-retail uses while maintaining the critical mass of retail to attract shoppers. Policy could also restrict the number of consecutive units in non-A1 uses to ensure an even mix of A1 and non-A1 uses across a defined frontage. For secondary areas, the Council may wish to consider a minimum threshold ranging from 30% to 50% for units/ floorspace in A1 use.

13.25 Finally, should any key town centre development come forward within the defined PSA, we recommend that frontages are reviewed, particularly where new retail and other key town centre uses is delivered.

Egham Town Centre

13.26 The defined PSA for Egham Town Centre is set out in the Local Plan 2001 Proposals Map (referenced as Shopping Core Area). Shopping frontages are not identified. In reviewing the current PSA boundary we have first identified appropriate PSF and SSFs for the town centre based on the current mix of uses on key shopping streets.

13.27 The main shopping area is concentrated along the pedestrianised area of High Street between the two intersections with Church Road and Station Road North.

13.28 The mix of uses on The Precinct, High Street, and Station Road North are set out in the table below.

Table 13.3 **Key Shopping Streets in Egham – Mix of Uses**

	A1	A2	A3	A4	A5
The Precinct	83%	0%	17%	0%	0%
53-68 High Street	72%	0%	11%	0%	0%
38-52 High Street	22%	39%	6%	11%	0%
Station Road North	33%	22%	0%	0%	11%

Source: Retail Survey, Runnymede Borough Council 2015

13.29 As the table above shows, there is high concentration of A1 uses along The Precinct with 83% of total units in A1 use. The proportion of units in A1 use is also high along the frontage that comprises nos. 53-68 High Street at 72%. Therefore, we recommend that these frontages are defined as PSF.

13.30 The mix of uses along the remaining pedestrian area of High Street and Station Road North is more suited to secondary retail and service uses. As such, we recommend that these frontages are designated as SSF.

13.31 A review of the mix of uses on other shopping streets including areas of High Street to the east and west of the pedestrian zone have a lower proportion of units in A1 use and a greater mix of non-A1 uses (i.e. A2-A5 and Sui Generis). We recommend that these frontages are defined as SSF. Similarly, we recommend that frontages along Station Road are also defined as SSF on the same basis.

13.32 It should be noted that the recommended PSA also sits within a conservation area. This allows protection against changes of use from A1/A2 uses to C3 (residential) uses under the changes to legislation on Permitted Development Rights (PDR), which excludes article 1(5) land (including Conservation Areas).

13.33 It is recommended that supporting policy for PSFs should apply a threshold that requires a minimum of 65% total units within a defined PSF is in A1 use. This threshold still allows for flexibility for other non-retail uses while maintaining the critical mass of retail to attract shoppers. Policy could also restrict the number of consecutive units in non-A1 uses to ensure an even mix of A1 and non-A1 uses across a defined frontage. For secondary areas, the Council may wish to consider a minimum threshold ranging from 30% to 50% for units/ floorspace in A1 use.

13.34 With regard to the PSA, we do not recommend any changes to the boundary defined in the 2001 Local Plan Proposals Map for Egham Town Centre.

13.35 It is understood that the Council is looking to bring forward for development some of the sites identified in the Egham Town Centre Masterplan. Work is at an early stage and the Council is looking to go out to the market in the next 6 months to secure a development partner. It is intended that future plans for development will follow on from the first phase of redevelopment in the town centre, which comprised the development of the Waitrose and Travel Lodge at the Arndale Road car park. As such if further regeneration comes forward in Egham over the Plan period it is recommended that the frontages and PSA are reviewed to take account of emerging key town centre development.

IMPACT ASSESSMENT: LOCAL FLOORSPSPACE THRESHOLD

13.36 Finally, we have reviewed whether there is a policy requirement for the local planning authority to set a local (floorspace-based) impact threshold, rather than use the default of 2,500 m^2 gross identified by the NPPF (paragraph 26). This is important as it will determine whether applicants should carry out an impact assessment for new retail, leisure and office development outside of town centres that are not in accordance with an up-to-date Local Plan.

13.37 The national *Planning Practice Guidance* (PPG) published in March 2014 provides advice in setting a locally appropriate threshold and states that 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; and
- impact on any other planned investment.

13.38 While the quantitative and qualitative research evidence shows the Borough's Town Centres appear to be vital and viable centres, they are potentially vulnerable to competition from out-of-centre retailing and the growth of internet shopping. The Causeway Retail Park serves as the Borough's main out of centre retail destination and there is potential that future proposals may come forward to expand the centre; particularly given the retail park's proximity to Two Rivers Retail Park and Staines-upon-Thames. Furthermore, as demand for new retail space grows, particularly for 'local' format foodstores, the adoption of local threshold to assess retail impact allows the Council greater control in managing development at edge and out of centre locations.

13.39 In terms of the scale of new commitments in the Borough, the planning pipeline evidence shows that they range from smaller retail units of circa 355 m^2 gross (new retail unit at 302 Woodham Lane, New Haw), up to larger floorspace and schemes of over 1,000 m^2 net (including, for example, the planned new foodstore at Virginia Water and retail provision for the DERA site).

13.40 Our assessment of retail trends has also highlighted the fact that modern retailers selling a range of comparison goods (including fashion, homestore and 'bulky' goods retailers) have requirements for larger format shop units with a minimum floorspace of between 500 m^2 and 1,000 m^2 gross. This scale of floorspace provides operators with the necessary minimum 'critical mass' of sales needed to display their full range of goods in-store and attract customers from a wider catchment area, particularly where they are co-located alongside similar stores in town centre and out-of-centre locations. In general terms larger format non-food stores of over 500 m^2 gross are also unlikely to trade as a purely local facility[42].

13.41 The assessment of current trends in the food/grocery sector has also highlighted the dynamic growth in smaller convenience stores operated by the major grocers (i.e. Sainsbury's Local, Tesco Express, Little Waitrose, etc.). Although sizes vary from location-to-location, the main grocers are generally seeking new convenience stores with an average gross floorspace of circa 500 m^2. In circumstances where these smaller stores are proposed on the edge or outside of smaller local and village centres, they could have a significant adverse impact on their trading performance, and overall vitality and viability. This will particularly be the case where the existing centres are dependent on convenience ('top-up') shopping to help anchor their retail offer and

42 According to the Sunday Trading laws a 'large shop' is defined as being over 280m^2 gross. This provides a broad indication at the national level as to what constitutes a 'large shop' capable of generating a reasonable amount of trade (and, therefore, the potential to result in an impact on shopping patterns).

generate footfall and linked trips/expenditure to the benefit of other shops, services and facilities.

13.42 We therefore conclude in this case that it is reasonable for applicants proposing developments for new comparison and convenience goods retailing of 500 m^2 gross and above at locations outside of a town or local centre to demonstrate that they will not have a significant adverse impact on Addlestone, Chertsey and Egham Town Centres or the Borough's network of smaller centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

13.43 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

13.44 We also consider that a 500 m^2 impact threshold is reasonable in this case based on our experience of advising other local planning authorities, and also drawing on the minimum impact thresholds identified in recently adopted local plans (including, for example, Richmondshire District Council, Rother District Council, Rotherham Metropolitan Council, Stafford Borough Council, Warrington Borough Council and Norwich City Council).

13.45 Notwithstanding the use of a lower locally set impact threshold, it is important that the scope of any Retail Impact Assessment (RIA) in support of planning applications is discussed and agreed between the applicants and the Council at an early stage in the pre-application process. The level of detail included within a RIA should be proportionate to the scale and type of retail floorspace proposed, and should be agreed between the Council and applicant on a case-by-case basis.

14.0 SUMMARY AND CONCLUSIONS

14.1 This final section summarises the study's key findings and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of the Borough's main centres over the development plan period (up to 2035) in accordance with the main requirements of the NPPF (paragraph 23).

14.2 Our advice is based on the updated assessment of the quantitative and qualitative need for new retail (comparison and convenience goods), commercial leisure floorspace and demand for other town centre uses in Addlestone, Chertsey and Egham Town Centres over the development plan period, up to 2035. Consideration has also been given to capacity for new retail floorspace for the Borough's Local Centres.

14.3 The needs assessment draws on a robust evidence base and new research, including a health check of the three Town Centre Centres and a 100-interview in-centre survey in each centre; a telephone interview survey of some 1,000 residents in Runnymede Borough and a wider Study Area; and a high level consultation with key stakeholders and businesses in the Borough, as well as neighbouring authorities.

14.4 The study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the *National Planning Policy Framework* (NPPF) and the national *Planning Practice Guidance* (PPG), which place weight on the development of positive plan-led visions and strategies for town centres.

SHOPPING PATTERNS & MARKET SHARE ANALYSIS

14.5 The Study Area and ten study zones defined for the purpose of this study (Appendix 1) provide the necessary robust framework for the telephone interview survey of some 1,000 households conducted by NEMS Market Research (Appendices 2 and 3).

14.6 This survey has helped to establish current shopping and leisure patterns across the Borough and wider Study Area for different types of convenience and comparison goods purchases, including special forms of trading (Appendices 5 and 6).

RETAIL AND LEISURE NEEDS

14.7 **Section 10** assessed the Borough-wide capacity for new (convenience and comparison goods) retail floorspace in the Study Area over the development plan period. The '*baseline*' capacity assessment is underpinned by robust evidence and forecasts discussed in Sections 3 and 8.

14.8 The Borough-wide capacity forecasts have then been disaggregated for Addlestone, Chertsey and Egham Town Centres, the combined local and village centres to help identify and inform the likely future strategic allocation of new retail floorspace over the development plan period. The results are summarised in the table below.

Table 14.1 **Summary of Forecast Convenience and Comparison Floorspace Capacity (m^2 net): Assuming 'Equilibrium' at 2015 & Constant Market Shares**

	2020	2025	2030	2035
CONVENIENCE FLOORSPACE				
Addlestone Town Centre (m^2 net) :	-308	-75	156	394
Chertsey Town Centre (m^2 net) :	95	180	263	349
Egham Town Centre (m^2 net) :	295	556	814	1,076
Local/ Village Centres (m^2 net) :	-1,026	-930	-835	-737
Rest of Borough (m^2 net) :	3	213	418	631
TOTAL BOROUGH (m^2 net) :	-940	-57	816	1,712
COMPARISON FLOORSPACE				
Addlestone Town Centre (m^2 net) :	-513	257	1,310	2,281
Chertsey Town Centre (m^2 net) :	56	156	294	419
Egham Town Centre (m^2 net) :	132	364	685	975
Local/ Village Centres (m^2 net) :	-144	11	222	416
Rest of Borough (m^2 net) :	-249	14	369	699
TOTAL BOROUGH (m^2 net) :	-717	801	2,880	4,790

Source: Tables 12-17, Appendices 7 and 8

Note: Forecast capacity for convenience goods is based on foodstore format floorspace.

14.9 Based on the key baseline assumptions that the retail market is in '*equilibrium*' at the base year (2015) and that market shares remain constant over the study period, the assessment identifies no Borough-wide capacity for new retail (convenience and comparison goods) floorspace in the short to medium term. For convenience goods, capacity emerges from 2030 for 816 m^2 net of convenience (foodstore) goods floorspace; increasing to 1,712 m^2 by 2035. This takes account of committed convenience goods floorspace across the Borough, including planned foodstores in Addlestone and Virginia Water. Alternatively, there is capacity to support 3,652 m^2 of local supermarket Co-Op, Budgens, etc.) and/ or discount floorspace (e.g. Aldi, Lidl, Netto, etc.) format floorspace, which takes account of lower sales densities for this form of convenience retailing.

14.10 There is no forecast capacity for new comparison goods floorspace in the short term (up to 2020) after taking into account planned comparison goods floorspace. However, capacity emerges in 2025 for 801m^2; increasing to 2.880 m^2 net in 2030 and 4,790 m^2 net by 2035. Addlestone Town Centre accounts for the majority of this identified capacity (2,281 m^2 net up to 2035), with a smaller quantum identified in Chertsey and Egham Town Centres (419 m^2 and 975 m^2 net, respectively). There is also capacity for up to 416 m^2 net of new comparison floorspace for the Borough's network of Local Centres after taking account of planned floorspace at Virginia Water and New Haw.

14.11 It is important to restate that retail capacity forecasts beyond 5 years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending levels, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current Experian forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term.

14.12 The leisure needs ('gap') assessment has also identified the potential to support new cinema, food and beverage outlets (A3 to A5). The planned development of a multi-screen cinema and food and beverage outlets in Addlestone address this identified gap. The leisure assessment also identified the potential to support new fitness/ health facilities.

14.13 The potential to deliver new commercial leisure facilities is largely market driven. However, priority should be given to promoting food and beverage provision in the Borough's three town centres to encourage longer dwell times by shoppers and other town centre users and create a more attractive destination for visitors. This is particularly the case for Chertsey and Egham where the health check assessments identified a qualitative need for improved food and beverage facilities.

MEETING NEEDS IN THE BOROUGH'S TOWN CENTRES

14.14 The following provides a review of the relative health, role and function of the Borough's three town centres, and their potential to accommodate some and/or all of the identified need over the short, medium and long term. This is based on our understanding of the potential availability and suitability of identified sites in Addlestone, Chertsey and Egham; and the market interest/demand from operators, landowners and investors to deliver new and viable retail floorspace in the Borough and its main centres.

14.15 The review of the performance of the Borough's three town centres in retail terms has been informed by the findings of the health checks, centre audits, and in-centre visitor and household surveys. It has also taken into account the current policy framework and strategic visions for each centre, including the emerging Local Plan, as well as the latest information on existing, proposed and emerging new retail-led development and investment in the three centres.

Addlestone Town Centre

14.16 The following provides a brief summary of Addlestone Town Centre's overall vitality and viability based on a number of the key retail performance indicators (KPIs) assessed in Section 6 of the report:

- Taking into account the units that are currently vacant in preparation for development, the town centre benefits from low vacancies which boost the vitality of the core shopping area. However, this is partly due to a shortage of supply and may be evidence that some retailer demand is not being met.
- The Tesco Extra store is a key draw for visitors and is the focus for activity and footfall, occupying a prominent position within the town centre. If Waitrose opens a new convenience store in the town it will help to consolidate and strengthen Addlestone's food and convenience offer.
- The town centre has a limited range of comparison shops, most of which are smaller independent stores. There is little by way of fashion retailing, although given the size and role of the town centre compared with competing centres in neighbouring authorities it is likely that it will remain focussed on services and leisure provision. The in-centre survey highlighted some demand for more of this type of retailing in the centre.
- The public realm is lacking in overall quality and would benefit from investment. This could be in the form of public planting or sculptures, linked to forthcoming development in the centre. The in-centre survey also confirmed this as a perceived issue for the centre.
- The busy road running through the centre of Addlestone was identified in the Household Survey as an area for potential improvement. Measures to mitigate the impact of traffic on pedestrians should be explored. Again, this was identified by respondents in the in-centre survey.
- The leisure offer is dominated by hot food take-aways (Class A5), and this was identified as something visitors did not like about the centre. However, the development of the former civic offices site will bring a cinema to the centre and is likely to encourage an expansion in the existing leisure provision in the town centre.
- The development of the Station Road site for a cinema and new retail and food and beverage floorspace will significantly enhance the attractiveness of the town centre. Furthermore, the planned opening of a Waitrose store within the scheme will strengthen Addlestone's market share for convenience expenditure and help claw back expenditure lost to other centres.
- Stakeholder consultation confirmed that potential issues for Addlestone included the poor public realm and access to cheap or free car parking. The feeling of

community that smaller centres like Addlestone encourage was identified as a key strength by stakeholders.

14.17 New retail and leisure development should be promoted within the town centre where possible. Consideration should be given to brownfield sites where there is potential to increase development density. For example, the existing health centre site on Station Road has the potential for redevelopment to include other uses, such a retail.

Chertsey Town Centre

14.18 The following provides a brief summary of Chertsey Town Centre's overall vitality and viability based on a number of the key retail performance indicators (KPIs) assessed in Section 8 of the report:

- Chertsey is an attractive town centre, with a pleasant environment for pedestrians owing to the narrow streets and restricted access to traffic. The heritage of the town creates a strong identity for the centre, and the abundance of listed buildings and other heritage assets provide points of interest for visitors. This was confirmed by the positive comments received during the in-centre visitor survey.
- The centre performs as a service and convenience retail centre, as confirmed through the stakeholder consultation. There is little by way of comparison retail, particularly with regard to fashion, as identified in the household and in-centre surveys.
- The convenience offer is dominated by the Sainsbury's supermarket. The supermarket provides an anchor for the town and is a key draw for shoppers. However, the Sainsbury's Centre has become dated and is in need of investment. The walkway between the store and the town centre is narrow and lined with small units, some of which are of low quality. There is therefore an opportunity to create more linked trips between the Sainsbury's store and the town centre by improving the quality and layout of this gateway, although it is understood that such plans have not come to fruition when explored previously.
- The development of residential units to the rear of Guildford Street in what was once an employment area is likely to bring additional trade into the town centre. The high quality of these new apartments suggests that there may be an increasing trade for retail and services in the area, particularly high quality, independent occupiers.
- The protection and enhancement of the historic shop frontages was identified as a key concern for stakeholders in consultation. The Sainsbury's Centre was felt by consultees to be dated in appearance and in need of investment.

14.19 New retail and leisure development should be promoted within the town centre where possible. The potential for new retail and leisure development is limited for Chertsey given the compact nature of the town centre. However, there is potential to refurbish or redevelop part or all of The Sainsbury's Centre and car park, which could accommodate new retail and leisure floorspace for the town centre.

Egham Town Centre

14.20 The following provides a brief summary of Egham Town Centre's overall vitality and viability based on a number of the key retail performance indicators (KPIs) assessed in Section 7 of the report:

- The town centre is performing well in its role as a focus for service and convenience provision. The new Waitrose store is a key draw for visitors. As this development opened recently, it remains to be seen whether there will be wider benefits for the centre as a whole through linked trips and expenditure.
- The centre has low vacancy rates and those that are vacant are generally subject to redevelopment and/ or investment, making it unlikely that these vacancies will be long term. According to local agents, most or all of the vacant units currently in the centre are currently under offer and will soon be let.
- The town centre has been successful in attracting a number of national multiple retailers. The new development around Waitrose may bring other key brands into the centre in the future. The Household Survey identified the view of respondents that the representation of high street brands and comparison retailers could be improved.
- The overall public realm and built form is of mixed quality. Some of the smaller, modern parades in particular are of lower quality and require some investment. It is clear from recent planning permissions that redevelopment and improvement works are in the pipeline. The successful implementation of these will be important to ensure that currently vacant units are let.
- The leisure offer includes a good range of cafes, hot food take-aways and restaurants. However, this could be expanded to include further provision of bars and restaurants to help boost the evening economy. This may also help to attract more trade form the nearby growing student population. Improvement for the centre's entertainment offer was identified by respondents to the Household Survey.
- Consultees identified a need to make Egham a destination of choice through the provision of adequate access and car parking, a good level of services and also investment into the restaurant and evening leisure offer. Suggestions were also made as to the use of pop-up units to attract new visitors to the town.

14.21 New retail and leisure development should be promoted within the town centre where possible. As highlighted previously, the Council is looking to bring forward for development some of the sites identified in the Egham Town Centre Masterplan. This will assist in meeting some of the forecast need for new retail floorspace and other town centre uses.

POLICY RECOMMENDATIONS

14.22 To help ensure the vitality of the Borough's network of centres we have also reviewed the current primary shopping area (PSA) and recommendations for primary shopping frontages (PSFs) and secondary shopping frontages (SSFs) within. Our recommendations for each town centre are summarised in below:

Addlestone Town Centre	
Primary Shopping Area	It is recommended that the current defined PSA is extended to include the Addlestone One site.
Primary Shopping Frontage	The PSF identified in the Addlestone Area Action Plan should be retained, with the potential to review the shopping function of nos. 102 to 130 Station Road once the Addlestone One scheme is open. The PSF should also include the frontage of the Tesco Extra along Station Road. We have also identified the potential to include the frontage comprising nos. 40 to 76 Station Road as PSF. The frontage is identified in the AAP as a SSF. However, the frontage and its wide site is currently subject to redevelopment for the Addlestone One scheme. The scheme will provide an important mix of new retail and leisure uses for the town centre. The extent of the PSF within the scheme will be dependent on the mix of tenants secured for planned units.
Secondary Shopping Frontage	All other SSFs identified in the AAP should be retained. We recommend that the existing SSFs are retained, with the exception to nos. 40 to 76 Station Road for the reasons highlighted above.
Chertsey Town Centre	
Primary Shopping Area	No changes are recommended to the defined PSA identified in the 2001 Local Plan Proposals Map for Chertsey Town Centre.
Primary Shopping Frontage	The PSF should include nos. 92-132 and 105-133 Guildford Street. This will allow the Council to retain an appropriate balance of A1 and non-A1 uses and ensure that existing retail provision is protected. It is also recommended that frontages within the Sainsbury's Centre (including the Sainsbury's store) is included within the PSF

Secondary Shopping Frontage	It is recommended that the SSF includes the frontages along Guildford Street that comprise nos. 64-90 and 59-135, as well as frontages on London Road, and Windsor Street. This will allow greater flexibility for a range of town centre uses while still supporting secondary retail provision.
Egham Town Centre	
Primary Shopping Area	No changes are recommended to the defined PSA identified in the 2001 Local Plan Proposals Map for Egham Town Centre.
Primary Shopping Frontage	It is recommended that the PSF is restricted to The Precinct and the frontage that comprises 53-68 High Street. These frontages serve as the core retail area for the town centre and benefit from a high proportion of units in A1 uses.
Secondary Shopping Frontage	All other SSFs identified in the AAP should be retained. It is recommended that the SSF includes frontages on the High Street located east of the pedestrian zone up to the junction with Church Road and west up to the junction with Denham Road. In addition, we recommend that frontages on Station Road North are included as SFF. The above recommended SSF frontages contain a broader mix of town centre uses and support the vitality and viability of the town centre as a whole.

14.23 The above recommended frontages will provide the Council will greater control in managing the mix of uses within the PSA for each centre.

14.24 Furthermore, we recommend that that the PSA and shopping frontages are reviewed when key town centre developments come forward for each of the centres where they could benefit from inclusion or exclusion within the PSA or a particular shopping frontage.

14.25 It is recommended that supporting policy for PSFs should apply a threshold that requires a minimum of 65% total units within a defined PSF is in A1 use. This threshold still allows for flexibility for other non-retail uses while maintaining the critical mass of retail to attract shoppers. Policy could also restrict the number of consecutive units in non-A1 uses to ensure an even mix of A1 and non-A1 uses across a defined frontage. For secondary areas, the Council may wish to consider a minimum threshold ranging from 30% to 50% for units/ floorspace in A1 use.

14.26 In assessing future retail proposals, it is recommended that the Council require proposals of 500m^2 (gross) and more to demonstrate that the scheme will not impact on the vitality and viability of the Borough’s network of centres.

15.0 GLOSSARY & ABBREVIATIONS

CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food take-away and launderette.
TOWN CENTRE USES:	Main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
TOWN CENTRE BOUNDARY:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.
PRIMARY & SECONDARY FRONTAGES	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.
OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.
OUT-OF-TOWN	A location out of centre that is outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
FACTORY OUTLET CENTRES	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.

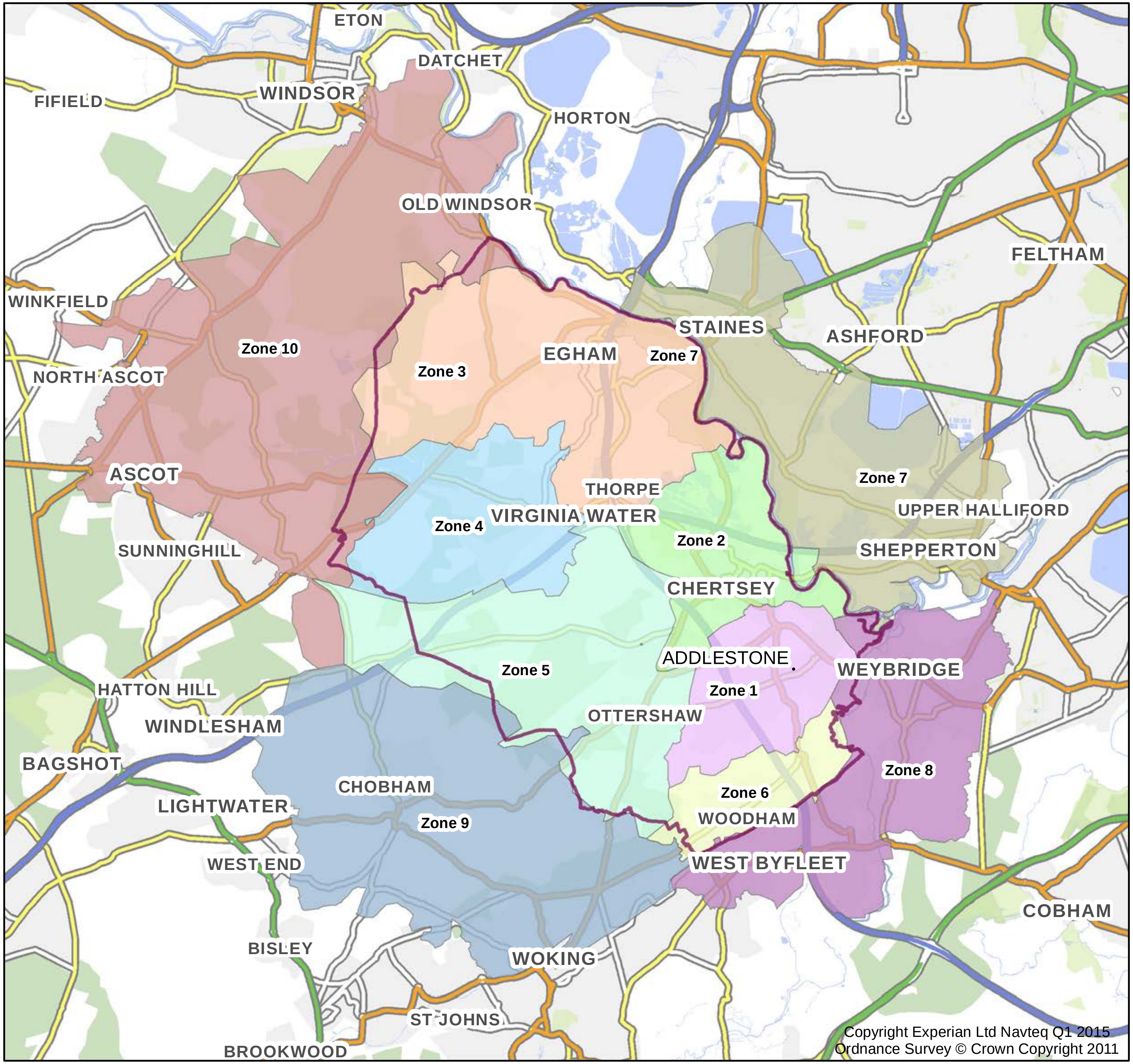
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
FLOORSPACE 'PRODUCTIVITY' ('EFFICIENCY') GROWTH	The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period. The choice of the most appropriate level of growth will depend on individual circumstances, and in particular the capacity of existing floorspace to absorb increased sales. It is also important that selected rates of growth in productivity are compatible with assumptions about the growth in per capita expenditure.
QUANTITATIVE NEED	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
QUALITATIVE NEED	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
OVERTRADING	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
BENCHMARK TURNOVER	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.
USE CLASSES	A1 - Shops A2 – Financial & professional services A3 – Restaurants & cafés A4 – Drinking establishments A5 – Hot food/ hot food take-away

– END –

APPENDIX 1: STUDY AREA

Runnymede Town & Local Centres Study 2015

STUDY AREA & ZONES



Borough Boundary

Study Zones

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10

Carter Jonas

APPENDIX 2: NEMS HTIS AND VISITOR SURVEY METHODOLOGIES

NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Runnymede In-Centre Survey
for
Carter Jonas

May 2015

Job Ref: 080415

Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to the Runnymede area, namely Addlestone Town Centre, Chertsey Town Centre and Egham Town Centre

The main aims and objectives of the study were as follows:

- To understand respondents' main purpose for visiting the respective town centres;
- To determine mode of travel and frequency of visit;
- To ascertain which stores they visit for their main or 'top up' food shopping;
- To find out how often respondents visit the respective towns
- To discover what improvements are needed to the retail and leisure offer in these three towns.

1.2 Research Methodology

A total of 301 face to face interviews were conducted. Fieldwork was carried out between Wednesday 13th May 2015 and Tuesday 16th June 2015.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in visitor research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 301 answers "Yes" to a question we can be 95% sure that between 44.3% and 55.7% of the population holds the same opinion (i.e. +/- 5.7%).

%ge Response	95% confidence interval
10%	±3.4%
20%	±4.5%
30%	±5.2%
40%	±5.5%
50%	±5.7%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

APPENDIX 3: HTIS SURVEY RESULTS (WEIGHTED)

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Liscombe Town Centre, Bracknell	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	0.0%	0	0.0%	0
Aldi, Church Street, Walton-on-Thames	1.6%	16	3.1%	3	8.6%	6	0.0%	0	0.4%	0	1.1%	0	0.7%	0	1.1%	2	2.5%	4	0.0%	0	0.0%	0
Aldi, High Street, Feltham	1.6%	16	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Albert Drive, Woking	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	6.8%	3	0.0%	0	0.0%	0	6.4%	7	0.0%	0
Asda, Lion Retail Park, Woking	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0
Asda, Longford Centre, Feltham	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	0.0%	0	0.0%	0
Budgens, High Street, Sheperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Green Lane, Addlestone	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	0.0%	0	0.0%	0
Co-op, Marshal Parade, Coldharbour Road, Pyrford, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op, Oyster Lane, Byfleet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Co-op, St Lukes Road, Old Windsor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Co-op, The Broadway, New Haw	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 130 Peascod Street, Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, Brooklands	0.5%	5	1.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Marks & Spencer, Staines-upon-Thames	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	0.0%	0	0.0%	0
Morrisons, 151 Monument Hill, Weybridge	1.6%	16	6.7%	6	3.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	2.8%	28	1.2%	1	1.0%	1	0.0%	0	0.4%	0	1.1%	0	5.2%	3	0.0%	0	1.1%	2	18.9%	21	0.0%	0
Morrisons, Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, (Bagshot Road) Ringmead, Bracknell	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.3%	1
Sainsbury's Superstore, Cobham	1.2%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	12.7%	6	0.0%	0	2.9%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Knaphill, Woking	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	15.2%	17	0.0%	0
Sainsbury's Superstore, New	1.9%	19	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	9	5.5%	10	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zealand Avenue, Walton-on-Thames																						
Sainsbury's Superstore, Princess Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Sainsbury Centre, Chertsey	2.9%	29	3.0%	3	28.8%	19	1.1%	2	0.0%	0	16.7%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	8.4%	84	0.7%	1	3.1%	2	25.9%	41	18.1%	5	1.1%	0	0.0%	0	12.4%	26	0.0%	0	0.0%	0	11.0%	9
Sainsbury's Superstore, Wolseley Walk, Woking	0.4%	4	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sainsbury's Local, High Street, Guildford	0.0%	0	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	0.0%	0
Tesco Express, Eastworth Road, Chertsey	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	23	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Queens Road, Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Brooklands (Barnes Wallis Drive, Weybridge)	8.3%	83	11.8%	11	0.5%	0	0.0%	0	0.4%	0	2.5%	1	34.2%	17	0.0%	0	27.3%	47	6.2%	7	0.0%	0
Tesco Extra, Sandhurst (the Meadows)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Staines Road West, Sunbury	6.7%	67	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	66	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stanwell, Staines-upon-Thames (Ashford Middlesex Extra)	1.3%	13	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	10.1%	101	55.3%	51	36.1%	24	1.7%	3	6.1%	2	46.5%	14	5.9%	3	0.0%	0	1.7%	3	1.4%	2	0.0%	0
Tesco Extra, The Meadows, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Road, Slough	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Dedworth Road, Windsor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco Superstore, High Street, Egham	5.1%	51	0.0%	0	0.0%	0	27.5%	43	8.7%	2	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	3.6%	3
Tesco Superstore, Warfield, Bracknell	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	4.1%	3
Tesco Superstore, Whitton Road, Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Waitrose, Church Road, Egham	3.9%	40	0.0%	0	0.6%	0	18.8%	29	15.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Waitrose, Goldsworth Park,	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	14	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Woking																						
Waitrose, Hersham, Walton-on-Thames	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	16	1.8%	3	0.0%	0	0.0%	0
Waitrose, High Street, Weybridge	4.4%	44	0.6%	1	0.0%	0	0.0%	0	0.4%	0	1.1%	0	0.0%	0	0.6%	1	23.8%	41	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8
Waitrose, London Road, Sunningdale	3.9%	39	0.0%	0	0.0%	0	0.0%	0	14.5%	4	4.5%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	8	31.5%	25
Waitrose, Station Approach, West Byfleet	3.4%	34	3.7%	3	0.0%	0	0.0%	0	0.5%	0	4.9%	1	13.2%	6	0.0%	0	9.0%	16	6.0%	7	0.0%	0
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	2.6%	26	0.0%	0	0.0%	0	6.1%	10	1.0%	0	0.0%	0	0.0%	0	6.8%	14	0.0%	0	0.0%	0	2.5%	2
Waitrose, Wokingham	0.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Addlestone	0.0%	0	0.0%	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	0.0%	0
Brooklands	0.1%	1	0.7%	1	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
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Egham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	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	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet / mail order	8.7%	88	6.4%	6	7.2%	5	12.1%	19	29.3%	8	13.7%	4	12.0%	6	8.6%	18	6.6%	12	6.2%	7	3.9%	3
Asda, Roehampton Vale, Roehampton	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	15	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Budgens, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cippenham	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	0.0%	0	0.0%	0
Iceland, High Street, Egham	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	0.0%	0	0.0%	0
Iceland, Station Road, Addlestone	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	0.0%	0	0.0%	0
One Stop, Brox Road, Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Row Town	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	0.0%	0	0.0%	0
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Between Streets, Cobham	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	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
(Don’t know / varies)	1.0%	10	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.1%	2	0.0%	0	3.5%	4	2.9%	2
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Asda	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	34.5%	30	0.0%	0	45.5%	2	61.8%	12	27.6%	2	16.5%	1	17.4%	1	50.3%	9	27.6%	3	0.0%	0	0.0%	0
Sainsbury’s	9.3%	8	0.0%	0	31.3%	2	5.1%	1	6.8%	1	7.8%	0	44.6%	3	0.0%	0	0.0%	0	23.4%	2	20.0%	1
Tesco	51.6%	45	100.0%	6	23.1%	1	28.1%	5	49.8%	4	75.7%	3	38.0%	2	43.1%	8	72.4%	8	76.6%	5	60.0%	2
Waitrose	1.9%	2	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
(Don't know / varies)	1.4%	1	0.0%	0	0.0%	0	5.1%	1	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		88		6		5		19		8		4		6		18		12		7		3
Sample:		72		4		6		11		12		7		7		9		6		5		5

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing / very little	6.2%	56	8.7%	8	6.3%	4	17.5%	24	5.7%	1	3.9%	1	3.7%	2	2.3%	4	3.3%	5	4.5%	5	2.9%	2
Attractive environment / nice place	3.2%	29	3.9%	3	1.8%	1	5.6%	8	1.3%	0	1.9%	0	1.4%	1	1.1%	2	3.1%	5	5.2%	5	4.2%	3
Close to friends or relatives	0.4%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	2.3%	2
Close to home	46.2%	418	41.3%	36	42.0%	26	41.4%	57	46.0%	9	61.1%	15	32.7%	14	47.6%	91	50.0%	81	53.3%	55	45.4%	34
Close to work	3.3%	30	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.0%	1	12.6%	24	1.9%	3	0.0%	0	0.7%	1
Compact	2.2%	20	0.0%	0	3.0%	2	0.0%	0	0.6%	0	1.9%	0	0.7%	0	0.0%	0	3.3%	5	11.2%	12	0.8%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.3%	12	0.0%	0	0.0%	0	0.6%	1	3.3%	1	8.9%	2	3.6%	2	1.1%	2	0.6%	1	2.3%	2	1.5%	1
Easy to park	5.8%	52	3.5%	3	4.7%	3	5.5%	8	8.4%	2	10.6%	3	8.7%	4	2.3%	4	8.2%	13	6.5%	7	8.9%	7
Good facilities	2.3%	21	1.3%	1	0.0%	0	0.6%	1	1.3%	0	0.7%	0	0.8%	0	2.3%	4	1.3%	2	11.2%	12	0.0%	0
Good food stores	7.1%	64	3.5%	3	2.9%	2	3.8%	5	22.5%	4	5.7%	1	3.2%	1	14.8%	28	3.7%	6	8.9%	9	4.6%	3
Good pubs, cafés or restaurants	0.5%	5	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	4.6%	42	1.3%	1	4.1%	2	2.4%	3	2.5%	1	4.7%	1	19.8%	8	7.6%	15	1.8%	3	1.6%	2	7.9%	6
Makes a change from other places	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	0.0%	0	0.0%	0
Quiet	1.2%	11	0.0%	0	1.8%	1	0.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	4.4%	7	0.7%	1	0.0%	0
Safe and secure	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.8%	8	3.6%	3	0.0%	0	2.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	19	2.7%	2	0.6%	0	3.0%	4	3.0%	1	0.6%	0	3.9%	2	1.1%	2	3.3%	5	1.5%	2	1.5%	1
Choice / range of goods available	6.1%	55	3.3%	3	17.8%	11	12.0%	17	4.7%	1	3.8%	1	3.7%	2	1.7%	3	6.5%	11	5.6%	6	2.9%	2
Clean / tidy store	0.6%	5	0.6%	1	0.6%	0	0.6%	1	0.0%	0	2.6%	1	0.0%	0	0.5%	1	0.6%	1	0.7%	1	0.0%	0
Everything	1.3%	12	10.0%	9	0.6%	0	1.4%	2	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Good / friendly staff	1.8%	16	0.7%	1	1.2%	1	1.2%	2	1.9%	0	1.3%	0	2.1%	1	0.5%	1	1.2%	2	5.0%	5	4.4%	3
Good internal layout	1.5%	13	0.6%	1	0.0%	0	1.8%	2	0.0%	0	1.2%	0	0.8%	0	1.2%	2	3.1%	5	0.0%	0	3.1%	2
Good-sized store (i.e. not too big / small)	1.6%	15	1.3%	1	0.6%	0	2.7%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	3.3%	5	2.2%	2	2.2%	2
Habit / familiarity / always used it	2.5%	23	1.5%	1	1.7%	1	2.6%	4	3.8%	1	1.2%	0	3.1%	1	2.9%	6	2.0%	3	4.1%	4	2.3%	2
Large store	2.3%	21	1.5%	1	4.3%	3	0.7%	1	0.0%	0	2.5%	1	12.7%	5	2.9%	6	0.0%	0	3.9%	4	0.0%	0
Lower prices	6.7%	61	3.2%	3	6.0%	4	5.2%	7	1.3%	0	3.2%	1	4.6%	2	8.1%	16	15.5%	25	3.2%	3	0.0%	0
Loyalty card scheme	1.8%	16	10.0%	9	0.6%	0	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
New store	0.5%	5	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Pleasant environment / atmosphere	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Preference for retailer	0.4%	4	2.0%	2	1.3%	1	0.0%	0	1.3%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of goods	6.1%	55	4.0%	3	2.8%	2	3.1%	4	7.5%	1	5.3%	1	3.7%	2	4.7%	9	10.3%	17	4.7%	5	14.4%	11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Small store	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Value for money	1.9%	18	1.9%	2	9.4%	6	0.0%	0	0.0%	0	1.9%	0	1.6%	1	3.0%	6	1.2%	2	0.7%	1	0.7%	1
Work there / staff discount	0.9%	8	2.7%	2	1.2%	1	0.7%	1	0.0%	0	1.2%	0	0.7%	0	0.0%	0	0.7%	1	1.6%	2	1.4%	1
(Don't know)	0.6%	5	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.5%	2	0.7%	1
Weighted base:		904		86		61		137		20		25		42		192		162		103		75
Sample:		918		95		92		89		88		92		93		89		94		93		93

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	78.0%	705	78.4%	68	63.2%	39	70.3%	97	81.6%	16	82.4%	21	88.9%	38	88.1%	169	71.0%	115	86.4%	89	72.4%	54
Car / van (as passenger)	8.0%	72	5.2%	5	17.2%	11	7.5%	10	12.5%	2	6.6%	2	6.7%	3	4.5%	9	12.5%	20	4.4%	5	9.0%	7
Bus, minibus or coach	1.9%	17	1.9%	2	7.6%	5	0.6%	1	0.0%	0	2.5%	1	0.0%	0	2.3%	4	0.0%	0	1.5%	2	4.3%	3
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	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	0.0%	0	0.0%	0
Walk	9.7%	87	13.8%	12	12.0%	7	20.4%	28	0.6%	0	1.2%	0	4.3%	2	3.5%	7	9.0%	15	6.2%	6	13.5%	10
Taxi	0.2%	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	0.0%	0	0.7%	1
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.7%	3	1.5%	2	0.0%	0
Mobility scooter / wheelchair	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	1.2%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	5.2%	9	0.0%	0	0.0%	0
Weighted base:		904		86		61		137		20		25		42		192		162		103		75
Sample:		918		95		92		89		88		92		93		89		94		93		93

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes - non-food shopping	14.1%	127	9.3%	8	11.0%	7	15.1%	21	15.9%	3	9.9%	2	12.1%	5	9.7%	19	23.3%	38	15.1%	16	12.0%	9
Yes - other food shopping	5.5%	49	7.1%	6	7.2%	4	4.8%	7	18.9%	4	7.7%	2	7.6%	3	3.0%	6	2.4%	4	9.5%	10	5.1%	4
Yes - bars / pubs	0.6%	5	2.7%	2	0.0%	0	2.0%	3	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.9%	36	4.7%	4	3.7%	2	2.6%	4	1.3%	0	0.0%	0	1.6%	1	6.0%	12	4.5%	7	4.3%	4	2.2%	2
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.5%	23	2.8%	2	0.0%	0	1.8%	2	0.7%	0	0.0%	0	2.9%	1	5.4%	10	0.0%	0	4.3%	4	2.2%	2
Yes - go to park	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	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.0%	9	2.0%	2	1.1%	1	0.0%	0	5.3%	1	0.7%	0	2.3%	1	1.1%	2	1.2%	2	0.0%	0	0.7%	1
Yes - library	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.7%	0	1.1%	2	0.6%	1	0.0%	0	0.0%	0
Yes - markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.6%	14	0.7%	1	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	0	2.9%	6	0.0%	0	3.2%	3	4.5%	3
Yes - meeting friends	0.6%	5	0.7%	1	0.0%	0	0.0%	0	1.3%	0	0.6%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	2.2%	2
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.9%	8	0.6%	1	1.2%	1	0.7%	1	0.6%	0	0.6%	0	2.3%	1	0.6%	1	1.3%	2	0.0%	0	1.4%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	9	0.7%	1	2.2%	1	0.0%	0	1.4%	0	1.3%	0	0.0%	0	0.6%	1	1.8%	3	0.7%	1	2.2%	2
Yes - restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Yes - swimming	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	4.7%	42	4.9%	4	2.9%	2	8.3%	11	5.7%	1	9.6%	2	3.8%	2	3.4%	7	3.8%	6	5.3%	5	2.2%	2
Yes - work	4.8%	44	5.5%	5	0.6%	0	6.6%	9	1.3%	0	0.0%	0	3.1%	1	11.9%	23	1.2%	2	0.9%	1	3.1%	2
Yes - other	1.2%	11	10.0%	9	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - school run	0.5%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
No	63.1%	570	52.5%	45	71.1%	43	59.3%	81	59.3%	12	72.8%	18	68.6%	29	59.5%	114	67.4%	110	64.0%	66	68.6%	51
(Don’t know)	0.5%	4	0.6%	1	0.0%	0	0.7%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	2	0.0%	0
Weighted base:		904		86		61		137		20		25		42		192		162		103		75
Sample:		918		95		92		89		88		92		93		89		94		93		93

Q05 When you combine your trip with other activities, where do you normally go?
Those who specified a linked activity at Q04

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Addlestone	10.2%	34	48.6%	20	31.2%	5	0.0%	0	0.0%	0	42.4%	3	11.9%	2	0.0%	0	5.9%	3	2.1%	1	0.0%	0
Ascot	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Ashford	1.5%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.0%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	9.1%	2
Byfleet	3.6%	12	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	0	17.8%	2	0.0%	0	8.0%	4	10.6%	4	0.0%	0
Camberley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	2.5%	8	1.6%	1	26.9%	5	0.0%	0	0.0%	0	25.3%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Chobham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.1%	1	0.0%	0
Egham	11.9%	39	2.7%	1	1.9%	0	47.3%	26	61.0%	5	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	20.9%	5
Guildford	0.4%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Kingston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	15.3%	50	0.0%	0	7.7%	1	31.4%	17	18.4%	1	2.6%	0	0.0%	0	36.6%	28	0.0%	0	0.0%	0	6.9%	2
Sunbury	7.0%	23	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	22	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.1%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	7.3%	24	2.7%	1	18.2%	3	4.9%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	11	12.1%	6	0.0%	0	0.0%	0
Weybridge	12.7%	42	29.9%	12	1.9%	0	0.0%	0	1.6%	0	8.6%	1	16.5%	2	0.0%	0	46.4%	24	6.4%	2	0.0%	0
Windsor	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	6
Woking	8.2%	27	2.9%	1	1.9%	0	0.0%	0	1.6%	0	2.3%	0	28.6%	4	0.0%	0	6.1%	3	51.8%	18	0.0%	0
Brookwood	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0
Cippenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Dorking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Englefield Green	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	2.5%	8	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	4.6%	1
Heathrow Airport	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
New Haw	0.6%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.8%	3	4.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Shepperton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Sunningdale	1.8%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	20.7%	5
West Byfleet	3.2%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	15.8%	8	0.0%	0	0.0%	0
Wimbledon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
(Don't know / varies)	2.5%	8	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	7.0%	2	7.5%	2
Weighted base:		329		41		18		55		8		7		13		78		52		35		23
Sample:		344		44		33		36		32		32		33		39		32		32		31

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Church Street, Walton-on-Thames	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Aldi, High Street, Feltham	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Albert Drive, Woking	1.4%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.5%	1	0.0%	0	1.3%	2	8.5%	10	0.0%	0
Asda, Lion Retail Park, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Asda, Longford Centre, Feltham	2.0%	20	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	18	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Road, Egham	0.3%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Avenue Parade, Lower Sunbury	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	0.0%	0	0.0%	0
Budgens, High Street, Sheperton	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.7%	12	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water	0.2%	2	0.0%	0	0.0%	0	0.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Vanners Parade, Byfleet	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0
Co-op, Green Lane, Addlestone	0.2%	2	1.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oyster Lane, Byfleet	0.1%	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	0.0%	0	0.0%	0
Co-op, St Lukes Road, Old Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-op, The Broadway, New Haw	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Old Windsor BP petrol station, Straight Road, Old Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Simply Food, Shepperton BP petrol station, High Street, Shepperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 130 Peascod Street, Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, Brooklands	2.4%	24	5.0%	5	1.5%	1	0.0%	0	1.3%	0	2.1%	1	3.2%	2	1.0%	2	7.2%	13	0.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Marks & Spencer, Staines-upon-Thames	3.0%	30	1.8%	2	0.5%	0	5.0%	8	0.4%	0	0.0%	0	0.0%	0	9.7%	21	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Camberley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Morrisons M Local, Laleham Road, Staines-upon-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Market Place, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons M Local, New Haw Road, Addlestone	0.2%	2	1.4%	1	0.0%	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
Morrisons, 151 Monument Hill, Weybridge	2.3%	23	7.0%	6	1.5%	1	0.0%	0	0.4%	0	1.2%	0	2.7%	1	0.0%	0	7.8%	14	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	1.4%	14	0.7%	1	0.0%	0	2.7%	4	0.0%	0	2.3%	1	4.8%	2	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.0%	0	0.0%	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	0.0%	0
Sainsbury’s Superstore, (Bagshot Road) Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury’s Superstore, Cobham	1.1%	11	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	2	2.3%	4	2.2%	2	0.0%	0
Sainsbury’s Superstore, Farnham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury’s Superstore, Knaphill, Woking	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.5%	1	0.0%	0	0.0%	0	6.3%	7	0.0%	0
Sainsbury’s Superstore, New Zealand Avenue, Walton-on-Thames	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.4%	4	0.0%	0	0.0%	0
Sainsbury’s Superstore, Princess Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury’s Superstore, Sainsbury Centre, Chertsey	2.7%	27	7.1%	7	19.0%	13	0.6%	1	1.0%	0	16.0%	5	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Superstore, St Clare, Hampton	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	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	6.3%	63	0.0%	0	1.1%	1	25.7%	40	8.9%	2	0.5%	0	0.0%	0	5.2%	11	0.0%	0	0.0%	0	10.5%	8
Sainsbury’s Superstore, Wolseley Walk, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Eastworth Road, Chertsey	0.1%	1	0.0%	0	1.7%	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
Tesco Express, Church Road, Ashford	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	0.0%	0	0.0%	0
Tesco Extra, Brooklands	2.4%	24	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.2%	1	15.3%	7	0.0%	0	7.5%	13	2.2%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Barnes Wallis Drive, Weybridge)																						
Tesco Extra, Sandhurst (the Meadows)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Staines Road West, Sunbury	1.2%	12	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stanwell, Staines-upon-Thames (Ashford Middlesex Extra)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	3.5%	35	12.8%	12	16.0%	11	1.7%	3	2.3%	1	7.1%	2	5.4%	3	0.0%	0	2.3%	4	0.7%	1	0.0%	0
Tesco Extra, Hurst Road, West Molesey	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco Superstore, High Street, Egham	2.5%	26	0.0%	0	0.0%	0	15.2%	24	3.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Warfield, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco Superstore, Whitton Road, Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.1%	2
Waitrose, Church Road, Egham	2.6%	26	0.0%	0	0.5%	0	13.2%	21	6.9%	2	0.5%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.3%	1
Waitrose, Goldsworth Park, Woking	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12	0.0%	0
Waitrose, Hersham, Walton-on-Thames	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	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	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	0.0%	0	0.0%	0
Waitrose, High Street, Weybridge	1.5%	15	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	7.3%	13	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Waitrose, London Road, Sunningdale	0.8%	8	0.0%	0	0.0%	0	0.6%	1	2.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	4.3%	3
Waitrose, Station Approach, West Byfleet	2.0%	20	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	10.1%	5	0.5%	1	4.9%	9	2.1%	2	0.0%	0
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	1.5%	15	0.0%	0	1.6%	1	2.1%	3	0.8%	0	0.6%	0	0.0%	0	3.7%	8	0.0%	0	0.0%	0	3.3%	3
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brooklands	1.0%	10	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Chertsey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Egham	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Englefield Green	0.0%	0	0.0%	0	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
Staines-upon-Thames	0.2%	2	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Thorpe	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Woking	0.0%	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	0.0%	0	0.0%	0
Internet / mail order	1.3%	13	0.7%	1	1.7%	1	1.1%	2	0.5%	0	1.1%	0	0.7%	0	0.6%	1	1.8%	3	1.3%	2	3.6%	3
Asda, Roehampton Vale, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Thurleston Parade, High Street, Shepperton	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	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, High Street, Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Station Road, Addlestone	0.7%	7	3.0%	3	5.9%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	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	0.0%	0	0.0%	0
M&S Simply Food, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, High Street, Brentford	0.3%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Temple Market, Queens Road, Weybridge	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	0.0%	0	0.0%	0
Sainsbury's, High Street, Cranleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shepperton	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Farm Shop, Tenaker / Scotts Grove Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Bond Way, Bracknell	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
(Don't know / varies)	0.9%	9	0.0%	0	2.5%	2	0.0%	0	1.9%	1	1.7%	1	0.7%	0	1.5%	3	1.1%	2	0.0%	0	0.7%	1
(Nowhere else)	39.2%	392	41.0%	38	31.4%	21	25.0%	39	62.9%	18	45.2%	13	43.6%	21	36.3%	77	43.4%	75	49.5%	56	41.8%	33
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q06AWhich internet / home delivery retailer do you also use for your main food shopping?
Those who shop online at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ocado	47.6%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	46.3%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	60.3%	2
Sainsbury’s	24.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.8%	0	100.0%	0	100.0%	1	0.0%	0	100.0%	2	0.0%	0
Tesco	18.7%	2	100.0%	1	0.0%	0	100.0%	2	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	1
Weighted base:		13		1		1		2		0		0		0		1		3		2		3
Sample:		13		1		1		1		1		2		1		1		1		1		3

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Church Street, Walton-on-Thames	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	0.0%	0	0.0%	0
Aldi, High Street, West Drayton	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Albert Drive, Woking	1.1%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	7.8%	9	0.0%	0
Asda, Lion Retail Park, Woking	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Asda, Longford Centre, Feltham	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	0.0%	0	0.0%	0
Budgens, Station Road, Egham	0.8%	8	0.0%	0	0.0%	0	5.0%	8	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Sheperton	3.8%	39	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	37	0.6%	1	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water	1.5%	15	0.0%	0	0.0%	0	1.7%	3	42.9%	12	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Vanners Parade, Byfleet	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	18	0.0%	0	0.0%	0
Co-op, Ashley Down Road, Chertsey	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Green Lane, Addlestone	0.8%	8	8.1%	8	0.5%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oyster Lane, Byfleet	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0
Co-op, St Lukes Road, Old Windsor	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	16
Co-op, The Broadway, New Haw	2.4%	24	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	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
M&S Simply Food, Egham Hill BP petrol station, Egham	0.5%	5	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Shepperton BP petrol station, High Street, Shepperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brooklands	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Staines-upon-Thames	2.3%	23	0.0%	0	1.0%	1	0.6%	1	0.9%	0	0.0%	0	0.0%	0	9.6%	20	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer, The Meadows, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons M Local, Laleham Road, Staines-upon-Thames	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, New	0.6%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Haw Road, Addlestone																						
Morrisons M Local, New Zealand Avenue, Walton-on-Thames	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	0.0%	0	0.0%	0
Morrisons, 151 Monument Hill, Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.0%	0	0.0%	0	0.5%	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 Superstore, (Bagshot Road) Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury’s Superstore, Cobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Sainsbury’s Superstore, Farnham Road, Slough	0.0%	0	0.0%	0	0.0%	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
Sainsbury’s Superstore, Knaphill, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury’s Superstore, New Zealand Avenue, Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0
Sainsbury’s Superstore, Sainsbury Centre, Chertsey	2.2%	22	1.3%	1	29.3%	20	0.0%	0	0.4%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	2.5%	25	0.7%	1	0.5%	0	10.2%	16	0.9%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	1.3%	1
Sainsbury’s Superstore, Wolseley Walk, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Eastworth Road, Chertsey	1.3%	13	2.5%	2	15.6%	10	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, Church Road, Ashford	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	0.0%	0	0.0%	0
Tesco Express, Queens Road, Weybridge	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0
Tesco Extra, Brooklands (Barnes Wallis Drive, Weybridge)	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	14.9%	26	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury	0.7%	7	1.9%	2	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stanwell, Staines-upon-Thames (Ashford Middlesex Extra)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	3.7%	37	26.7%	25	11.9%	8	0.0%	0	0.0%	0	2.6%	1	1.4%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Tesco Extra, Hurst Road, West Molesey	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	0.0%	0	0.0%	0
Tesco Superstore, Dedworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Windsor																						
Tesco Superstore, High Street, Egham	2.3%	23	0.0%	0	0.0%	0	13.6%	21	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Church Road, Egham	2.3%	23	0.0%	0	0.0%	0	12.3%	19	9.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park, Woking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Waitrose, Hersham, Walton-on-Thames	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.8%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	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	0.0%	0	0.0%	0
Waitrose, High Street, Weybridge	2.4%	24	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	12.7%	22	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Waitrose, London Road, Sunningdale	1.5%	15	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	11.2%	9
Waitrose, Station Approach, West Byfleet	2.6%	26	0.7%	1	0.6%	0	0.0%	0	0.5%	0	3.3%	1	10.6%	5	0.0%	0	7.8%	14	4.7%	5	0.0%	0
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	2.0%	20	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	18	0.0%	0	0.0%	0	0.7%	1
Addlestone	0.5%	5	5.5%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Byfleet	0.1%	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	0.0%	0	0.0%	0
Chertsey	0.5%	5	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Chobham	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	0.0%	0
Egham	0.7%	7	0.0%	0	0.0%	0	4.6%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Englefield Green	0.4%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	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	0.0%	0	0.0%	0
New Haw	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.8%	1
Sunbury	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Thorpe	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	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	0.0%	0	0.0%	0
Weybridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Windsor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Woking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Internet / mail order	0.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	8.3%	2	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Chertsey Lane, Egham Hythe,	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Staines-upon-Thames																						
Budgens, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Colliers Wood	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Horsell	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	18	0.0%	0
Co-op, Thurleston Parade, High Street, Shepperton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Village Way, Cranleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, West Street, Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Horsell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Iceland, High Street, Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Station Road, Addlestone	0.1%	1	0.6%	1	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
Londis, Brox Road, Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Clarence Road, Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Londis, Longmore Road, Hersham	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	16	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Londis, The Parade, Trumps Green Road, Virginia Water	0.0%	0	0.0%	0	0.0%	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
Lyne	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bagshot BP petrol station, London Road, Bagshot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
M&S Simply Food, Oxford Retail Park, Cowley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
M&S Simply Food, Staines Road West, Sunbury-on-Thames	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	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
One Stop, Brox Road, Ottershaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Row Town	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North Parade, Chessington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Temple Market, Queens Road, Weybridge	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	15	0.0%	0	0.0%	0
Shepperton	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	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Tesco Express, Molesey Road, Hersham	0.3%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Express, Old Woking Road, West Byfleet	0.1%	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	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Metro, Broad Street, Teddington	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	0.0%	0	0.0%	0
The Farm Shop, Hardwick Lane, Chertsey, Lyne	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Farm Shop, Tenaker / Scotts Grove Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Between Streets, Cobham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Worplesdon Road, Guildford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	2.4%	24	1.4%	1	1.7%	1	1.1%	2	0.4%	0	0.0%	0	0.0%	0	4.3%	9	1.8%	3	4.4%	5	2.9%	2
(Dont do this type of shopping)	27.0%	271	31.6%	29	22.3%	15	36.8%	58	21.6%	6	40.5%	12	22.6%	11	21.1%	45	20.3%	35	32.6%	37	28.8%	23
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q07AWhich retailer do you purchase your top-up food internet / home delivery shopping from?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco	100.0%	7	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	2	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		7		0		0		1		0		2		0		3		0		0		0
Sample:		3		0		0		1		0		1		0		1		0		0		0

MeanScore: %

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
1% - 5%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
6% - 10%	2.2%	16	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8	5.2%	4	4.2%	2
11% - 15%	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
16% - 20%	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	2	3.1%	2	0.9%	1
21% - 25%	0.2%	2	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
26% - 30%	0.3%	2	1.7%	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	0.0%	0
31% - 35%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36% - 40%	1.3%	9	0.0%	0	0.0%	0	5.5%	5	0.0%	0	1.8%	0	1.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	1
41% - 45%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46% - 50%	6.2%	45	1.7%	1	2.2%	1	3.7%	4	3.5%	1	10.3%	2	4.1%	2	12.5%	21	3.8%	5	6.4%	5	7.0%	4
51% - 55%	0.0%	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	0.0%	0	0.0%	0
56% - 60%	8.1%	59	4.8%	3	28.2%	15	14.4%	14	7.1%	2	7.5%	1	11.5%	4	7.3%	12	3.0%	4	2.0%	2	3.9%	2
61% - 65%	0.9%	6	3.5%	2	1.3%	1	1.8%	2	1.2%	0	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
66% - 70%	13.1%	96	6.6%	4	6.9%	4	12.7%	13	22.0%	5	17.6%	3	24.2%	9	16.0%	27	15.3%	21	5.1%	4	12.1%	7
71% - 75%	5.0%	37	8.1%	5	3.4%	2	2.7%	3	0.6%	0	0.9%	0	5.1%	2	5.7%	10	6.1%	9	4.1%	3	6.9%	4
76% - 80%	22.3%	163	21.6%	14	25.9%	13	30.7%	30	29.2%	6	11.4%	2	23.2%	9	16.4%	28	19.2%	27	31.1%	24	17.7%	10
81% - 85%	2.7%	20	1.9%	1	2.0%	1	2.8%	3	2.3%	1	1.0%	0	3.6%	1	0.7%	1	3.7%	5	4.1%	3	6.0%	3
86% - 90%	16.6%	122	13.1%	8	12.1%	6	5.2%	5	8.6%	2	27.6%	5	15.4%	6	17.4%	29	25.4%	35	19.6%	15	17.4%	10
91% - 95%	3.7%	27	0.0%	0	0.7%	0	2.7%	3	11.1%	2	7.1%	1	2.7%	1	3.3%	6	3.8%	5	8.6%	7	2.8%	2
96% - 100%	2.9%	21	14.6%	9	0.7%	0	3.3%	3	1.6%	0	0.9%	0	4.1%	2	1.2%	2	2.9%	4	0.0%	0	0.0%	0
(Dont know)	13.2%	96	20.6%	13	12.4%	6	14.4%	14	9.8%	2	12.1%	2	5.1%	2	17.0%	28	8.0%	11	9.6%	7	16.9%	10
(Refused)	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	0.0%	0	0.9%	1
Mean:		*73.87*		*79.82*		*70.27*		*72.81*		*75.87*		*75.76*		*76.12*		*73.42*		*73.83*		*73.77*		*71.38*
Weighted base:		731		64		52		99		22		17		37		168		139		77		57
Sample:		677		60		68		60		72		51		73		79		76		64		74

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Church Street, Walton-on-Thames	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	0.0%	0	0.0%	0
Aldi, High Street, Feltham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Albert Drive, Woking	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Lion Retail Park, Woking	1.3%	10	14.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Longford Centre, Feltham	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	0.0%	0	0.0%	0
Budgens, High Street, Sheperton	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water	0.5%	4	0.0%	0	0.0%	0	1.7%	2	3.0%	1	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Vanners Parade, Byfleet	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0
Co-op, Ashley Down Road, Chertsey	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Green Lane, Addlestone	1.0%	8	3.6%	2	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oyster Lane, Byfleet	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	13	0.0%	0	0.0%	0
Co-op, St Lukes Road, Old Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-op, The Broadway, New Haw	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	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	0.0%	0	0.0%	0
M&S Simply Food, Egham Hill BP petrol station, Egham	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Old Windsor BP petrol station, Straight Road, Old Windsor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
M&S Simply Food, Shepperton BP petrol station, High Street, Shepperton	0.8%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 130 Peascod Street, Windsor	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5
Marks & Spencer, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, Brooklands	0.9%	6	1.7%	1	1.3%	1	0.0%	0	0.6%	0	0.0%	0	1.6%	1	0.0%	0	2.3%	3	1.0%	1	0.0%	0
Marks & Spencer, Staines-upon-Thames	1.2%	9	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	8	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Laleham Road,	1.1%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Staines-upon-Thames																						
Morrisons M Local, New Haw Road, Addlestone	1.2%	9	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Morrisons, 151 Monument Hill, Weybridge	1.5%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.7%	9	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.6%	5	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Sainsbury’s Superstore, (Bagshot Road) Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury’s Superstore, Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury’s Superstore, Knaphill, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury’s Superstore, Princess Square, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Sainsbury’s Superstore, Sainsbury Centre, Chertsey	0.3%	2	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	1.6%	12	0.0%	0	0.0%	0	4.5%	4	1.1%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Local, Ashford New Parade Local, Ashford	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	0.0%	0	0.0%	0
Tesco Express, Eastworth Road, Chertsey	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	0.0%	0	0.0%	0
Tesco Express, Queens Road, Weybridge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Tesco Extra, Brooklands (Barnes Wallis Drive, Weybridge)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Stanwell, Staines-upon-Thames (Ashford Middlesex Extra)	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	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.7%	5	0.0%	0	1.4%	1	0.0%	0	1.1%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, High Street, Egham	1.1%	8	0.0%	0	0.7%	0	7.1%	7	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Waitrose, Church Road, Egham	1.2%	9	0.0%	0	0.0%	0	8.0%	8	1.2%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Waitrose, Hersham, Walton-on-Thames	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Waitrose, High Street, Weybridge	0.6%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Waitrose, Station Approach, West Byfleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	3.2%	24	0.0%	0	0.7%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	13.7%	23	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.6%	4	1.7%	1	0.0%	0	2.7%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Brooklands	0.1%	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	0.0%	0	0.0%	0
Byfleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chertsey	0.4%	3	0.9%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Egham	1.6%	12	0.0%	0	2.2%	1	9.5%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Kingston	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	0.0%	0	0.0%	0
New Haw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.9%	1
Sunningdale / Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Virginia Water	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.9%	7	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	1.5%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Internet / mail order	1.1%	8	0.0%	0	0.0%	0	1.0%	1	8.9%	2	13.9%	2	0.0%	0	0.0%	0	1.4%	2	1.0%	1	0.0%	0
Asda, Chertsey Lane, Egham Hythe, Staines-upon-Thames	0.0%	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	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Clay Corner, Chertsey	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	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Thurleston Parade, High Street, Shepperton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	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	0.0%	0	0.0%	0
Horsell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0
Iceland, Station Road, Addlestone	0.0%	0	0.0%	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	0.0%	0
M&S Simply Food, High Road, Chiswick	0.4%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pyrford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's Local, Temple Market, Queens Road, Weybridge	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	14	0.0%	0	0.0%	0
Sheerwater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Shepperton	0.7%	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	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Farm Shop, Hardwick Lane, Chertsey, Lyne	0.2%	1	0.0%	0	0.7%	0	0.8%	1	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.0%	0	0.0%	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	0.0%	0
(Don’t know / varies)	3.3%	24	2.0%	1	1.3%	1	0.0%	0	10.7%	2	2.1%	0	0.0%	0	8.0%	13	2.1%	3	1.0%	1	4.0%	2
(Nowhere else)	53.2%	389	59.9%	38	65.6%	34	56.9%	56	60.8%	13	43.5%	8	52.8%	20	44.7%	75	50.0%	69	66.0%	51	44.4%	25
Weighted base:		731		64		52		99		22		17		37		168		139		77		57
Sample:		677		60		68		60		72		51		73		79		76		64		74

Q09AWhich internet / home delivery retailer do you also use for your top-up food shopping?
Those who shop online at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ocado	11.9%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	30.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Field & Flower	24.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Riverford Organic Farms	24.3%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Weighted base:		8		0		0		1		2		2		0		0		2		1		0
Sample:		5		0		0		1		1		1		0		0		1		1		0

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Marks & Spencer, Brooklands	2.3%	23	1.2%	1	1.0%	1	0.0%	0	0.0%	0	6.3%	2	11.5%	6	1.5%	3	4.1%	7	3.3%	4	0.0%	0
Tesco Extra, Station Road, Addlestone	0.4%	4	0.7%	1	3.3%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0
Paddocks Retail Park, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	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	0.0%	0	0.0%	0
The Centre, Feltham	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	0.0%	0	0.0%	0
The Meadows, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Two Rivers Retail Park, Staines	1.4%	14	2.1%	2	0.0%	0	3.9%	6	8.4%	2	0.5%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Addlestone	1.0%	10	5.3%	5	0.5%	0	0.0%	0	0.4%	0	3.3%	1	1.4%	1	0.0%	0	1.2%	2	0.7%	1	0.0%	0
Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	2
Brooklands	2.4%	24	6.1%	6	7.6%	5	0.0%	0	0.9%	0	4.2%	1	3.3%	2	0.0%	0	5.7%	10	0.7%	1	0.0%	0
Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.3%	13	0.0%	0	0.5%	0	2.9%	4	1.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	3.5%	3
Chobham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0
Egham	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	0.0%	0	0.0%	0
Guildford	4.1%	41	4.9%	5	1.5%	1	0.0%	0	8.4%	2	13.7%	4	8.4%	4	0.0%	0	5.5%	10	13.9%	16	0.0%	0
Kingston	9.8%	98	6.0%	6	1.4%	1	6.1%	10	0.0%	0	0.5%	0	13.3%	6	16.2%	34	20.6%	36	4.1%	5	0.8%	1
Reading	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	10
Slough	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Staines-upon-Thames	30.2%	302	18.9%	18	41.7%	28	52.3%	82	51.2%	14	17.2%	5	5.3%	3	56.2%	119	10.0%	17	1.5%	2	18.7%	15
Sunbury	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	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Walton-on-Thames	2.0%	20	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	9	5.4%	9	0.0%	0	0.0%	0
Weybridge	0.8%	8	0.0%	0	1.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.7%	1	0.0%	0
Windsor	4.2%	42	0.0%	0	1.0%	1	5.5%	9	9.5%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	36.7%	29
Woodham	0.1%	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	0.0%	0	0.0%	0
Woking	13.6%	136	32.3%	30	13.2%	9	1.2%	2	0.9%	0	35.4%	10	47.3%	23	0.0%	0	14.4%	25	32.3%	37	0.0%	0
Internet / catalogue / TV shopping / delivered	13.7%	137	10.1%	9	15.6%	10	13.7%	21	7.1%	2	5.7%	2	3.6%	2	14.0%	30	17.5%	30	15.9%	18	14.9%	12
Abroad	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Bicester Village Shopping Centre, Pingle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.1%	21	1.8%	2	0.5%	0	2.3%	4	2.3%	1	1.1%	0	1.4%	1	0.5%	1	4.2%	7	3.7%	4	2.0%	2
Cippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Clarks Village Outlet, Street, Somerset	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	0.0%	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	0.0%	0	0.0%	0
Farnborough	0.1%	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Hayes	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newcastle-upon-Tyne	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	0.0%	0	0.0%	0
Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Richmond	0.9%	9	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	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	0.0%	0	0.0%	0
Westfield, Woking	0.5%	5	0.0%	0	4.3%	3	1.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	0.0%	0	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	0.0%	0
(Don't know / varies)	2.3%	23	0.0%	0	0.5%	0	4.5%	7	3.0%	1	2.3%	1	0.0%	0	2.2%	5	1.1%	2	5.5%	6	2.0%	2
(Dont do this type of shopping)	1.8%	18	0.6%	1	3.5%	2	2.8%	4	0.0%	0	0.5%	0	1.4%	1	0.5%	1	0.6%	1	4.0%	5	3.9%	3
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q10AWhich internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who have goods delivered at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	7.2%	10	0.0%	0	51.3%	5	0.0%	0	0.0%	0	9.3%	0	20.6%	0	0.0%	0	6.9%	2	4.8%	1	9.0%	1
Debenhams	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	7.5%	1	0.0%	0
Ebay	1.7%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	2	0.0%	0
John Lewis	2.6%	4	0.0%	0	0.0%	0	0.0%	0	13.7%	0	0.0%	0	20.6%	0	0.0%	0	3.7%	1	0.0%	0	14.7%	2
Littlewoods	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Marks & Spencer	3.0%	4	11.8%	1	3.3%	0	11.6%	2	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	21.4%	29	38.5%	4	10.7%	1	12.6%	3	7.4%	0	0.0%	0	0.0%	0	70.1%	21	0.0%	0	4.8%	1	0.0%	0
Tesco	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Boden	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Bon Marché	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	4.5%	1
Damart	1.8%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	4.5%	1
Darla Van Home Designs	0.4%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	5.2%	1
Fifty Plus	1.2%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Firetrap	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gray & Osbourn	1.0%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
H&M	0.8%	1	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hush UK	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
JD Williams	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Julipa	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope UK	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
La Redoute	0.5%	1	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landsend	2.0%	3	0.0%	0	0.0%	0	12.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Rowlands of Bath	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ted Baker	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	0.0%	0
Vila Clothing	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
White Stuff	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0	13.7%	2	0.0%	0
Woolovers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yours	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
(Don't know / varies)	39.5%	54	37.1%	3	10.9%	1	55.5%	12	38.9%	1	81.3%	1	17.8%	0	18.4%	5	63.4%	19	26.3%	5	46.7%	6
Weighted base:		137		9		10		21		2		2		2		30		30		18		12
Sample:		108		10		11		11		13		6		5		7		16		14		15

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who specified a destination at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	75.1%	619	86.7%	72	71.3%	38	72.4%	89	88.7%	22	90.1%	24	85.6%	39	70.5%	125	74.8%	105	66.1%	56	74.9%	47
Car / van (as passenger)	6.4%	52	2.0%	2	15.2%	8	4.9%	6	0.0%	0	3.6%	1	4.8%	2	2.9%	5	16.6%	23	1.8%	2	5.2%	3
Bus, minibus or coach	4.5%	37	7.3%	6	12.3%	7	2.7%	3	2.5%	1	5.7%	2	5.4%	2	2.4%	4	1.4%	2	5.5%	5	8.4%	5
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0
Walk	9.1%	75	1.2%	1	0.0%	0	17.8%	22	0.0%	0	0.0%	0	0.0%	0	19.2%	34	1.4%	2	14.7%	12	5.3%	3
Taxi	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Train	3.3%	27	2.1%	2	1.3%	1	0.8%	1	7.3%	2	0.7%	0	2.9%	1	3.1%	6	3.6%	5	7.4%	6	5.3%	3
Bicycle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	2	0.0%	0
Mobility scooter / wheelchair	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
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	0.8%	1	0.0%	0	0.0%	0
(Don’t know / varies)	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Weighted base:		824		83		54		124		25		27		46		177		141		85		63
Sample:		844		89		83		80		83		91		93		90		81		76		78

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Currys PC World, Lion Retail Park	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	0.0%	0	0.0%	0
Sainsbury’s Superstore, Sainsbury Centre, Chertsey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	1.6%	16	9.0%	8	4.9%	3	0.0%	0	0.0%	0	4.9%	1	0.7%	0	0.0%	0	1.2%	2	0.8%	1	0.0%	0
Lion Retail Park, Woking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Paddocks Retail Park, Weybridge	0.1%	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	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.4%	4	1.9%	2	0.0%	0	0.0%	0	7.5%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.5%	5	3.6%	3	1.7%	1	0.0%	0	0.4%	0	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Brooklands	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	8.1%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Chertsey	0.3%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Egham	0.5%	5	0.0%	0	0.0%	0	3.0%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Guildford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.6%	3	0.0%	0	1.8%	3	0.0%	0	0.7%	1
Kingston	2.4%	24	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.7%	18	1.8%	3	0.0%	0	0.0%	0
Reading	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Slough	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	11.4%	115	5.9%	5	6.9%	5	19.0%	30	10.3%	3	5.6%	2	0.6%	0	21.6%	46	8.7%	15	0.8%	1	10.0%	8
Sunbury	1.0%	10	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	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	0.0%	0	0.0%	0
Weybridge	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Woking	2.9%	29	15.5%	14	0.6%	0	0.0%	0	0.0%	0	2.1%	1	3.9%	2	0.0%	0	0.6%	1	9.5%	11	0.0%	0
Internet / catalogue / TV shopping / delivered	36.1%	362	34.8%	32	31.6%	21	32.6%	51	46.4%	13	42.9%	13	47.7%	23	37.8%	80	35.9%	62	38.5%	44	28.2%	23
Bexhill- on-Sea	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
John Lewis, Purley Way, Croydon	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0
Tesco Superstore, High Street, Egham	0.0%	0	0.0%	0	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
(Don’t know / varies)	0.6%	6	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.1%	0	1.4%	1	1.1%	2	0.0%	0	0.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Dont do this type of shopping)	37.0%	371	26.8%	25	43.6%	29	43.2%	68	31.7%	9	38.4%	11	28.9%	14	26.0%	55	39.6%	69	46.9%	53	47.1%	38
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q12A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who have goods delivered at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	77.7%	281	81.7%	26	57.7%	12	69.6%	36	74.5%	10	79.2%	10	67.7%	16	87.2%	70	78.7%	49	81.2%	35	76.9%	17
Ebay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Acron	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bath CDs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
CD Wow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
CDN.com	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ITunes	5.2%	19	5.6%	2	25.3%	5	7.2%	4	4.3%	1	0.0%	0	10.3%	2	4.3%	3	0.0%	0	2.0%	1	2.7%	1
Netflix	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	0
Now TV	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	1.1%	4	2.0%	1	0.0%	0	0.0%	0	3.2%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Spotify	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
(Don't know / varies)	10.3%	37	10.8%	3	15.2%	3	19.5%	10	17.1%	2	9.0%	1	19.3%	4	4.2%	3	8.2%	5	3.7%	2	12.5%	3
Weighted base:		362		32		21		51		13		13		23		80		62		44		23
Sample:		301		28		25		31		32		20		38		33		35		31		28

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	0.1%	1	0.7%	1	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
Currys PC World, Lion Retail Park	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	19.4%	22	0.0%	0
Currys, Two Rivers Retail Park	4.0%	41	0.7%	1	1.7%	1	10.1%	16	1.8%	1	1.1%	0	1.4%	1	9.6%	20	0.0%	0	0.0%	0	1.4%	1
Homebase, The Causeway, Staines	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brooklands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Two Rivers Retail Park	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	0.0%	0	0.0%	0
PC World, Two Rivers Retail Park	1.8%	18	0.7%	1	2.3%	2	5.9%	9	1.9%	1	2.2%	1	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	2.4%	24	13.5%	13	7.1%	5	1.1%	2	0.0%	0	2.1%	1	1.9%	1	0.0%	0	1.8%	3	0.7%	1	0.0%	0
Bath Road Retail Park, Slough	0.2%	2	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	2.8%	2
Ladymead Retail Park, Guildford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Lion Retail Park, Woking	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.6%	0	0.0%	0	0.6%	1	9.2%	11	0.0%	0
Paddocks Retail Park, Weybridge	5.1%	51	0.0%	0	2.1%	1	0.6%	1	0.0%	0	3.9%	1	6.7%	3	0.0%	0	25.6%	45	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7
Slough Retail Park, Slough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Two Rivers Retail Park, Staines	3.6%	36	1.4%	1	0.0%	0	10.5%	16	13.4%	4	0.5%	0	0.0%	0	6.1%	13	0.6%	1	0.0%	0	0.8%	1
Addlestone	1.8%	18	11.2%	10	3.4%	2	0.0%	0	1.4%	0	7.6%	2	3.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Brooklands	4.9%	49	8.0%	7	7.5%	5	0.6%	1	7.0%	2	2.0%	1	19.4%	9	0.0%	0	11.4%	20	3.5%	4	0.0%	0
Byfleet	0.5%	5	0.6%	1	0.0%	0	0.0%	0	0.4%	0	1.6%	0	3.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chertsey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	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	0.0%	0
Egham	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	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	2	0.0%	0
Kingston	7.4%	74	1.4%	1	11.1%	7	0.0%	0	10.3%	3	12.7%	4	16.1%	8	17.9%	38	6.0%	10	2.1%	2	0.0%	0
New Haw	0.0%	0	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	0.0%	0
Ottershaw	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	0.0%	0	0.0%	0
Reading	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7
Slough	0.6%	7	0.0%	0	0.0%	0	2.3%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Staines-upon-Thames	6.6%	66	1.8%	2	10.7%	7	17.2%	27	6.6%	2	0.6%	0	0.0%	0	12.2%	26	0.6%	1	0.0%	0	2.1%	2
Sunbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.0%	0	0.0%	0	0.0%	0
Walton-on-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	0.6%	1	0.0%	0	0.0%	0
Weybridge	2.6%	26	1.2%	1	8.5%	6	0.6%	1	1.3%	0	2.8%	1	3.4%	2	0.0%	0	7.5%	13	0.8%	1	2.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Windsor	0.5%	5	0.0%	0	0.0%	0	1.1%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Woking	2.3%	23	2.6%	2	2.7%	2	0.0%	0	0.0%	0	4.9%	1	4.7%	2	0.6%	1	1.1%	2	10.2%	12	0.0%	0
Internet / catalogue / TV shopping / delivered	23.3%	233	26.2%	24	23.6%	16	25.0%	39	23.5%	7	17.8%	5	20.6%	10	29.7%	63	13.5%	23	25.8%	29	20.5%	16
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Beaconsfield	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	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Central London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1	0.0%	0
Crawley	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Apex Retail Park, Twickenham Road, Hanworth	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	0.0%	0	0.0%	0
Eton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fareham	0.0%	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	0.0%	0	0.0%	0
Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1
Frimley	0.0%	0	0.0%	0	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
Hanworth	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	0.0%	0	0.0%	0
High Wycombe	0.6%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.6%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.9%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Tesco Extra, Barnes Wallis Drive, Weybridge	0.0%	0	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	0.0%	0
(Don’t know / varies)	5.7%	58	9.3%	9	0.9%	1	6.7%	11	5.1%	1	10.8%	3	8.0%	4	2.0%	4	8.3%	14	6.0%	7	4.8%	4
(Dont do this type of shopping)	15.4%	154	21.0%	20	16.3%	11	14.3%	22	14.9%	4	11.6%	3	7.1%	3	13.0%	28	19.9%	35	11.2%	13	19.2%	15
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q13A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who have goods delivered at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	32.6%	76	14.6%	4	19.2%	3	31.4%	12	38.0%	2	6.4%	0	17.9%	2	29.7%	19	46.5%	11	62.8%	18	27.6%	5
AO.com	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Argos	1.0%	2	0.0%	0	0.0%	0	0.0%	0	19.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Currys	6.0%	14	2.3%	1	7.1%	1	4.6%	2	4.1%	0	0.0%	0	22.6%	2	8.9%	6	4.8%	1	0.0%	0	7.0%	1
Ebay	1.1%	2	0.0%	0	2.5%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Ebuyer	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
John Lewis	7.5%	18	0.0%	0	4.3%	1	11.5%	4	13.3%	1	3.0%	0	0.0%	0	5.2%	3	9.6%	2	3.0%	1	30.3%	5
Littlewoods	0.5%	1	0.0%	0	0.0%	0	2.4%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	2.9%	7	0.0%	0	20.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	8.1%	2	0.0%	0
Sainsbury’s	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	8.3%	19	6.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	25.7%	16	0.0%	0	0.0%	0	3.8%	1
123 Electrical 4 Me	0.3%	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	0.0%	0	0.0%	0
Apple	0.3%	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	0.0%	0	0.0%	0
Dell	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.3%	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	0.0%	0	0.0%	0
(Don't know / varies)	37.5%	87	68.5%	17	46.1%	7	45.2%	18	19.0%	1	84.2%	4	56.4%	6	28.5%	18	26.0%	6	18.4%	5	31.3%	5
Weighted base:		233		24		16		39		7		5		10		63		23		29		16
Sample:		193		18		17		24		22		13		19		23		16		21		20

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	1.1%	11	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Currys PC World, Lion Retail Park	4.3%	43	1.4%	1	0.6%	0	1.2%	2	0.0%	0	7.2%	2	3.4%	2	0.0%	0	3.6%	6	24.5%	28	2.2%	2
Currys, Two Rivers Retail Park	6.2%	62	1.4%	1	7.6%	5	9.1%	14	2.8%	1	1.1%	0	1.4%	1	16.7%	35	0.6%	1	0.0%	0	3.6%	3
Homebase, The Causeway, Staines	0.6%	6	0.0%	0	0.5%	0	3.3%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Two Rivers Retail Park	0.8%	8	0.0%	0	0.6%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	1.7%	17	10.8%	10	6.4%	4	0.0%	0	0.4%	0	1.1%	0	2.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.4%	4	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	4.9%	4
Ladymead Retail Park, Guildford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Lion Retail Park, Woking	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.6%	0	0.0%	0	0.0%	0	7.7%	9	0.0%	0
Paddocks Retail Park, Weybridge	4.7%	47	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.8%	1	10.1%	5	0.0%	0	22.9%	40	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8
Retail parks, Kingston Road, New Malden	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	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
The Meadows, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Two Rivers Retail Park, Staines	2.9%	29	0.0%	0	0.0%	0	1.2%	2	9.3%	3	0.5%	0	0.0%	0	10.4%	22	0.0%	0	0.0%	0	2.7%	2
Addlestone	4.9%	49	17.3%	16	14.9%	10	4.4%	7	10.7%	3	10.8%	3	11.8%	6	0.6%	1	1.1%	2	1.3%	2	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brooklands	7.0%	70	14.3%	13	8.9%	6	0.6%	1	0.4%	0	0.5%	0	23.4%	11	1.5%	3	19.1%	33	1.3%	2	0.0%	0
Byfleet	0.9%	9	1.9%	2	0.0%	0	0.0%	0	0.4%	0	1.6%	0	2.5%	1	0.5%	1	2.5%	4	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chertsey	0.5%	5	0.0%	0	4.7%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Egham	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Englefield Green	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.6%	0	0.0%	0	1.3%	2	2.0%	2	0.0%	0
Kingston	7.6%	76	3.1%	3	3.8%	3	2.3%	4	3.2%	1	14.4%	4	13.8%	7	18.9%	40	6.4%	11	3.3%	4	0.7%	1
New Haw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.1%	0	0.0%	0	0.5%	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
Reading	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	10
Slough	0.3%	3	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Staines-upon-Thames	7.0%	70	1.2%	1	8.0%	5	19.9%	31	8.7%	2	1.0%	0	0.0%	0	13.2%	28	0.0%	0	0.0%	0	2.1%	2
Sunbury	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	12	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	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

Runnymede Town & Local Centres Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Walton-on-Thames	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.5%	15	0.7%	1	8.0%	5	0.0%	0	0.0%	0	0.5%	0	3.5%	2	0.6%	1	3.6%	6	0.0%	0	0.0%	0
Windsor	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	3
Woking	1.9%	19	1.9%	2	2.2%	1	0.6%	1	0.0%	0	4.2%	1	5.4%	3	0.0%	0	0.6%	1	8.6%	10	0.0%	0
Internet / catalogue / TV shopping / delivered	21.5%	215	15.8%	15	19.5%	13	33.1%	52	35.4%	10	28.7%	8	9.8%	5	20.4%	43	13.5%	23	23.7%	27	23.4%	19
Central London	0.6%	6	0.0%	0	0.0%	0	1.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.8%	1
Cippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Currys, Apex Retail Park, Twickenham Road, Hanworth	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	0.0%	0	0.0%	0
East Molesley	0.1%	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	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hanworth	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	0.0%	0	0.0%	0
Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.0%	0	0.0%	0	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
High Wycombe	0.8%	8	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	3
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Knaphill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Ongar Hill, King's Lynn	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	0.0%	0	0.0%	0
Row Town	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.6%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.4%	4	0.0%	0	0.0%	0
(Don’t know / varies)	5.9%	59	4.3%	4	0.6%	0	6.8%	11	8.9%	2	2.6%	1	2.6%	1	3.1%	7	11.2%	19	8.0%	9	4.8%	4
(Dont do this type of shopping)	7.5%	75	14.9%	14	8.8%	6	7.9%	12	6.2%	2	7.3%	2	5.2%	3	3.4%	7	9.9%	17	2.8%	3	11.5%	9
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q14A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who have goods delivered at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	19.8%	42	36.1%	5	11.6%	2	11.3%	6	30.3%	3	38.0%	3	22.6%	1	12.0%	5	4.8%	1	51.6%	14	12.3%	2
AO.com	12.3%	26	7.5%	1	10.9%	1	28.2%	15	6.4%	1	3.7%	0	21.3%	1	10.0%	4	9.6%	2	2.8%	1	0.0%	0
Argos	2.0%	4	4.4%	1	14.2%	2	0.0%	0	2.5%	0	4.3%	0	7.5%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Asda	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	5	0.0%	0	0.0%	0	0.0%	0
Currys	9.4%	20	8.1%	1	5.2%	1	8.4%	4	6.9%	1	15.5%	1	19.5%	1	13.0%	6	17.9%	4	0.0%	0	6.2%	1
Ebay	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Ikea	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	15.7%	34	4.4%	1	3.0%	0	12.4%	6	10.6%	1	2.1%	0	0.0%	0	7.6%	3	49.7%	12	5.6%	2	45.9%	9
Littlewoods	0.8%	2	0.0%	0	0.0%	0	3.2%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.1%	2	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	3.3%	1
Appliances Direct	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Co-op	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quidco	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Which	0.2%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	33.7%	72	35.1%	5	49.5%	6	32.9%	17	35.1%	3	36.4%	3	29.1%	1	42.1%	18	17.9%	4	31.7%	9	26.5%	5
Weighted base:		215		15		13		52		10		8		5		43		23		27		19
Sample:		207		18		18		27		30		21		11		23		15		21		23

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's Superstore, Sainsbury Centre, Chertsey	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	2.2%	22	12.5%	12	7.7%	5	0.0%	0	0.0%	0	4.9%	1	0.7%	0	0.0%	0	0.6%	1	2.2%	2	0.0%	0
Paddocks Retail Park, Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
The Meadows, Camberley	0.0%	0	0.0%	0	0.0%	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
Two Rivers Retail Park, Staines	0.3%	3	0.0%	0	0.6%	0	1.7%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	1.3%	13	8.5%	8	1.5%	1	0.0%	0	1.3%	0	3.9%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Ashford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	9	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Brooklands	1.9%	19	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	0	12.1%	6	0.0%	0	5.0%	9	2.8%	3	0.0%	0
Byfleet	0.7%	7	0.0%	0	1.0%	1	0.0%	0	0.5%	0	0.0%	0	2.7%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chertsey	0.5%	5	0.7%	1	6.8%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Egham	2.3%	23	0.0%	0	0.0%	0	10.0%	16	10.1%	3	1.1%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.0%	2
Guildford	1.1%	11	1.2%	1	0.0%	0	0.0%	0	0.9%	0	1.7%	0	3.2%	2	0.0%	0	1.8%	3	3.7%	4	0.8%	1
Kingston	1.1%	11	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5	2.5%	5	0.0%	0	0.0%	0	0.0%	0
New Haw	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Staines-upon-Thames	16.4%	164	5.5%	5	22.7%	15	24.5%	38	18.9%	5	9.0%	3	0.0%	0	36.7%	78	8.7%	15	0.0%	0	5.3%	4
Sunbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.8%	18	1.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	5.5%	10	0.0%	0	0.0%	0
Weybridge	4.3%	43	2.0%	2	0.5%	0	0.0%	0	0.0%	0	2.7%	1	1.5%	1	0.0%	0	22.4%	39	0.0%	0	0.0%	0
Windsor	3.1%	31	0.0%	0	0.0%	0	2.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	26
Woking	8.1%	81	6.3%	6	1.5%	1	0.0%	0	0.0%	0	34.2%	10	21.8%	11	0.0%	0	5.9%	10	37.8%	43	0.0%	0
Internet / catalogue / TV shopping / delivered	32.0%	320	36.3%	34	32.4%	22	33.5%	52	35.5%	10	25.6%	8	28.1%	14	37.4%	79	23.3%	40	28.6%	33	36.6%	29
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Central London	0.0%	0	0.0%	0	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
Cippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Dorking	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	0.0%	0	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, The Causeway,	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Staines-upon-Thames Shepperton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	1.5%	15	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Tesco Superstore, High Street, Egham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Westfield, Woking	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	0.0%	0	0.0%	0
(Don’t know / varies)	3.1%	31	1.2%	1	5.8%	4	7.3%	11	7.0%	2	0.0%	0	1.4%	1	2.1%	4	2.2%	4	1.5%	2	2.2%	2
(Dont do this type of shopping)	13.3%	133	13.6%	13	10.5%	7	19.1%	30	14.6%	4	13.8%	4	5.2%	3	8.3%	18	14.9%	26	20.7%	23	7.5%	6
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q15A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Those who have goods delivered at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	83.7%	268	58.9%	20	87.8%	19	79.9%	42	91.0%	9	80.5%	6	74.3%	10	98.5%	78	84.9%	34	77.0%	25	84.5%	25
Ebay	1.6%	5	0.0%	0	0.0%	0	5.0%	3	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0
Tesco	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
WHSmith	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.3%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ITunes	1.1%	4	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Kobo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Paper Cutz	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paperchase	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Ryman Stationery	0.8%	3	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.7%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Folio Society	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.7%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.7%	1	0.0%	0
(Don't know / varies)	8.4%	27	32.4%	11	5.2%	1	3.2%	2	4.8%	0	17.1%	1	13.5%	2	1.5%	1	4.8%	2	10.0%	3	11.3%	3
Weighted base:		320		34		22		52		10		8		14		79		40		33		29
Sample:		290		31		22		34		32		22		29		38		25		26		31

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing/footwear and equipment; camping goods; bicycles; and musical instruments?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Station Road, Addlestone	1.7%	17	8.4%	8	5.0%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	3	2.2%	2	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lion Retail Park, Woking	3.5%	35	3.3%	3	1.2%	1	1.7%	3	0.0%	0	7.3%	2	1.4%	1	0.0%	0	5.5%	9	13.9%	16	0.7%	1
Paddocks Retail Park, Weybridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.7%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Slough Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
The Centre, Feltham	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	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	2.5%	25	0.7%	1	5.0%	3	10.0%	16	14.0%	4	1.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	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	0.0%	0	0.0%	0
Addlestone	1.7%	17	15.3%	14	1.7%	1	0.0%	0	0.9%	0	2.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	2
Ashford	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	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brooklands	2.1%	21	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	11.1%	19	0.0%	0	0.0%	0
Byfleet	1.3%	13	1.4%	1	1.0%	1	0.0%	0	0.0%	0	2.1%	1	2.8%	1	0.0%	0	5.0%	9	0.8%	1	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chertsey	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0
Egham	1.1%	11	0.6%	1	1.7%	1	4.6%	7	0.4%	0	0.6%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Englefield Green	0.0%	0	0.0%	0	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
Esher	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	3	1.4%	2	0.0%	0
Kingston	2.3%	23	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	0	2.5%	5	8.8%	15	0.0%	0	0.0%	0
New Haw	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	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	0.0%	0	0.0%	0
Reading	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	0.0%	0	0.0%	0
Slough	0.2%	2	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	2.1%	2
Staines-upon-Thames	16.3%	163	6.4%	6	24.8%	16	32.3%	51	14.7%	4	9.2%	3	0.0%	0	35.6%	76	0.6%	1	0.0%	0	8.5%	7
Sunbury	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	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.9%	2
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Windsor	1.7%	17	0.0%	0	0.0%	0	4.1%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	10
Woodham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Woking	8.9%	89	16.8%	16	16.6%	11	1.1%	2	0.9%	0	18.8%	6	21.7%	10	0.6%	1	8.0%	14	19.6%	22	8.5%	7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / catalogue / TV shopping / delivered	18.8%	188	7.2%	7	6.1%	4	13.1%	20	29.8%	8	19.3%	6	30.0%	14	24.9%	53	24.3%	42	18.8%	21	14.8%	12
Abroad	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	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
Birmingham City 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	0.0%	0	1.3%	2	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Woodham, Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hamble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	0.0%	0	0.0%	0	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
Shepperton	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Staines Garden Centre, Staines Road, Laleham, Staines	0.0%	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	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.0%	0	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	0.0%	0
Tesco Superstore, High Street, Egham	0.0%	0	0.0%	0	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
Uxbridge	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	0.0%	0	0.0%	0
West Byfleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Westfield, Woking	0.3%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	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	0.0%	0	0.0%	0
Wraysbury	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	0.0%	0	0.0%	0
(Don’t know / varies)	3.1%	31	5.8%	5	1.6%	1	1.7%	3	2.1%	1	0.5%	0	0.0%	0	1.1%	2	4.2%	7	5.6%	6	6.3%	5
(Dont do this type of shopping)	27.1%	271	31.3%	29	26.3%	18	29.1%	45	29.2%	8	24.4%	7	32.7%	16	23.6%	50	20.0%	35	31.5%	36	34.3%	27
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q16A Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing/footwear and equipment; camping goods; bicycles; and musical instruments?

Those who have goods delivered at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	62.5%	118	28.8%	2	46.9%	2	70.6%	14	63.0%	5	63.7%	4	80.4%	12	80.6%	43	51.0%	22	44.9%	10	42.5%	5
Argos	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	5.5%	10	0.0%	0	16.8%	1	17.3%	4	0.0%	0	3.2%	0	0.0%	0	2.3%	1	5.3%	2	11.6%	2	0.0%	0
John Lewis	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	14.8%	2
Tesco	1.0%	2	0.0%	0	0.0%	0	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E Hattons	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GJW Titmuss	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.2%	0	0.0%	0	9.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ISports	0.6%	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	0.0%	0	0.0%	0
Lucas	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Ocado	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.2%	0	0.0%	0	9.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petsmart	0.4%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robinsons Equestrian	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
SAA (Society for All Artists)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	2.3%	4	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	5.2%	1
Wex Photographic	0.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Zooplus	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
(Don't know / varies)	21.8%	41	62.9%	4	16.8%	1	0.0%	0	6.9%	1	24.9%	1	12.9%	2	13.2%	7	34.1%	14	32.9%	7	32.3%	4
Weighted base:		188		7		4		20		8		6		14		53		42		21		12
Sample:		141		8		7		13		17		14		15		18		21		16		12

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Homebase, The Causeway, Staines	0.5%	5	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.8%	8	1.9%	2	0.6%	0	0.0%	0	7.0%	2	0.0%	0	3.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Marks & Spencer, Brooklands	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	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.5%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ladymead Retail Park, Guildford	1.3%	13	0.7%	1	2.3%	2	0.0%	0	0.0%	0	4.2%	1	4.7%	2	0.0%	0	2.5%	4	2.7%	3	0.0%	0
Lion Retail Park, Woking	1.6%	16	1.9%	2	1.6%	1	0.0%	0	0.0%	0	0.5%	0	5.0%	2	0.0%	0	0.0%	0	8.9%	10	0.0%	0
Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Reading Gate Retail Park, Reading	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	0.0%	0	0.7%	1
Retail parks, Burlington Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1
The Meadows, Camberley	0.0%	0	0.0%	0	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
Two Rivers Retail Park, Staines	6.8%	68	5.8%	5	6.5%	4	10.8%	17	1.3%	0	1.6%	0	2.1%	1	16.0%	34	0.6%	1	0.0%	0	5.1%	4
Westgate Retail Park, Slough	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	0.0%	0	0.0%	0
Addlestone	2.1%	21	13.0%	12	10.0%	7	0.0%	0	0.4%	0	3.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Brooklands	0.4%	4	2.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Byfleet	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.1%	1	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
Chertsey	0.3%	3	0.0%	0	4.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	2	0.0%	0
Cobham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0
Egham	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Englefield Green	0.7%	7	0.0%	0	0.0%	0	2.8%	4	0.9%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1
Guildford	1.8%	18	0.7%	1	3.2%	2	1.1%	2	0.9%	0	0.6%	0	4.0%	2	0.0%	0	3.6%	6	4.7%	5	0.0%	0
Kingston	7.6%	76	2.7%	3	4.7%	3	2.9%	5	10.3%	3	4.2%	1	17.3%	8	11.4%	24	13.1%	23	4.8%	5	0.7%	1
New Haw	0.0%	0	0.0%	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	0.0%	0
Reading	0.7%	7	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	8.3%	7
Slough	0.3%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Staines-upon-Thames	11.4%	114	9.9%	9	10.3%	7	25.9%	41	8.7%	2	13.5%	4	2.7%	1	21.8%	46	1.2%	2	0.0%	0	1.5%	1
Sunbury	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Thorpe	0.0%	0	0.0%	0	0.0%	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
Virginia Water	0.1%	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Walton-on-Thames	1.2%	12	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.1%	2	3.0%	5	1.3%	2	0.0%	0
Weybridge	2.1%	21	0.0%	0	10.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	13	0.7%	1	0.7%	1
Windsor	0.6%	6	0.0%	0	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.6%	4
Woodham	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	0.0%	0	0.0%	0
Woking	2.5%	25	2.6%	2	1.0%	1	0.6%	1	0.0%	0	5.7%	2	10.4%	5	0.0%	0	1.8%	3	10.1%	11	0.0%	0
Internet / catalogue / TV shopping / delivered	11.1%	112	17.4%	16	12.4%	8	7.4%	11	18.7%	5	23.3%	7	11.6%	6	7.6%	16	9.4%	16	13.4%	15	13.0%	10
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldershot	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.0%	0	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	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.5%	4	0.7%	1
Fareham	0.0%	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	0.0%	0	0.0%	0
Farnborough	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.9%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.8%	8	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Ikea, Drury Way, North Circular Road, Wembley	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	3
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Knaphill	0.0%	0	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	0.0%	0
Mannington Retail Park, Telford Way, Swindon	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	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	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Raynes Park, Merton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Sandhurst	0.0%	0	0.0%	0	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
Shepperton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.7%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Southampton	0.0%	0	0.0%	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	0.0%	0
Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, West Byfleet	0.1%	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	0.0%	0	0.0%	0
(Don’t know / varies)	14.8%	148	14.4%	13	11.5%	8	15.4%	24	6.0%	2	12.3%	4	10.2%	5	21.5%	46	11.5%	20	16.9%	19	9.8%	8
(Dont do this type of shopping)	21.1%	211	16.4%	15	14.7%	10	24.8%	39	27.7%	8	22.6%	7	14.1%	7	11.1%	24	29.4%	51	25.0%	28	28.7%	23
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q17AWhich internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who have goods delivered at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	12.0%	13	0.0%	0	13.5%	1	0.0%	0	2.8%	0	35.5%	2	23.5%	1	21.2%	3	6.9%	1	25.3%	4	0.0%	0
Argos	11.1%	12	60.2%	10	0.0%	0	0.0%	0	4.8%	0	35.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.9%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.6%	3	0.0%	0	0.0%	0	0.0%	0	45.5%	2	7.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	9.9%	11	0.0%	0	4.8%	0	0.0%	0	16.4%	1	4.9%	0	0.0%	0	15.0%	2	11.9%	2	22.0%	3	16.9%	2
Littlewoods	1.5%	2	0.0%	0	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	1.4%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Next	3.5%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	6.9%	1	0.0%	0	16.9%	2
Tesco	1.0%	1	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture 123	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Bath	1.0%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	0.9%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Made.com	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	3	0.0%	0	0.0%	0
Oak Furniture Land	0.6%	1	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofaworks	0.4%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	2
(Don't know / varies)	46.8%	52	21.6%	3	77.6%	6	61.8%	7	14.7%	1	14.6%	1	36.2%	2	63.8%	10	49.1%	8	52.7%	8	49.3%	5
Weighted base:		112		16		8		11		5		7		6		16		16		15		10
Sample:		101		10		9		9		16		11		12		8		9		10		7

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Homebase, The Causeway, Staines	24.6%	246	15.8%	15	46.1%	31	59.6%	93	29.0%	8	13.3%	4	0.7%	0	36.0%	76	1.7%	3	4.1%	5	14.1%	11
Homebase, Walton-on-Thames	9.0%	90	19.8%	18	2.8%	2	0.0%	0	0.0%	0	0.5%	0	11.4%	6	12.2%	26	20.0%	35	3.0%	3	0.0%	0
Tesco Extra, Station Road, Addlestone	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	1.2%	12	0.0%	0	0.0%	0	3.6%	6	1.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	2.8%	2
Brighton Hill Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	4.7%	47	3.2%	3	2.2%	1	0.0%	0	0.0%	0	3.2%	1	7.5%	4	1.6%	3	16.6%	29	4.8%	6	0.0%	0
Lion Retail Park, Woking	1.8%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	14.6%	17	0.0%	0
Paddocks Retail Park, Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7
Slough Retail Park, Slough	1.0%	10	0.0%	0	0.0%	0	1.1%	2	0.4%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	6.2%	5
Two Rivers Retail Park, Staines	1.1%	11	1.2%	1	1.1%	1	0.6%	1	0.5%	0	1.7%	1	2.0%	1	2.1%	4	0.0%	0	0.0%	0	2.9%	2
Westgate Retail Park, Slough	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.8%	8	5.8%	5	0.6%	0	0.0%	0	0.0%	0	2.8%	1	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ashford	0.0%	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	0.0%	0	0.0%	0
Bracknell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	12
Brooklands	0.9%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.5%	1	0.0%	0	0.0%	0	6.4%	7	0.0%	0
Byfleet	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.1%	2	0.0%	0	1.8%	3	2.2%	2	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.4%	4	0.0%	0	4.4%	3	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cobham	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	0.0%	0	0.0%	0
Egham	0.4%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	1.5%	15	0.0%	0	2.3%	2	0.0%	0	0.4%	0	2.1%	1	9.8%	5	0.0%	0	3.7%	6	1.3%	2	0.0%	0
New Haw	0.9%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	9.9%	5	0.0%	0	0.6%	1	1.5%	2	0.0%	0
Slough	0.6%	6	0.0%	0	0.6%	0	1.7%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Staines-upon-Thames	5.9%	59	0.6%	1	5.7%	4	13.4%	21	9.3%	3	15.8%	5	0.0%	0	10.7%	23	0.0%	0	0.0%	0	4.8%	4
Sunbury	0.6%	6	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	4.9%	4
Virginia Water	0.3%	3	1.2%	1	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	3.9%	39	3.8%	4	7.1%	5	0.0%	0	0.0%	0	1.1%	0	1.4%	1	3.3%	7	13.0%	23	0.0%	0	0.0%	0
Weybridge	1.2%	12	4.3%	4	1.0%	1	0.0%	0	0.0%	0	2.2%	1	0.6%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Windsor	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Woodham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Woking	4.5%	46	3.8%	3	1.0%	1	2.3%	4	0.9%	0	5.5%	2	8.3%	4	0.0%	0	4.4%	8	20.4%	23	1.3%	1
Internet / catalogue / TV	4.8%	48	13.4%	13	0.5%	0	3.2%	5	1.8%	0	19.5%	6	1.3%	1	8.8%	19	0.0%	0	0.8%	1	5.0%	4

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**		**Zone 9**		**Zone 10**	
shopping / delivered																						
B&Q, Invincible Road, Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
B&Q, Shannon Commercial Centre, Beverley Way, New Malden	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Woodbridge Road, Ladymeade, Guildford	0.1%	1	0.7%	1	0.0%	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
Bagshot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Bourne Valley Garden Centre, Woodham Park Road, Woodham, Addlestone	0.1%	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	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1
Chiswick	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Hanworth	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	0.0%	0	0.0%	0
Hersham	0.4%	4	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Homebase, Redding Way, Knaphill	1.7%	17	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	5.3%	3	0.0%	0	0.0%	0	11.0%	12	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Horsell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Knaphill	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1	0.0%	0	0.6%	1	1.3%	2	0.0%	0
Leatherhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	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	0.0%	0
New Malden	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Access Business Park, Byfleet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Shepperton	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	13	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Burwood Road, Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Staines Garden Centre, Staines Road, Laleham, Staines	0.2%	2	0.0%	0	1.0%	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
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill	1.3%	13	3.8%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.9%	1	0.0%	0	3.1%	5	2.2%	2	0.0%	0
Wickes, Western Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bracknell																						
Winkfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wisley, Woking	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	0.0%	0	0.0%	0
Wyevale Garden Centre, Crockford Bridge Farm, New Haw Road, Weybridge	0.3%	3	0.6%	1	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don’t know / varies)	4.2%	42	2.5%	2	2.6%	2	1.1%	2	15.8%	4	6.5%	2	5.5%	3	3.1%	7	6.3%	11	5.5%	6	4.0%	3
(Dont do this type of shopping)	11.2%	112	11.1%	10	11.3%	8	6.6%	10	20.4%	6	11.2%	3	13.1%	6	7.7%	16	13.0%	23	13.3%	15	17.8%	14
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q18A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Those who have goods delivered at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	10.9%	5	0.0%	0	0.0%	0	29.7%	1	29.3%	0	42.4%	2	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Argos	17.9%	9	69.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	42.6%	21	0.0%	0	0.0%	0	0.0%	0	25.2%	0	42.4%	2	0.0%	0	87.1%	16	0.0%	0	0.0%	0	44.0%	2
Homebase	2.3%	1	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Little Green Company	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1
Screwfix	4.3%	2	8.8%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	1
(Don't know / varies)	17.0%	8	13.3%	2	99.9%	0	70.3%	4	45.6%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	26.9%	1
Weighted base:		48		13		0		5		0		6		1		19		0		1		4
Sample:		26		5		1		3		3		5		1		3		0		1		4

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brooklands	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	1	0.0%	0
Sainsbury's Superstore, Sainsbury Centre, Chertsey	0.5%	5	0.0%	0	6.5%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	5.3%	53	26.8%	25	25.3%	17	1.7%	3	3.8%	1	10.7%	3	5.4%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Waitrose, Church Road, Egham	0.1%	1	0.0%	0	0.6%	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
Lion Retail Park, Woking	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Paddocks Retail Park, Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	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	0.0%	0	0.0%	0
The Meadows, Camberley	0.0%	0	0.0%	0	0.0%	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
Two Rivers Retail Park, Staines	4.1%	41	0.7%	1	1.7%	1	11.1%	17	0.5%	0	1.7%	1	0.0%	0	9.9%	21	0.0%	0	0.0%	0	0.0%	0
Addlestone	4.6%	46	27.9%	26	12.4%	8	0.0%	0	1.8%	1	21.1%	6	2.2%	1	1.6%	3	0.6%	1	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ashford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.7%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Brooklands	3.0%	30	2.5%	2	3.7%	2	0.0%	0	0.0%	0	0.5%	0	16.7%	8	0.0%	0	6.1%	11	5.7%	6	0.0%	0
Byfleet	1.9%	19	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	0	10.0%	5	0.0%	0	6.5%	11	2.0%	2	0.0%	0
Camberley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Chertsey	0.7%	7	0.0%	0	9.0%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	2.7%	27	0.0%	0	0.0%	0	13.7%	21	19.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Englefield Green	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	1.1%	11	2.5%	2	0.0%	0	0.0%	0	7.5%	2	0.6%	0	0.6%	0	1.0%	2	0.6%	1	2.9%	3	0.0%	0
Kingston	3.8%	38	1.8%	2	1.7%	1	0.0%	0	0.0%	0	0.5%	0	11.2%	5	1.1%	2	15.9%	28	0.0%	0	0.0%	0
New Haw	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7
Slough	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	0.0%	0	0.0%	0
Staines-upon-Thames	18.8%	188	3.9%	4	15.3%	10	38.3%	60	29.4%	8	9.2%	3	0.0%	0	43.2%	92	0.0%	0	0.0%	0	14.6%	12
Sunbury	1.7%	17	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	15	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	5.6%	5
Virginia Water	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	3.5%	35	1.8%	2	4.8%	3	0.0%	0	0.9%	0	1.1%	0	0.0%	0	8.0%	17	7.2%	13	0.0%	0	0.0%	0
Weybridge	5.7%	57	12.3%	11	0.0%	0	0.0%	0	0.4%	0	4.5%	1	0.6%	0	0.6%	1	23.9%	42	0.8%	1	0.0%	0
Windsor	3.0%	30	0.0%	0	1.0%	1	2.2%	3	3.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	25
Woking	8.8%	88	5.0%	5	4.3%	3	0.6%	1	0.0%	0	21.0%	6	17.9%	9	0.0%	0	3.6%	6	51.7%	59	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / catalogue / TV shopping / delivered	8.7%	87	3.2%	3	5.4%	4	12.6%	20	7.9%	2	11.0%	3	6.3%	3	4.9%	10	13.4%	23	9.7%	11	9.8%	8
Abroad	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Central London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	3	0.0%	0
Gatwick Airport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Heathrow Airport	0.3%	3	0.7%	1	0.0%	0	1.2%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hersham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	16	0.6%	1	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Horsell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Knaphill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Row Town	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	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	1.0%	10	0.0%	0	0.5%	0	6.2%	10	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shepperton	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	15	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	1.3%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	5.4%	9	0.0%	0	0.0%	0
Tesco Superstore, High Street, Egham	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.1%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.3%	2	0.0%	0	4.2%	7	0.0%	0	0.0%	0
(Don’t know / varies)	3.3%	33	5.4%	5	2.6%	2	5.3%	8	4.0%	1	1.0%	0	0.6%	0	1.6%	3	1.7%	3	4.8%	5	5.4%	4
(Dont do this type of shopping)	3.7%	37	0.6%	1	2.0%	1	4.7%	7	11.8%	3	0.5%	0	4.8%	2	2.0%	4	4.1%	7	3.3%	4	9.1%	7
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q19A Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Those who have goods delivered at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	9.4%	8	0.0%	0	0.0%	0	4.2%	1	18.5%	0	5.6%	0	23.5%	1	0.0%	0	19.4%	5	0.0%	0	20.4%	2
Boots	12.4%	11	0.0%	0	0.0%	0	13.7%	3	0.0%	0	0.0%	0	33.2%	1	11.5%	1	0.0%	0	28.3%	3	35.9%	3
John Lewis	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	4.7%	4	0.0%	0	31.1%	1	9.7%	2	0.0%	0	9.6%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Tesco	16.3%	14	78.7%	2	0.0%	0	8.4%	2	25.1%	1	80.0%	3	43.4%	1	0.0%	0	4.8%	1	36.3%	4	7.9%	1
Avon	1.2%	1	0.0%	0	9.5%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Green People	0.3%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liz Earle	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.8%	1
Lush	9.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	8	0.0%	0	0.0%	0
Mac Cosmetics UK	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	2
Ocado	10.3%	9	0.0%	0	42.2%	2	37.1%	7	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	4.1%	4	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	6.9%	1	0.0%	0
Very	0.7%	1	21.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.6%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	24.5%	21	0.0%	0	17.2%	1	18.6%	4	28.3%	1	0.0%	0	0.0%	0	65.4%	7	31.6%	7	21.7%	2	0.0%	0
Weighted base:		87		3		4		20		2		3		3		10		23		11		8
Sample:		72		3		5		12		9		5		5		5		11		9		8

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Marks & Spencer, Brooklands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Sainsbury Centre, Chertsey	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	4.2%	42	27.3%	25	11.2%	7	2.8%	4	0.0%	0	10.1%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Road, Egham	0.0%	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	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9	0.0%	0
Two Rivers Retail Park, Staines	2.0%	20	0.0%	0	1.7%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	8.3%	18	0.0%	0	0.0%	0	0.0%	0
Addlestone	4.2%	42	30.3%	28	12.7%	8	0.0%	0	1.3%	0	10.6%	3	2.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ascot	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	8
Ashford	0.8%	8	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.6%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Brooklands	2.8%	28	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	10.6%	18	3.4%	4	0.0%	0
Byfleet	4.1%	41	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	17.3%	8	0.0%	0	15.7%	27	3.3%	4	0.0%	0
Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.3%	1
Chertsey	4.0%	40	3.1%	3	53.8%	36	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.8%	18	0.0%	0
Cobham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Egham	6.6%	66	0.0%	0	0.5%	0	39.2%	61	10.7%	3	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1
Englefield Green	1.5%	15	0.0%	0	0.0%	0	9.6%	15	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kingston	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0
New Haw	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	11	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ottershaw	1.8%	18	11.8%	11	0.0%	0	0.0%	0	0.0%	0	21.5%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Reading	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Slough	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	0.0%	0	0.0%	0
Staines-upon-Thames	14.8%	148	5.8%	5	3.7%	2	20.9%	33	19.2%	5	10.6%	3	0.0%	0	43.9%	93	0.0%	0	0.0%	0	7.7%	6
Sunbury	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	14	0.0%	0	0.0%	0	0.0%	0
Sunningdale / Sunninghill	1.2%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	11
Thorpe	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	2.0%	20	0.0%	0	0.0%	0	1.1%	2	57.8%	16	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walton-on-Thames	1.5%	15	0.0%	0	4.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.1%	4	4.2%	7	0.0%	0	0.0%	0
Weybridge	8.9%	89	9.9%	9	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.7%	0	0.0%	0	44.9%	78	0.0%	0	0.0%	0
Windsor	3.1%	31	0.0%	0	1.0%	1	2.2%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	27
Woking	7.1%	71	2.0%	2	0.0%	0	0.0%	0	0.0%	0	16.0%	5	15.3%	7	0.0%	0	3.0%	5	45.8%	52	0.0%	0
Internet / catalogue / TV shopping / delivered	1.8%	18	3.1%	3	0.0%	0	0.5%	1	0.9%	0	9.9%	3	2.5%	1	0.6%	1	0.0%	0	4.3%	5	4.9%	4
Bagshot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Central London	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cranleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hersham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	16	0.6%	1	0.0%	0	0.0%	0
Horsell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Knaphill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Pooley Green, Egham	1.5%	15	0.0%	0	0.0%	0	9.5%	15	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sheerwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shepperton	4.8%	48	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	47	0.0%	0	0.0%	0	0.0%	0
St. John's Village, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.8%	8	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	2.5%	4	0.0%	0	0.0%	0
West Byfleet	2.5%	25	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	6.4%	3	0.0%	0	12.0%	21	0.0%	0	0.0%	0
(Don’t know / varies)	2.0%	20	2.0%	2	0.9%	1	3.0%	5	2.3%	1	1.7%	1	1.4%	1	3.6%	8	0.0%	0	0.8%	1	3.6%	3
(Dont do this type of shopping)	3.3%	33	1.2%	1	2.0%	1	4.4%	7	1.8%	1	0.6%	0	1.4%	1	1.5%	3	3.7%	6	4.1%	5	9.9%	8
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q20A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who have goods delivered at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	23.5%	4	19.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	1	72.5%	3
Sainsbury’s	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0
Tesco	42.8%	8	81.0%	2	0.0%	0	0.0%	0	0.0%	0	89.3%	3	25.0%	0	0.0%	0	0.0%	0	50.9%	2	0.0%	0
Chemist Direct	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthspan	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0
Ocado	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.9%	2	0.0%	0	0.0%	0	100.0%	1	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	1
Weighted base:		18		3		0		1		0		3		1		1		0		5		4
Sample:		19		3		0		1		1		3		3		1		0		4		3

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Argos, Lion Retail Park	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	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, Croydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1
Marks & Spencer, Brooklands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	1.4%	14	11.1%	10	2.2%	1	0.0%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Peel Centre, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Two Rivers Retail Park, Staines	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brooklands	0.9%	9	1.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.9%	3	0.7%	1	0.0%	0
Byfleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	2	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Cobham	0.1%	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	0.0%	0	0.0%	0
Egham	1.2%	12	0.0%	0	0.0%	0	5.5%	9	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Guildford	2.7%	27	4.8%	5	1.0%	1	0.0%	0	0.9%	0	0.6%	0	3.8%	2	0.0%	0	6.5%	11	7.0%	8	0.0%	0
Kingston	7.1%	72	3.2%	3	2.0%	1	1.2%	2	1.8%	1	2.8%	1	14.0%	7	15.0%	32	12.4%	22	2.8%	3	0.7%	1
Reading	0.9%	9	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	11.4%	9
Slough	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Staines-upon-Thames	16.3%	163	6.9%	6	23.8%	16	31.4%	49	10.7%	3	6.5%	2	2.1%	1	38.4%	82	0.0%	0	0.8%	1	4.4%	4
Sunbury	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	0.0%	0	0.0%	0
Sunningdale / Sunninghill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Walton-on-Thames	1.0%	10	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0
Weybridge	2.0%	20	0.6%	1	8.0%	5	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	7.9%	14	0.0%	0	0.0%	0
Windsor	2.7%	27	0.7%	1	0.5%	0	7.9%	12	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	13
Woking	7.7%	77	8.3%	8	4.8%	3	0.0%	0	0.4%	0	32.1%	9	30.6%	15	0.0%	0	5.7%	10	28.3%	32	0.0%	0
Internet / catalogue / TV shopping / delivered	8.7%	88	16.0%	15	4.5%	3	12.2%	19	2.8%	1	16.1%	5	5.9%	3	4.2%	9	12.5%	22	3.6%	4	9.3%	7
Abroad	0.6%	6	0.0%	0	1.1%	1	0.5%	1	1.5%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2	1.3%	1
Beaconsfield	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	0.0%	0	0.0%	0
Central London	3.0%	30	3.1%	3	1.0%	1	0.0%	0	20.8%	6	0.6%	0	2.1%	1	3.8%	8	3.1%	5	4.4%	5	1.3%	1
Cippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gatwick Airport	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
High Wycombe	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.0%	2
Ikea, Drury Way, North Circular Road, Wembley	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	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre,	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
High Wycombe																						
Lightwater	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	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	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	0.0%	0
Richmond	0.9%	9	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sidmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.0%	0	0.0%	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	0.0%	0
Southampton	0.0%	0	0.0%	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	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	7.5%	75	8.2%	8	10.5%	7	10.2%	16	11.9%	3	2.8%	1	4.7%	2	5.8%	12	6.6%	11	7.8%	9	7.0%	6
(Dont do this type of shopping)	31.0%	310	18.2%	17	36.7%	24	29.8%	47	28.8%	8	28.2%	8	23.9%	12	30.2%	64	35.6%	62	36.5%	42	33.5%	27
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q21A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Those who have goods delivered at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Amazon	20.7%	18	7.4%	1	63.0%	2	4.3%	1	0.0%	0	3.3%	0	44.6%	1	86.5%	8	19.8%	4	21.2%	1	0.0%	0
Argos	9.9%	9	58.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.6%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	5.4%	5	12.2%	2	0.0%	0	9.4%	2	0.0%	0	17.3%	1	12.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	9.8%	9	0.0%	0	0.0%	0	0.0%	0	67.6%	1	3.3%	0	0.0%	0	0.0%	0	14.6%	3	18.3%	1	53.6%	4
Marks & Spencer	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Gucci	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ProCook	0.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.8%	2	3.7%	1	0.0%	0	0.0%	0	32.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1	0.0%	0
(Don't know / varies)	48.4%	42	14.9%	2	36.9%	1	82.0%	16	0.0%	0	65.4%	3	21.5%	1	13.5%	1	61.1%	13	42.3%	2	46.4%	3
Weighted base:		88		15		3		19		1		5		3		9		22		4		7
Sample:		62		9		4		6		4		8		7		5		7		5		7

MeanScore: visits per year

Q22 How often do you or your household visit Egham Town Centre for your non food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	0.6%	6	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 - 6 days a week	0.9%	9	0.0%	0	0.6%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
2 - 3 days a week	1.6%	16	0.0%	0	0.6%	0	6.8%	11	4.5%	1	1.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	1	0.7%	1
One day a week	5.0%	50	0.0%	0	0.5%	0	20.8%	32	21.5%	6	0.0%	0	0.0%	0	1.5%	3	1.8%	3	0.0%	0	5.8%	5
Every two weeks	5.1%	51	0.7%	1	3.3%	2	9.8%	15	5.7%	2	1.7%	0	0.0%	0	11.7%	25	0.0%	0	0.0%	0	7.0%	6
Monthly	4.9%	49	0.0%	0	3.7%	2	20.7%	32	13.8%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.9%	9
Once every two months	1.4%	14	2.4%	2	1.5%	1	1.1%	2	1.8%	1	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.8%	1	2.9%	2
Three - four times a year	1.7%	17	5.2%	5	1.1%	1	1.1%	2	4.3%	1	1.1%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	2.0%	2
Once a year	2.8%	28	1.2%	1	2.7%	2	5.0%	8	1.8%	0	0.0%	0	0.6%	0	5.7%	12	1.3%	2	0.0%	0	2.2%	2
Less often	1.8%	18	0.7%	1	1.5%	1	3.4%	5	1.3%	0	0.0%	0	1.1%	1	1.1%	2	0.0%	0	2.1%	2	6.4%	5
Never	74.1%	742	89.9%	84	84.4%	56	22.4%	35	44.0%	12	94.7%	28	98.2%	47	73.2%	155	96.9%	169	95.8%	109	59.2%	47
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	1.1%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*11.11*		*0.52*		*4.04*		*49.92*		*20.72*		*1.91*		*0.01*		*5.41*		*0.97*		*1.00*		*12.63*
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q23 What do you like about Egham Town Centre? [MR]
Those who visit Egham Town Centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing / very little	15.0%	39	25.1%	2	20.2%	2	14.9%	18	24.0%	4	10.0%	0	64.3%	1	13.3%	8	0.0%	0	0.0%	0	13.4%	4
Attractive environment / nice place	15.5%	40	42.7%	4	13.1%	1	17.8%	22	16.7%	3	20.1%	0	0.0%	0	7.3%	4	20.7%	1	34.2%	2	10.1%	3
Close to friends or relatives	0.5%	1	6.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Close to home	20.7%	54	0.0%	0	10.7%	1	37.4%	45	17.9%	3	11.6%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.3%	1
Close to work	5.0%	13	0.0%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Compact	9.0%	23	5.9%	1	7.1%	1	7.7%	9	2.4%	0	0.0%	0	0.0%	0	10.9%	6	58.6%	3	0.0%	0	9.2%	3
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.2%	3	0.0%	0	0.0%	0	1.4%	2	4.2%	1	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Easy to park	7.1%	18	6.8%	1	3.3%	0	1.9%	2	5.9%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	47.5%	2	29.6%	10
Good facilities	2.6%	7	0.0%	0	0.0%	0	4.4%	5	3.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Good food stores	3.0%	8	0.0%	0	10.7%	1	3.0%	4	1.7%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.2%	2
Good pubs, cafés or restaurants	10.1%	26	11.8%	1	17.3%	2	8.9%	11	15.1%	2	0.0%	0	0.0%	0	12.0%	7	20.7%	1	0.0%	0	6.6%	2
Good range of non-food shops	15.5%	40	32.8%	3	10.7%	1	6.4%	8	31.6%	5	30.1%	0	0.0%	0	32.4%	18	0.0%	0	31.7%	2	8.7%	3
Makes a change from other places	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Quiet	5.4%	14	0.0%	0	0.0%	0	8.7%	11	2.5%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	3.3%	1
Safe and secure	0.7%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	1.2%	3	0.0%	0	0.0%	0	0.8%	1	12.5%	2	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.8%	2	0.0%	0	3.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1	0.0%	0
Other	5.6%	15	5.9%	1	10.4%	1	6.6%	8	2.3%	0	10.0%	0	35.7%	0	4.2%	2	0.0%	0	0.0%	0	5.2%	2
Good charity shops	0.9%	2	5.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.6%	1
Has a Waitrose supermarket	1.5%	4	0.0%	0	0.0%	0	3.0%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's pedestrianised	3.1%	8	6.8%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	8.1%	5	0.0%	0	15.8%	1	1.6%	1
(Dont know)	2.7%	7	0.0%	0	3.3%	0	0.0%	0	0.0%	0	18.1%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	8.9%	3
Weighted base:		259		9		10		121		16		2		1		57		5		5		33
Sample:		256		10		20		74		67		8		2		27		3		6		39

Q24 What could be improved about Egham Town Centre that would make you visit more often? [MR]
Those who visit Egham Town Centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	41.6%	108	43.7%	4	72.3%	7	28.1%	34	31.1%	5	20.1%	0	64.3%	1	66.8%	38	0.0%	0	18.3%	1	52.9%	17
Better access by road	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	5
Better public transport	0.0%	0	0.0%	0	0.0%	0	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 signposting	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.4%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	4.5%	12	19.2%	2	0.0%	0	6.4%	8	6.8%	1	10.0%	0	35.7%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Jewellery / food markets / other events	0.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
More / better comparison retailers (i.e. non-food shops)	8.3%	21	0.0%	0	10.7%	1	11.1%	13	6.8%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	7.3%	2
More / better entertainment	2.7%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.0%	0	0.0%	0	0.0%	0	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 food shops	4.7%	12	0.0%	0	0.0%	0	5.8%	7	2.5%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	15.8%	1	1.9%	1
More / better parking	13.9%	36	37.8%	4	16.9%	2	18.6%	23	15.0%	2	30.1%	0	35.7%	0	5.8%	3	0.0%	0	0.0%	0	5.2%	2
More / better pedestrianised streets	0.5%	1	0.0%	0	0.0%	0	0.8%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	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 national multiple shops / High Street shops	14.2%	37	25.4%	2	0.0%	0	18.6%	23	28.3%	4	11.6%	0	0.0%	0	9.4%	5	0.0%	0	18.3%	1	3.3%	1
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other	6.7%	17	0.0%	0	6.6%	1	7.3%	9	3.2%	1	10.0%	0	0.0%	0	3.9%	2	79.3%	4	0.0%	0	1.9%	1
Better quality shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Less charity shops	4.2%	11	0.0%	0	0.0%	0	7.6%	9	3.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.4%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.1%	5	0.0%	0	10.7%	1	2.9%	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't know)	4.9%	13	11.8%	1	0.0%	0	0.7%	1	4.6%	1	18.1%	0	0.0%	0	10.0%	6	20.7%	1	47.5%	2	1.9%	1
Weighted base:		259		9		10		121		16		2		1		57		5		5		33
Sample:		256		10		20		74		67		8		2		27		3		6		39

MeanScore: visits per year

Q25 How often do you or your household visit Addlestone Town Centre for your non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	0.9%	9	5.6%	5	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
4 - 6 days a week	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - 3 days a week	2.2%	22	17.5%	16	6.0%	4	0.0%	0	0.4%	0	6.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	4.2%	42	23.8%	22	7.0%	5	1.1%	2	0.0%	0	13.1%	4	10.4%	5	0.0%	0	0.6%	1	2.8%	3	0.0%	0
Every two weeks	3.8%	38	7.2%	7	7.5%	5	2.2%	3	1.4%	0	2.6%	1	5.3%	3	7.6%	16	0.6%	1	1.4%	2	0.0%	0
Monthly	5.3%	53	8.9%	8	15.2%	10	1.1%	2	4.2%	1	18.0%	5	13.3%	6	3.1%	7	5.5%	9	3.3%	4	0.0%	0
Once every two months	2.7%	27	2.4%	2	10.2%	7	2.2%	3	0.5%	0	0.5%	0	3.3%	2	1.1%	2	3.4%	6	3.5%	4	0.0%	0
Three - four times a year	4.3%	43	2.5%	2	4.9%	3	3.2%	5	1.3%	0	1.7%	1	13.5%	7	1.5%	3	7.9%	14	7.4%	8	0.0%	0
Once a year	1.5%	15	0.0%	0	1.5%	1	0.6%	1	1.4%	0	2.2%	1	2.1%	1	0.5%	1	3.7%	6	1.3%	2	3.0%	2
Less often	2.9%	29	13.3%	12	0.0%	0	1.1%	2	0.4%	0	1.1%	0	0.6%	0	2.8%	6	2.2%	4	4.4%	5	0.0%	0
Never	71.7%	718	15.3%	14	46.0%	31	88.4%	138	89.8%	25	51.0%	15	50.8%	25	83.3%	177	76.1%	132	73.6%	84	97.0%	78
(Don’t know / varies)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*11.13*		*67.06*		*21.90*		*1.56*		*1.55*		*22.98*		*9.91*		*2.50*		*1.67*		*10.72*		*0.03*
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q26 What do you like about Addlestone Town Centre? [MR]
Those who visit Addlestone Town Centre at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing / very little	37.9%	107	44.2%	35	36.2%	13	45.5%	8	32.2%	1	25.9%	4	36.5%	9	22.7%	8	50.3%	21	23.8%	7	73.9%	2
Attractive environment / nice place	3.8%	11	0.7%	1	1.1%	0	4.6%	1	14.4%	0	0.0%	0	3.9%	1	0.0%	0	5.4%	2	18.3%	6	0.0%	0
Close to friends or relatives	0.9%	3	0.7%	1	0.0%	0	4.6%	1	0.0%	0	1.1%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Close to home	16.2%	46	29.6%	23	29.0%	10	4.6%	1	0.0%	0	56.9%	8	9.3%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Close to work	2.3%	7	2.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	0.0%	0
Compact	3.0%	8	5.4%	4	1.1%	0	0.0%	0	0.0%	0	1.1%	0	7.0%	2	0.0%	0	2.7%	1	2.9%	1	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.8%	5	1.4%	1	6.1%	2	0.0%	0	8.8%	0	1.1%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	3.2%	9	6.0%	5	0.0%	0	0.0%	0	8.8%	0	0.0%	0	5.5%	1	0.0%	0	2.7%	1	5.0%	2	0.0%	0
Good food stores	6.0%	17	1.4%	1	8.1%	3	10.6%	2	13.9%	0	1.1%	0	8.2%	2	3.4%	1	7.7%	3	13.7%	4	0.0%	0
Good pubs, cafés or restaurants	4.5%	13	11.0%	9	7.8%	3	5.3%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	14.2%	40	1.6%	1	14.2%	5	20.4%	4	22.0%	1	8.6%	1	13.5%	3	48.7%	17	9.7%	4	12.6%	4	0.0%	0
Makes a change from other places	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0
Quiet	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	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	2.1%	6	2.3%	2	1.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	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	4.0%	11	2.8%	2	2.0%	1	5.3%	1	4.4%	0	3.4%	0	3.8%	1	3.4%	1	9.4%	4	2.5%	1	0.0%	0
Good charity shops	1.9%	5	0.0%	0	0.9%	0	0.0%	0	4.4%	0	0.0%	0	5.4%	1	0.0%	0	4.7%	2	5.4%	2	0.0%	0
Good independent electrical retailer	0.7%	2	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Good Tesco supermarket	1.7%	5	0.0%	0	3.9%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	5.9%	2	2.7%	1	0.0%	0	0.0%	0
(Dont know)	5.0%	14	1.4%	1	2.8%	1	0.0%	0	0.0%	0	2.0%	0	7.0%	2	13.1%	5	2.3%	1	12.8%	4	26.1%	1
Weighted base:		283		79		36		18		3		14		24		35		42		30		2
Sample:		347		80		51		18		18		57		54		15		28		24		2

Q27 What could be improved about Addlestone Town Centre that would make you visit more often? [MR]
Those who visit Addlestone Town Centre at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	27.6%	78	9.9%	8	26.9%	10	15.1%	3	58.4%	2	41.0%	6	32.4%	8	52.5%	19	47.0%	20	15.5%	5	0.0%	0
Better access by road	2.3%	7	2.1%	2	3.1%	1	0.0%	0	0.0%	0	3.4%	0	4.2%	1	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.6%	7	2.2%	2	2.0%	1	9.1%	2	8.8%	0	1.1%	0	0.0%	0	0.0%	0	4.7%	2	2.5%	1	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.9%	5	0.7%	1	4.2%	2	0.0%	0	4.4%	0	2.0%	0	5.4%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	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 comparison retailers (i.e. non-food shops)	9.9%	28	10.6%	8	27.9%	10	0.0%	0	0.0%	0	9.2%	1	8.0%	2	0.0%	0	5.1%	2	8.2%	2	73.9%	2
More / better entertainment	0.8%	2	1.4%	1	3.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	2.1%	6	3.7%	3	2.0%	1	0.0%	0	0.0%	0	3.5%	1	2.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.6%	10	6.7%	5	2.8%	1	4.6%	1	0.0%	0	2.2%	0	1.3%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0
More / better parking	10.5%	30	20.6%	16	5.3%	2	5.3%	1	9.5%	0	8.0%	1	18.6%	4	2.9%	1	0.0%	0	13.0%	4	0.0%	0
More / better pedestrianised streets	2.2%	6	2.1%	2	0.0%	0	5.3%	1	0.0%	0	5.4%	1	4.2%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	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 seats / flower displays	1.0%	3	1.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	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 national multiple shops / High Street shops	16.3%	46	22.9%	18	4.0%	1	9.8%	2	4.4%	0	23.4%	3	9.7%	2	15.4%	5	23.2%	10	13.7%	4	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	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	6.8%	19	2.4%	2	15.0%	5	5.3%	1	0.0%	0	2.2%	0	4.1%	1	0.0%	0	7.7%	3	21.5%	6	0.0%	0
Better quality shops	2.6%	7	4.5%	4	3.9%	1	0.0%	0	0.0%	0	1.1%	0	5.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Better range / variety of shops in general	3.0%	9	6.8%	5	0.9%	0	0.0%	0	0.0%	0	2.2%	0	1.5%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0
Improve the environment / atmosphere (e.g. refurbishment, attract better clientele)	4.3%	12	5.2%	4	0.0%	0	31.1%	6	5.1%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Less charity shops	0.8%	2	1.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Less takeaway restaurants	1.9%	5	3.9%	3	5.0%	2	0.0%	0	0.0%	0	1.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion/ better layout of roads	3.0%	8	5.9%	5	3.0%	1	0.0%	0	0.0%	0	3.3%	0	1.5%	0	2.9%	1	0.0%	0	2.9%	1	0.0%	0
More / better policing	0.7%	2	0.7%	1	0.0%	0	0.0%	0	5.1%	0	1.1%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
More / better pubs / bars	0.8%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	5.1%	14	15.2%	12	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
(Don’t know)	10.0%	28	3.9%	3	1.1%	0	24.3%	4	4.4%	0	4.1%	1	8.1%	2	16.5%	6	12.4%	5	20.7%	6	26.1%	1
Weighted base:		283		79		36		18		3		14		24		35		42		30		2
Sample:		347		80		51		18		18		57		54		15		28		24		2

MeanScore: visits per year

Q28 How often do you or your household visit Chertsey Town Centre for your non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	1.0%	10	0.7%	1	14.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 - 6 days a week	0.3%	3	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.5%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - 3 days a week	1.5%	15	1.8%	2	11.5%	8	0.6%	1	0.0%	0	9.9%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
One day a week	3.4%	34	4.4%	4	23.4%	16	6.2%	10	0.5%	0	6.8%	2	0.6%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Every two weeks	0.8%	8	2.0%	2	3.8%	3	1.8%	3	1.4%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	2.8%	28	3.8%	3	13.9%	9	2.3%	4	2.2%	1	6.1%	2	0.0%	0	2.1%	4	0.6%	1	2.8%	3	0.7%	1
Once every two months	1.3%	13	0.7%	1	1.7%	1	1.7%	3	0.4%	0	5.0%	1	0.7%	0	1.1%	2	1.3%	2	2.1%	2	0.0%	0
Three - four times a year	2.3%	23	2.0%	2	2.2%	1	4.4%	7	2.1%	1	3.5%	1	2.1%	1	2.7%	6	0.6%	1	3.5%	4	0.0%	0
Once a year	2.2%	22	3.1%	3	0.0%	0	1.2%	2	0.9%	0	1.7%	0	0.7%	0	4.0%	8	4.1%	7	0.8%	1	0.0%	0
Less often	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.9%	0	1.1%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Never	83.5%	836	79.1%	74	27.8%	19	80.8%	126	91.5%	26	61.7%	18	93.7%	45	86.5%	184	93.4%	163	90.8%	103	99.3%	79
(Don’t know / varies)	0.3%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*8.91*		*10.14*		*85.57*		*5.06*		*1.02*		*19.84*		*5.86*		*2.28*		*0.22*		*0.59*		*0.08*
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Q29 What do you like about Chertsey Town Centre? [MR]
Those who visit Chertsey Town Centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing / very little	29.0%	48	31.5%	6	19.2%	9	40.1%	12	54.4%	1	12.4%	1	33.2%	1	33.8%	10	27.9%	3	38.4%	4	0.0%	0
Attractive environment / nice place	13.5%	22	17.5%	3	11.0%	5	11.9%	4	6.1%	0	1.4%	0	0.0%	0	15.6%	4	17.0%	2	31.4%	3	0.0%	0
Close to friends or relatives	3.1%	5	12.3%	2	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	19.8%	33	2.8%	1	46.2%	22	5.0%	1	0.0%	0	36.0%	4	0.0%	0	12.0%	3	8.5%	1	0.0%	0	0.0%	0
Close to work	3.3%	5	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	11.7%	0	3.6%	1	9.8%	1	0.0%	0	0.0%	0
Compact	4.0%	7	0.0%	0	4.5%	2	3.2%	1	5.3%	0	13.2%	1	33.2%	1	0.0%	0	0.0%	0	8.4%	1	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0
Easy to park	7.3%	12	3.3%	1	0.0%	0	12.2%	4	5.3%	0	5.5%	1	11.7%	0	19.3%	6	9.8%	1	0.0%	0	0.0%	0
Good facilities	3.6%	6	6.1%	1	0.0%	0	0.0%	0	0.0%	0	21.6%	2	0.0%	0	4.2%	1	9.8%	1	0.0%	0	0.0%	0
Good food stores	1.1%	2	0.0%	0	2.2%	1	0.0%	0	6.1%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	7.7%	13	0.0%	0	1.4%	1	21.3%	6	0.0%	0	21.6%	2	0.0%	0	3.6%	1	0.0%	0	21.8%	2	0.0%	0
Good range of non-food shops	7.6%	12	9.4%	2	7.6%	4	6.4%	2	6.1%	0	9.9%	1	0.0%	0	4.2%	1	9.8%	1	14.6%	2	0.0%	0
Makes a change from other places	1.1%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	4.5%	7	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.2%	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	0.0%	0	0.0%	0
The market	0.2%	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	0.0%	0	0.0%	0
Traditional	2.6%	4	3.3%	1	1.4%	1	3.2%	1	0.0%	0	5.9%	1	10.1%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.2%	10	6.1%	1	1.4%	1	0.0%	0	6.1%	0	4.2%	0	0.0%	0	11.5%	3	26.9%	3	8.4%	1	99.9%	1
Friendly people / atmosphere	1.0%	2	2.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.5%	1	0.0%	0	0.7%	0	0.0%	0	10.6%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	1.8%	3	5.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		165		19		48		30		2		11		3		29		11		10		1
Sample:		216		25		72		18		15		42		5		23		7		8		1

Q30 What could be improved about Chertsey Town Centre that would make you visit more often? [MR]
Those who visit Chertsey Town Centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	35.6%	59	30.3%	6	15.7%	8	51.8%	16	37.8%	1	41.1%	5	76.5%	2	41.6%	12	25.6%	3	69.8%	7	0.0%	0
Better access by road	0.7%	1	0.0%	0	0.0%	0	3.2%	1	10.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	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 signposting	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.9%	1	3.3%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	8.2%	14	9.3%	2	15.7%	8	0.0%	0	16.7%	0	4.6%	1	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	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 comparison retailers (i.e. non-food shops)	11.9%	20	6.1%	1	17.4%	8	6.0%	2	6.1%	0	4.8%	1	0.0%	0	12.0%	3	36.7%	4	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	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 places for eating out (e.g. cafes and restaurants)	3.2%	5	5.7%	1	2.9%	1	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	4.8%	8	11.8%	2	4.4%	2	2.8%	1	0.0%	0	1.6%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better parking	10.4%	17	3.3%	1	3.8%	2	18.2%	5	12.2%	0	5.7%	1	11.7%	0	19.8%	6	0.0%	0	21.8%	2	0.0%	0
More / better pedestrianised streets	1.5%	2	0.0%	0	3.1%	2	3.2%	1	0.0%	0	0.0%	0	11.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	3.3%	5	0.0%	0	11.1%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	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 advertising	0.0%	0	0.0%	0	0.0%	0	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 national multiple shops / High Street shops	8.3%	14	27.0%	5	6.7%	3	8.7%	3	0.0%	0	11.4%	1	11.7%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.2%	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	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	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	7.2%	12	2.8%	1	16.2%	8	0.0%	0	0.0%	0	21.6%	2	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Better range / variety of shops in general	1.4%	2	6.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / atmosphere (e.g. refurbishment, attract better clientele)	1.1%	2	6.1%	1	0.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	4.0%	7	3.3%	1	12.0%	6	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaway restaurants	0.8%	1	3.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More independent shops	0.8%	1	0.0%	0	2.1%	1	0.0%	0	10.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.4%	16	8.4%	2	3.8%	2	0.0%	0	6.1%	0	6.6%	1	0.0%	0	19.3%	6	37.7%	4	8.4%	1	99.9%	1
Weighted base:		165		19		48		30		2		11		3		29		11		10		1
Sample:		216		25		72		18		15		42		5		23		7		8		1

Q31 Do you or your household visit the following leisure attractions? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bingo / casino / bookmaker	6.4%	64	11.3%	11	13.5%	9	11.7%	18	0.0%	0	0.0%	0	2.6%	1	10.8%	23	0.0%	0	1.3%	2	0.7%	1
Cinema	61.8%	619	53.5%	50	61.8%	41	53.9%	84	54.2%	15	45.6%	13	63.7%	31	75.7%	161	71.8%	125	50.8%	58	51.8%	41
Gym / health club / sports facility	37.0%	371	44.0%	41	23.4%	16	30.5%	48	40.4%	11	19.5%	6	14.3%	7	54.0%	115	44.6%	78	23.1%	26	30.2%	24
Theatre/ concert / music venue	53.6%	537	66.7%	62	48.7%	32	36.1%	56	61.4%	17	52.5%	15	62.4%	30	42.7%	91	68.7%	120	59.4%	68	56.8%	45
Museum / gallery or place of historical / cultural interest	46.3%	463	38.5%	36	42.7%	28	31.3%	49	52.0%	15	38.0%	11	35.5%	17	48.9%	104	63.0%	110	43.5%	49	55.5%	44
Pub / bar / nightclub	53.0%	531	60.6%	56	50.2%	33	57.7%	90	45.4%	13	52.1%	15	55.3%	27	48.1%	102	52.2%	91	54.2%	62	52.0%	42
Restaurant / café	83.9%	840	86.1%	80	84.2%	56	81.8%	128	83.1%	23	76.8%	23	79.9%	39	86.2%	183	86.9%	151	76.6%	87	87.9%	70
Family entertainment (e.g. tenpin bowling, skating rink)	31.5%	315	30.1%	28	27.9%	19	29.3%	46	18.5%	5	17.8%	5	29.0%	14	48.1%	102	40.7%	71	11.1%	13	16.1%	13
Other activity	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.8%	1
(None)	7.5%	75	7.8%	7	10.0%	7	4.5%	7	5.8%	2	15.2%	4	9.7%	5	5.1%	11	5.7%	10	14.2%	16	8.6%	7
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

MeanScore: visits per year

Q32A How often do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who play bingo or visit casinos or bookmakers at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	21.5%	14	0.0%	0	0.0%	0	75.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	32.0%	20	6.1%	1	3.8%	0	4.5%	1	0.0%	0	0.0%	0	51.9%	1	75.2%	17	0.0%	0	50.0%	1	0.0%	0
Once a fortnight	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	6.1%	4	6.1%	1	12.4%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Once every two months	8.7%	6	6.1%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	50.0%	1	0.0%	0
Once every six months	8.3%	5	0.0%	0	59.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	21.2%	14	81.8%	9	12.4%	1	14.8%	3	0.0%	0	0.0%	0	48.1%	1	0.0%	0	0.0%	0	0.0%	0	99.9%	1
(Don't know / varies)	0.6%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*52.47*		*5.06*		*5.48*		*120.73*		*0.00*		*0.00*		*27.46*		*41.83*		*0.00*		*29.00*		*1.00*
Weighted base:		64		11		9		18		0		0		1		23		0		2		1
Sample:		29		4		7		5		0		0		3		7		0		2		1

Q32 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who play bingo or visit casinos or bookmakers at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Gala Bingo, Crown Square, Woking	17.0%	11	93.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Feltham	18.3%	12	6.1%	1	75.7%	7	4.5%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Chertsey	2.3%	1	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	4.2%	3	0.0%	0	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	2.2%	1	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames	26.6%	17	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	70.7%	16	0.0%	0	0.0%	0	0.0%	0
Aberdeen	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Online	1.5%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pooley Green	20.2%	13	0.0%	0	0.0%	0	70.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	1
(Don't know / varies)	0.5%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		64		11		9		18		0		0		1		23		0		2		1
Sample:		29		4		7		5		0		0		3		7		0		2		1

MeanScore: visits per year

Q33A How often do you or members of your household normally go to to the cinema?
Those who go to the cinema at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.0%	25	1.3%	1	1.8%	1	1.0%	1	1.7%	0	0.0%	0	1.0%	0	12.1%	19	0.0%	0	4.3%	2	0.0%	0
Once a fortnight	9.6%	59	4.8%	2	1.7%	1	16.8%	14	3.5%	1	29.2%	4	1.2%	0	15.7%	25	7.4%	9	0.0%	0	6.7%	3
Once a month	26.1%	161	20.9%	10	23.2%	10	19.2%	16	48.7%	7	13.5%	2	48.7%	15	29.9%	48	19.0%	24	36.1%	21	20.4%	8
Once every two months	41.3%	256	54.4%	27	58.5%	24	46.0%	39	26.6%	4	47.0%	6	31.9%	10	30.9%	50	50.5%	63	30.8%	18	36.2%	15
Once every six months	13.4%	83	9.5%	5	14.9%	6	16.0%	13	13.8%	2	4.6%	1	9.6%	3	8.5%	14	12.5%	16	20.6%	12	27.7%	11
Once a year	3.9%	24	5.7%	3	0.0%	0	0.0%	0	3.3%	1	2.3%	0	4.4%	1	2.0%	3	7.5%	9	5.8%	3	7.7%	3
(Don't know / varies)	1.8%	11	3.3%	2	0.0%	0	1.0%	1	2.5%	0	3.3%	0	3.3%	1	0.7%	1	3.1%	4	2.4%	1	1.3%	1
Mean:		*10.67*		*8.21*		*7.95*		*10.37*		*9.75*		*12.57*		*9.11*		*16.15*		*7.80*		*9.10*		*7.08*
Weighted base:		619		50		41		84		15		13		31		161		125		58		41
Sample:		519		50		46		42		61		38		54		64		72		45		47

Q33 Where do you or members of your household normally go to the cinema?
Those who go to the cinema at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ambassadors Cinema, Woking	17.9%	111	22.3%	11	25.1%	10	0.0%	0	1.8%	0	20.1%	3	54.1%	17	0.0%	0	23.1%	29	71.0%	41	0.0%	0
Cineworld, Feltham	1.3%	8	0.0%	0	2.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	2	3.5%	4	0.0%	0	0.0%	0
Empire Cinema, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman Walton, Walton-on-Thames	6.7%	41	2.6%	1	3.3%	1	0.0%	0	2.7%	0	1.2%	0	0.0%	0	5.5%	9	23.3%	29	0.0%	0	0.0%	0
Odeon Cinema, Esher	3.8%	24	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	10.7%	17	5.0%	6	0.0%	0	0.0%	0
Odeon Cinema, Guildford	0.9%	6	0.0%	0	0.8%	0	0.0%	0	1.7%	0	0.0%	0	4.4%	1	0.0%	0	2.5%	3	1.3%	1	0.0%	0
Odeon Cinema, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Vue Cinema, Camberley	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	15.0%	6
Vue Cinema, Two Rivers Retail Park, Staines	55.7%	345	71.6%	36	47.3%	19	97.9%	82	69.7%	11	73.1%	10	22.6%	7	80.3%	129	23.2%	29	6.9%	4	44.1%	18
Bracknell	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	9
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chertsey	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Esher	0.5%	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	0.0%	0	0.0%	0
Guildford	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Staines-upon-Thames	1.4%	8	0.0%	0	12.0%	5	1.0%	1	1.7%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	1
Walton-on-Thames	2.0%	12	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	8.6%	11	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Woking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.8%	2	2.6%	2	0.0%	0
Central London	0.3%	2	1.3%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Odeon Cinema, The Point, Skimped Hill Lane, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Showcase Cinemas, Reading Road, Winnersh, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Vue Cinema, Fulham Broadway Retail Centre, Fulham Broadway, Fulham	0.3%	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	0.0%	0	0.0%	0
Westfield	0.5%	3	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	14	2.2%	1	0.0%	0	0.0%	0	1.7%	0	2.1%	0	1.2%	0	0.0%	0	6.6%	8	6.7%	4	0.0%	0
Weighted base:		619		50		41		84		15		13		31		161		125		58		41
Sample:		519		50		46		42		61		38		54		64		72		45		47

MeanScore: visits per year

Q34AHow often do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who use a gym / healthclub / sports facility at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	63.3%	235	32.1%	13	64.3%	10	75.2%	36	87.1%	10	40.0%	2	63.1%	4	76.1%	87	58.6%	45	61.8%	16	42.6%	10
Once a week	24.6%	91	35.2%	14	22.0%	3	16.2%	8	7.2%	1	9.0%	1	27.3%	2	19.2%	22	31.7%	25	23.9%	6	39.2%	9
Once a fortnight	4.7%	17	22.4%	9	7.2%	1	0.0%	0	3.5%	0	0.0%	0	4.4%	0	0.0%	0	5.6%	4	8.1%	2	0.0%	0
Once a month	3.0%	11	2.7%	1	6.6%	1	6.6%	3	0.0%	0	8.6%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	9.8%	2
Once every two months	0.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.2%	1
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	14	7.5%	3	0.0%	0	0.0%	0	2.2%	0	42.5%	2	5.1%	0	2.0%	2	4.1%	3	3.3%	1	6.2%	2
Mean:		*117.61*		*80.67*		*114.37*		*126.66*		*143.73*		*118.26*		*119.95*		*131.65*		*114.10*		*114.90*		*93.94*
Weighted base:		371		41		16		48		11		6		7		115		78		26		24
Sample:		267		28		24		22		31		14		16		36		44		26		26

Q34 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who use a gym / healthclub / sports facility at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Addlestone Leisure Centre	4.9%	18	39.8%	16	2.2%	0	0.0%	0	0.0%	0	17.8%	1	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves Fitness for Women, Egham	1.4%	5	0.0%	0	18.4%	3	0.0%	0	1.1%	0	2.7%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
David Lloyd Woking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
David Lloyd, Brooklands, Weybridge	6.2%	23	1.6%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	24.4%	19	3.3%	1	0.0%	0
Egham Leisure Centre	4.4%	16	0.0%	0	2.5%	0	27.3%	13	26.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness Woking	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	5.1%	0	0.0%	0	0.0%	0	23.6%	6	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, Woking	4.4%	16	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0	15.3%	12	5.2%	1	0.0%	0
Pure Gym, Walton-on-Thames	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
River Bourne Health Club, Chertsey	6.5%	24	29.6%	12	11.6%	2	7.4%	4	15.1%	2	48.7%	3	14.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spelthorne Leisure Centre	3.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	13	0.0%	0	0.0%	0	0.0%	0
Sunbury Leisure Centre	4.8%	18	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	17	0.0%	0	0.0%	0	0.0%	0
The BIZ Gym, The Runnymede Centre, Addlestone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thames Health Club, Staines-upon-Thames	5.5%	20	0.0%	0	2.5%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	13.6%	16	0.0%	0	0.0%	0	0.0%	0
Weybridge Health Club	1.1%	4	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Windsor Leisure Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4
Woking Leisure Centre	3.2%	12	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	14.0%	1	1.0%	1	0.0%	0	33.8%	9	0.0%	0
Addlestone	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3
Ashford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	5
Byfleet	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	1	0.0%	0
Chertsey	3.1%	12	4.1%	2	27.7%	4	6.6%	3	2.2%	0	3.2%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Chobham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Egham	2.3%	9	0.0%	0	0.0%	0	13.2%	6	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Englefield Green	0.3%	1	0.0%	0	0.0%	0	1.7%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.4%	2	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
New Haw	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ottershaw	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1	8.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Staines-upon-Thames	10.4%	38	4.4%	2	2.2%	0	27.1%	13	3.5%	0	2.7%	0	0.0%	0	19.9%	23	0.0%	0	0.0%	0	0.0%	0
Sunbury	0.6%	2	0.0%	0	7.2%	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
Sunningdale / Sunninghill	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	9.1%	2	2.6%	1
Virginia Water	0.6%	2	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Walton-on-Thames	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	12.6%	10	0.0%	0	0.0%	0
Weybridge	2.9%	11	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	9	0.0%	0	0.0%	0
Windsor	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Woking	1.6%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	3.3%	1	0.0%	0
Baymont Inn & Suites, East Windsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Billingbear Park Golf Course, The Straight Mile, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Byfleet Lawn Tennis Club, Pyrford Road, Pyrford, Woking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Club Motivation, Felix Lane, Shepperton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Foxhills Golf Club, Stonehill Road, Ottershaw	0.6%	2	1.6%	1	4.4%	1	0.0%	0	2.4%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Fairwater Drive, Govett Avenue, Shepperton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Felix Road, Shepperton	1.1%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Horizones Health & Fitness Club, Old Woking Road, Woking	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	0.0%	0	0.0%	0
Knaphill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Molesey Boat Club, Barge Walk, East Molesey	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Monkey Island Hotel, Bray-on-Thames, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Moor Place Golf Club, Esher	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Park Royal Leisure Park, Western Avenue, Park Royal, London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	17.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physique Warehouse Gym, Down Street, West Molesey	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16	0.0%	0	0.0%	0	0.0%	0
Sheerwater, Woking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Southall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
St. George's Hill Lawn Tennis Club, Warreners Lane, Weybridge	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	5.4%	4	2.9%	1	0.0%	0
The Beaumont Estate, Burfield Road, Old Windsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
The Runnymede-on-Thames Hotel &Spa, Windsor Road, Egham	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Golf Fitness, Moated	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Farm Drive, Addlestone																						
Virgin Active, The Avenue, Sunbury	1.5%	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	0.0%	0	0.0%	0
Watchet, Somerset	0.4%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Club, Wentworth Drive, Virginia Water	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Woking Athletic Club, Sheerwater Track, Blackmore Crescent, Woking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	6	7.5%	3	0.0%	0	0.0%	0	2.2%	0	0.0%	0	5.1%	0	1.0%	1	0.0%	0	0.0%	0	4.8%	1
Weighted base:		371		41		16		48		11		6		7		115		78		26		24
Sample:		267		28		24		22		31		14		16		36		44		26		26

MeanScore: visits per year

Q35AHow often do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those who visit the theatre, watch a concert or watch live music at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	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	0.0%	0	0.0%	0
Once a week	0.7%	4	0.0%	0	0.0%	0	1.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Once a fortnight	1.2%	6	0.0%	0	1.0%	0	0.0%	0	3.9%	1	1.0%	0	2.0%	1	1.1%	1	1.8%	2	1.3%	1	1.2%	1
Once a month	9.1%	49	21.3%	13	8.4%	3	4.4%	2	9.8%	2	9.1%	1	5.3%	2	8.7%	8	6.0%	7	12.3%	8	4.9%	2
Once every two months	35.2%	189	22.3%	14	49.2%	16	29.5%	17	19.2%	3	35.0%	5	52.6%	16	41.4%	38	34.3%	41	37.1%	25	32.4%	15
Once every six months	38.7%	207	37.1%	23	24.6%	8	50.9%	29	53.5%	9	45.7%	7	20.0%	6	35.0%	32	43.4%	52	36.2%	24	38.7%	18
Once a year	11.9%	64	15.4%	10	13.3%	4	10.9%	6	11.4%	2	7.1%	1	19.1%	6	7.6%	7	11.4%	14	7.4%	5	21.4%	10
(Don't know / varies)	3.1%	16	3.8%	2	3.4%	1	2.9%	2	0.7%	0	2.2%	0	1.0%	0	5.1%	5	3.3%	4	2.0%	1	1.4%	1
Mean:		*5.21*		*4.99*		*5.03*		*4.31*		*5.37*		*4.54*		*4.96*		*6.73*		*4.35*		*6.89*		*3.88*
Weighted base:		537		62		32		56		17		15		30		91		120		68		45
Sample:		555		59		46		40		59		51		59		60		66		58		57

Q35 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who visit the theatre, watch a concert or watch live music at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
G Live, Guildford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
New Victoria Theatre, The Ambassadors, Peacocks Centre, Woking	32.0%	171	56.5%	35	28.6%	9	17.3%	10	6.2%	1	41.7%	6	45.5%	14	22.1%	20	30.5%	36	54.4%	37	6.4%	3
Rhoda McGaw Theatre, Peacocks Centre, Woking	2.9%	15	3.8%	2	1.0%	0	1.5%	1	3.9%	1	8.7%	1	9.6%	3	1.3%	1	0.8%	1	6.1%	4	1.4%	1
Richmond Theatre	1.1%	6	1.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	4	0.0%	0	0.0%	0
The Camberley Theatre, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Theatre Royal, Windsor	4.6%	25	0.9%	1	1.0%	0	11.1%	6	3.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	35.4%	16
Yvonne Arnaud Theatre, Guildford	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Chertsey	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	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	0.0%	0	0.0%	0
Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London (West End / Central)	40.9%	220	32.9%	20	47.6%	15	41.7%	24	65.1%	11	36.5%	6	33.2%	10	55.2%	50	43.5%	52	20.0%	14	39.6%	18
Reading	0.4%	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	0.0%	0	0.0%	0
Staines-upon-Thames	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Windsor	1.5%	8	0.0%	0	0.0%	0	5.1%	3	2.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	7.4%	3
Woking	5.4%	29	0.0%	0	6.6%	2	7.6%	4	2.2%	0	5.2%	1	3.2%	1	6.4%	6	4.7%	6	10.2%	7	4.1%	2
Woodham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Beck Theatre, Grange Road, Hayes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coluseum, Rickmansworth Road, Watford	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	0.0%	0	0.0%	0
Godalming	0.2%	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	0.0%	0	0.0%	0
Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.5%	46	4.8%	3	9.8%	3	14.3%	8	13.7%	2	4.9%	1	6.5%	2	7.7%	7	12.9%	15	4.4%	3	2.1%	1
Weighted base:		537		62		32		56		17		15		30		91		120		68		45
Sample:		555		59		46		40		59		51		59		60		66		58		57

MeanScore: visits per year

Q36A How often do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who go to museums, galleries, or other places of historical / cultural interest at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.5%	2	0.0%	0	1.2%	0	0.0%	0	1.7%	0	1.4%	0	1.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.7%	3	0.0%	0	0.0%	0	2.0%	1	1.9%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	6.3%	29	8.0%	3	1.2%	0	14.2%	7	14.5%	2	4.2%	0	7.9%	1	5.4%	6	2.8%	3	4.6%	2	9.7%	4
Once every two months	34.8%	161	18.5%	7	40.1%	11	31.2%	15	37.8%	5	39.8%	4	49.5%	8	29.2%	30	40.6%	44	44.1%	22	29.1%	13
Once every six months	33.6%	156	42.2%	15	21.1%	6	19.5%	10	19.9%	3	37.7%	4	20.8%	4	48.3%	50	31.6%	35	33.1%	16	29.6%	13
Once a year	20.5%	95	26.5%	9	30.0%	9	31.4%	15	21.5%	3	14.4%	2	14.6%	3	11.6%	12	24.2%	27	9.1%	5	25.3%	11
(Don't know / varies)	3.6%	17	4.9%	2	6.3%	2	1.7%	1	2.6%	0	2.5%	0	5.4%	1	2.3%	2	0.9%	1	9.1%	5	6.2%	3
Mean:		*4.31*		*3.34*		*4.16*		*4.88*		*6.17*		*4.63*		*5.72*		*4.68*		*3.68*		*4.35*		*4.00*
Weighted base:		463		36		28		49		15		11		17		104		110		49		44
Sample:		412		31		37		34		47		29		30		52		62		40		50

Q36 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who go to museums, galleries, or other places of historical / cultural interest at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Brooklands Museum	0.8%	4	0.0%	0	0.0%	0	5.5%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chertsey Museum	1.8%	8	7.7%	3	6.3%	2	1.7%	1	0.0%	0	0.0%	0	3.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Egham Museum	0.3%	1	0.0%	0	0.0%	0	2.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmbridge Museum	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Histroy Centre, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
The Lightbox, Woking	2.9%	13	25.9%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.1%	0	0.0%	0	2.7%	3	1.5%	1	0.0%	0
London (West End / Central)	75.3%	349	61.3%	22	60.2%	17	69.8%	34	65.1%	9	84.5%	9	73.3%	13	74.6%	77	84.9%	93	67.4%	33	91.0%	40
Chertsey	1.5%	7	0.0%	0	25.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Egham	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Windsor	1.2%	6	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.2%	1
Woking	1.0%	4	0.0%	0	1.2%	0	0.0%	0	0.9%	0	1.6%	0	2.1%	0	0.0%	0	1.0%	1	4.6%	2	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.4%	1
Chichester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	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	0.0%	0	0.0%	0
Wisley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.6%	58	3.3%	1	4.8%	1	11.8%	6	31.4%	5	8.3%	1	13.1%	2	21.1%	22	7.6%	8	18.8%	9	6.4%	3
Weighted base:		463		36		28		49		15		11		17		104		110		49		44
Sample:		412		31		37		34		47		29		30		52		62		40		50

MeanScore: visits per year

Q37A How often do you or members of your household normally go to for pub / bar / nightclub / music venue?
Those who go to pubs / bars / nightclubs / music venues at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	7.2%	38	3.9%	2	3.3%	1	2.0%	2	4.1%	1	10.2%	2	1.3%	0	7.4%	8	6.8%	6	8.0%	5	28.3%	12
Once a week	33.5%	178	35.3%	20	26.5%	9	45.5%	41	27.5%	3	30.5%	5	37.6%	10	42.4%	43	29.8%	27	17.8%	11	20.3%	8
Once a fortnight	24.6%	130	38.5%	22	25.6%	9	18.4%	17	29.2%	4	19.0%	3	21.1%	6	23.6%	24	22.9%	21	37.3%	23	8.5%	4
Once a month	20.3%	108	10.8%	6	32.1%	11	23.7%	21	30.0%	4	10.0%	2	16.8%	4	16.8%	17	18.9%	17	21.5%	13	29.8%	12
Once every two months	10.8%	58	10.5%	6	10.5%	4	5.0%	5	5.9%	1	22.2%	3	19.7%	5	6.6%	7	18.4%	17	12.8%	8	6.8%	3
Once every six months	1.1%	6	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.0%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0	3.6%	2
Once a year	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / varies)	2.4%	13	1.0%	1	2.0%	1	2.8%	2	3.2%	0	5.0%	1	2.3%	1	2.2%	2	3.2%	3	1.4%	1	2.6%	1
Mean:		*39.00*		*36.75*		*30.74*		*35.71*		*33.34*		*41.36*		*31.05*		*43.17*		*36.57*		*35.21*		*62.65*
Weighted base:		531		56		33		90		13		15		27		102		91		62		42
Sample:		462		49		34		46		35		42		44		54		56		54		48

Q37 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?
Those who go to pubs / bars / nightclubs / music venues at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Addlestone	1.7%	9	14.5%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	7
Ashford	0.5%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Byfleet	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	15.2%	14	2.8%	2	0.0%	0
Chertsey	5.9%	31	4.1%	2	56.8%	19	5.9%	5	0.0%	0	25.3%	4	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	4.3%	23	1.1%	1	15.9%	5	0.0%	0	1.1%	0	2.0%	0	1.3%	0	0.0%	0	0.0%	0	25.6%	16	0.0%	0
Egham	9.1%	48	0.0%	0	2.0%	1	50.2%	45	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Englefield Green	1.0%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.5%	3	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London (West End / Central)	2.3%	12	1.1%	1	0.0%	0	4.1%	4	2.0%	0	1.0%	0	0.0%	0	2.2%	2	1.2%	1	5.4%	3	1.5%	1
New Haw	1.0%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	1.4%	7	5.2%	3	0.0%	0	0.0%	0	0.0%	0	17.7%	3	1.1%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Staines-upon-Thames	6.7%	35	0.0%	0	1.0%	0	17.4%	16	17.4%	2	0.0%	0	0.0%	0	16.2%	17	0.0%	0	0.0%	0	1.3%	1
Sunningdale/ Sunninghill	1.6%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	8
Thorpe	0.9%	5	0.0%	0	0.0%	0	4.0%	4	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Virginia Water	1.3%	7	2.0%	1	2.0%	1	3.7%	3	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.5%	8	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge	13.0%	69	20.8%	12	2.0%	1	0.0%	0	0.0%	0	3.2%	0	7.7%	2	3.2%	3	56.0%	51	0.0%	0	0.0%	0
Windsor	3.6%	19	2.0%	1	1.0%	0	2.1%	2	17.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	30.3%	13
Woking	10.8%	57	17.6%	10	0.0%	0	1.1%	1	0.0%	0	24.4%	4	17.4%	5	0.0%	0	11.3%	10	44.7%	28	0.0%	0
Woodham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Barnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Dorking	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.2%	1	2.1%	2	0.0%	0	0.0%	0
Hampton Hill	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	0.0%	0	0.0%	0
Horsell	0.9%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laleham	0.6%	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	0.0%	0	0.0%	0
Lyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Haw	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Richmond	1.6%	9	15.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Row Town	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	0.0%	0	0.0%	0
Saltby, Leicestershire	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selsey, West Sussex	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton	7.1%	38	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	36.0%	37	0.0%	0	0.0%	0	0.0%	0
Upper Halliford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.6%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Clandon	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	0.0%	0	0.0%	0
Weston-super-Mare	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	0.0%	0	0.0%	0
Windlesham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Wisley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	13.9%	74	8.2%	5	4.4%	1	4.7%	4	31.8%	4	10.3%	2	18.1%	5	31.2%	32	6.9%	6	9.7%	6	21.4%	9
Weighted base:		531		56		33		90		13		15		27		102		91		62		42
Sample:		462		49		34		46		35		42		44		54		56		54		48

MeanScore: visits per year

Q38A How often do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who eat out at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	6.9%	58	3.6%	3	12.4%	7	6.9%	9	5.0%	1	15.1%	3	14.1%	5	4.0%	7	7.5%	11	7.4%	6	5.6%	4
Once a week	28.4%	239	21.8%	17	23.7%	13	26.8%	34	40.0%	9	31.0%	7	17.8%	7	42.4%	78	20.3%	31	24.2%	21	30.0%	21
Once a fortnight	23.5%	197	32.0%	26	25.3%	14	20.4%	26	28.1%	7	11.6%	3	16.9%	7	22.2%	41	30.0%	45	13.2%	11	26.0%	18
Once a month	25.4%	213	30.5%	24	21.0%	12	24.5%	31	14.6%	3	15.1%	3	23.5%	9	17.6%	32	32.5%	49	33.5%	29	27.4%	19
Once every two months	8.9%	74	8.7%	7	11.5%	6	12.9%	16	8.4%	2	18.6%	4	18.3%	7	7.2%	13	6.3%	9	6.1%	5	4.7%	3
Once every six months	2.9%	24	1.4%	1	2.5%	1	3.3%	4	1.6%	0	2.1%	0	5.9%	2	1.8%	3	2.0%	3	7.2%	6	2.3%	2
Once a year	1.0%	8	0.7%	1	1.2%	1	0.6%	1	0.0%	0	2.1%	0	1.7%	1	1.1%	2	0.0%	0	2.8%	2	0.8%	1
(Don't know / varies)	3.1%	26	1.4%	1	2.3%	1	4.5%	6	2.3%	1	4.6%	1	1.7%	1	3.7%	7	1.4%	2	5.6%	5	3.3%	2
Mean:		*36.38*		*29.83*		*42.49*		*35.47*		*39.10*		*47.85*		*40.44*		*38.03*		*34.85*		*33.95*		*35.85*
Weighted base:		840		80		56		128		23		23		39		183		151		87		70
Sample:		791		80		78		81		82		69		76		83		84		73		85

Q38 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who eat out at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Addlestone	3.0%	25	12.5%	10	11.4%	6	1.3%	2	0.5%	0	7.9%	2	0.8%	0	1.9%	3	0.0%	0	1.9%	2	0.0%	0
Ascot	0.8%	7	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	7.2%	5
Ashford	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	0.0%	0	0.0%	0
Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Byfleet	2.2%	19	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	5	0.0%	0	6.3%	10	2.7%	2	0.0%	0
Camberley	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Chertsey	4.0%	33	2.1%	2	31.8%	18	5.6%	7	0.0%	0	9.4%	2	0.8%	0	1.9%	3	0.0%	0	0.0%	0	1.4%	1
Chobham	2.2%	19	0.0%	0	1.2%	1	0.0%	0	0.5%	0	2.3%	1	5.0%	2	0.0%	0	0.0%	0	17.3%	15	0.8%	1
Cobham	0.2%	2	1.5%	1	0.6%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	4.6%	39	0.0%	0	1.2%	1	24.9%	32	7.3%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	3.9%	3
Englefield Green	1.0%	8	0.0%	0	0.0%	0	6.1%	8	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.5%	4	0.0%	0	5.1%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Guildford	1.0%	9	0.8%	1	0.6%	0	0.0%	0	0.0%	0	10.8%	2	2.5%	1	0.6%	1	0.7%	1	2.6%	2	0.0%	0
Kingston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.6%	1	0.0%	0	0.0%	0
London (West End / Central)	3.3%	28	12.4%	10	2.7%	2	2.1%	3	1.6%	0	2.2%	0	4.4%	2	1.2%	2	0.7%	1	3.9%	3	6.3%	4
Maidenhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
New Haw	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.5%	4	3.6%	3	0.0%	0	0.0%	0	0.5%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Slough	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	0.0%	0	0.0%	0
Staines-upon-Thames	18.2%	153	0.7%	1	19.1%	11	24.0%	31	15.9%	4	4.1%	1	1.7%	1	47.0%	86	10.1%	15	2.8%	2	2.3%	2
Sunningdale/ Sunninghill	1.3%	11	0.0%	0	0.7%	0	0.7%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	9
Thorpe	0.3%	3	1.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Virginia Water	1.6%	13	0.0%	0	1.3%	1	0.7%	1	42.6%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Walton-on-Thames	3.1%	26	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.7%	0	12.4%	5	5.7%	10	6.2%	9	0.0%	0	0.0%	0
Weybridge	10.7%	90	13.7%	11	3.2%	2	0.6%	1	0.0%	0	3.6%	1	10.2%	4	2.3%	4	43.7%	66	1.0%	1	0.8%	1
Windsor	5.5%	47	0.8%	1	1.2%	1	11.8%	15	13.5%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	34.1%	24
Woking	8.3%	70	14.6%	12	5.1%	3	0.7%	1	0.0%	0	14.7%	3	19.5%	8	0.0%	0	7.1%	11	38.0%	33	0.0%	0
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bagshot	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Caterham	0.0%	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	0.0%	0	0.0%	0
Englefield Green	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	0.0%	0	0.0%	0
Farnborough	1.1%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Horley	0.0%	0	0.0%	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	0.0%	0
Horsell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Laleham	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	0.0%	0	0.0%	0
Lyne	0.0%	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	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	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	0.0%	0
New Haw	0.0%	0	0.0%	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	0.0%	0
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright	0.0%	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	0.0%	0	0.0%	0
Pooley Green	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Selsey, West Sussex	0.0%	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Shepperton	2.7%	23	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	10.7%	20	0.0%	0	0.0%	0	0.0%	0
Upper Halliford	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	0.0%	0	0.0%	0
West Byfleet	1.9%	16	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	7.4%	3	0.0%	0	5.0%	8	2.8%	2	0.0%	0
West Clandon	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	0.0%	0	0.0%	0
Windlesham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisley	0.1%	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	0.0%	0	0.0%	0
(Don't know / varies)	18.1%	152	23.4%	19	10.2%	6	18.7%	24	13.4%	3	26.8%	6	12.1%	5	21.0%	38	12.7%	19	21.4%	19	19.2%	14
Weighted base:		840		80		56		128		23		23		39		183		151		87		70
Sample:		791		80		78		81		82		69		76		83		84		73		85

MeanScore: visits per year

Q39A How often do you or members of your household normally go for family entertainment?
Those who use family entertainment facilities at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	7.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	21	4.5%	3	6.9%	1	0.0%	0
Once a fortnight	4.9%	15	11.0%	3	0.0%	0	5.9%	3	0.0%	0	9.7%	1	0.0%	0	4.3%	4	3.2%	2	19.6%	2	0.0%	0
Once a month	14.1%	45	21.7%	6	20.2%	4	13.9%	6	5.6%	0	46.4%	2	19.4%	3	16.2%	17	7.7%	5	6.9%	1	0.0%	0
Once every two months	28.1%	89	37.7%	11	46.5%	9	20.2%	9	7.6%	0	0.0%	0	22.0%	3	28.8%	29	31.6%	22	0.0%	0	39.1%	5
Once every six months	21.5%	68	14.4%	4	31.5%	6	26.8%	12	60.3%	3	21.7%	1	42.3%	6	2.3%	2	35.3%	25	24.0%	3	40.3%	5
Once a year	15.2%	48	8.7%	2	1.8%	0	33.3%	15	21.6%	1	19.1%	1	16.3%	2	10.9%	11	13.4%	10	18.9%	2	20.6%	3
(Don't know / varies)	8.1%	26	6.5%	2	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	17.0%	17	4.3%	3	23.7%	3	0.0%	0
Mean:		*10.25*		*8.67*		*5.86*		*5.28*		*2.68*		*13.37*		*4.66*		*18.75*		*7.13*		*13.36*		*3.36*
Weighted base:		315		28		19		46		5		5		14		102		71		13		13
Sample:		197		21		19		20		17		11		26		25		34		11		13

Q39 Where do you or members of your household normally go for family entertainment?
Those who use family entertainment facilities at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Airport Bowl, Airport Road, Hayes	1.3%	4	6.5%	2	2.1%	0	0.0%	0	37.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Ski Slope & Ice Rink	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Guildford Spectrum, Parkway, Guildford	13.0%	41	6.2%	2	4.0%	1	0.0%	0	2.8%	0	6.4%	0	31.0%	4	5.4%	5	39.8%	28	0.0%	0	0.0%	0
Hollywood Bowl, The Point, Bracknell	6.3%	20	0.0%	0	8.1%	2	11.8%	5	20.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	12.9%	2	65.5%	8
Slough Ice Arena - Absolutely Ice, Mortem Lane, Slough	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	9	0.0%	0	0.0%	0	0.0%	0
Tenpin Feltham, Leisure West, Fletham	13.1%	41	0.0%	0	6.0%	1	13.9%	6	0.0%	0	0.0%	0	0.0%	0	33.1%	34	0.0%	0	0.0%	0	0.0%	0
Tenpin Kingston, The Rotunda, Kingston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking	17.3%	55	63.6%	18	52.6%	10	10.1%	5	7.9%	0	31.5%	2	23.9%	3	1.2%	1	16.9%	12	29.9%	4	0.0%	0
Woking Leisure 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	0.0%	0	6.0%	1	0.0%	0
Camberley	0.5%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	1.1%	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	0.0%	0	0.0%	0
Guildford	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0
London (West End / Central)	1.6%	5	0.0%	0	17.3%	3	0.0%	0	7.9%	0	0.0%	0	2.2%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Maidenhead	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1
Slough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2
Staines-upon-Thames	4.2%	13	0.0%	0	0.0%	0	21.1%	10	2.8%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Sunbury	5.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	16	0.0%	0	0.0%	0	0.0%	0
Thorpe	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.4%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Windsor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.1%	1
Woking	6.7%	21	4.3%	1	10.0%	2	6.3%	3	0.0%	0	0.0%	0	38.2%	5	3.3%	3	9.3%	7	0.0%	0	0.0%	0
Charrington Bowl, Kingston Road, Tolworth	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	2.7%	9	2.3%	1	0.0%	0	17.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spelthorne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.2%	54	15.2%	4	0.0%	0	16.0%	7	20.1%	1	0.0%	0	2.5%	0	21.5%	22	17.7%	13	44.2%	6	8.3%	1
Weighted base:		315		28		19		46		5		5		14		102		71		13		13
Sample:		197		21		19		20		17		11		26		25		34		11		13

MeanScore: visits per year

Q40A How often do you or members of your household normally go to for (Other from Q31)?
Those who do something else at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More than once a week	74.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.2%	2	100.0%	1
Once a week	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	21.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	1	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*123.40*		*0.00*		*0.00*		*0.00*		*0.00*		*52.00*		*0.00*		*0.00*		*0.00*		*121.14*		*156.00*
Weighted base:		4		0		0		0		0		0		0		0		0		3		1
Sample:		6		0		0		0		0		1		0		0		0		4		1

Q40 Where do you or members of your household normally go to for (Other from Q31)?
Those who do something else at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ashford	15.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Chobham	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	61.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.8%	3	0.0%	0
West Byfleet	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	1	0.0%	0
Weighted base:		4		0		0		0		0		0		0		0		0		3		1
Sample:		6		0		0		0		0		1		0		0		0		4		1

Q41 What improvements could be made to Runnymede Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	51.5%	516	40.5%	38	48.4%	32	51.8%	81	33.3%	9	64.6%	19	53.8%	26	61.0%	129	50.4%	88	42.4%	48	57.3%	46
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	9.5%	95	11.6%	11	12.9%	9	22.9%	36	26.6%	7	5.7%	2	9.3%	4	2.7%	6	5.0%	9	5.1%	6	8.1%	6
A theatre	0.7%	7	0.7%	1	0.6%	0	0.0%	0	3.1%	1	1.1%	0	0.0%	0	0.5%	1	1.3%	2	1.3%	2	0.0%	0
A multi-screen cinema	3.8%	38	16.0%	15	4.9%	3	4.4%	7	1.0%	0	1.1%	0	4.0%	2	0.0%	0	4.3%	8	0.7%	1	2.2%	2
An art house cinema	0.5%	5	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	1
Bingo	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	2.5%	25	1.3%	1	5.0%	3	0.5%	1	1.3%	0	0.6%	0	0.7%	0	2.6%	5	3.6%	6	4.3%	5	2.1%	2
Improved access by foot and cycle	0.8%	8	0.0%	0	1.7%	1	0.0%	0	1.8%	1	1.1%	0	0.0%	0	0.6%	1	0.6%	1	2.2%	2	1.3%	1
Improved public transport	0.4%	4	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1
Improved security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	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	0.0%	0	0.0%	0
Improvements in the built environment	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.3%	2	0.0%	0
More / better car parking	3.1%	31	12.3%	11	2.6%	2	2.3%	4	3.1%	1	1.7%	1	1.1%	1	4.1%	9	0.6%	1	2.0%	2	0.0%	0
More / better cultural facilities	0.6%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.5%	1	0.0%	0	3.5%	4	0.0%	0
More / better disabled access	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2	0.0%	0
More / better health clubs / gyms	1.2%	12	1.4%	1	0.5%	0	1.7%	3	0.0%	0	0.0%	0	4.7%	2	1.1%	2	0.6%	1	0.0%	0	2.7%	2
More / better policing	0.0%	0	0.0%	0	0.0%	0	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 public houses	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	0.0%	0	0.0%	0
More / better seats	0.0%	0	0.0%	0	0.0%	0	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 signposting and information	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	0.0%	0	0.0%	0
More better parks / green spaces	1.3%	13	0.7%	1	1.7%	1	1.7%	3	0.9%	0	1.7%	0	1.1%	1	0.0%	0	3.7%	6	0.0%	0	0.8%	1
More for children / teenagers	3.0%	30	5.7%	5	4.9%	3	3.0%	5	9.5%	3	5.3%	2	1.3%	1	1.1%	2	1.8%	3	4.8%	6	0.8%	1
More local sports & recreation facilities	1.8%	18	1.3%	1	0.6%	0	1.2%	2	1.8%	1	0.0%	0	0.0%	0	1.1%	2	3.8%	7	3.4%	4	1.4%	1
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	2.3%	23	3.3%	3	2.3%	2	1.7%	3	10.4%	3	0.6%	0	10.7%	5	2.2%	5	1.8%	3	0.0%	0	0.0%	0
More street cleaning	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	0.0%	0	0.0%	0
Provision of public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	2.0%	20	4.0%	4	0.0%	0	4.4%	7	0.9%	0	1.1%	0	0.7%	0	0.0%	0	3.6%	6	0.0%	0	2.2%	2
Other	3.2%	32	15.7%	15	1.5%	1	0.0%	0	7.5%	2	1.7%	0	4.5%	2	1.6%	3	2.9%	5	2.2%	3	0.8%	1
An ice rink	0.7%	7	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	1.3%	2	0.0%	0
More / better advertising	0.9%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	1.0%	2	0.6%	1	0.7%	1	5.1%	4
Open an over 50s club	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Dont do leisure activities)	2.4%	24	1.9%	2	1.6%	1	0.5%	1	0.4%	0	6.4%	2	8.5%	4	2.6%	5	2.2%	4	2.0%	2	3.9%	3
(Don’t know)	15.4%	155	8.7%	8	15.5%	10	14.0%	22	11.2%	3	9.3%	3	4.1%	2	18.1%	38	15.1%	26	26.1%	30	15.0%	12
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sample:		1000		100		100		100		100		100		100		100		100		100		100
GEN Gender of respondent:																						
Male	32.9%	329	23.7%	22	22.5%	15	39.9%	62	33.3%	9	42.3%	12	23.1%	11	40.6%	86	29.5%	51	34.5%	39	25.2%	20
Female	67.1%	672	76.3%	71	77.5%	52	60.1%	94	66.7%	19	57.7%	17	76.9%	37	59.4%	126	70.5%	123	65.5%	74	74.8%	60
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100
AGE Can I ask how old you are please?																						
18-24	5.5%	55	0.0%	0	8.6%	6	8.9%	14	3.8%	1	4.5%	1	5.3%	3	8.2%	17	4.7%	8	0.0%	0	5.6%	5
25-34	12.6%	127	18.6%	17	16.0%	11	8.3%	13	35.1%	10	24.8%	7	9.9%	5	22.9%	49	8.7%	15	0.0%	0	0.0%	0
35-44	22.0%	221	13.6%	13	23.4%	16	31.1%	49	8.8%	2	12.1%	4	14.6%	7	17.6%	37	27.5%	48	26.2%	30	19.7%	16
45-54	20.0%	200	23.4%	22	11.8%	8	20.2%	32	9.4%	3	9.8%	3	21.3%	10	20.9%	44	27.8%	48	15.4%	18	16.3%	13
55-64	16.5%	165	20.2%	19	15.3%	10	12.7%	20	18.0%	5	15.9%	5	17.8%	9	14.7%	31	16.8%	29	18.7%	21	20.1%	16
65+	21.0%	210	23.2%	22	23.0%	15	16.9%	26	19.3%	5	28.1%	8	29.9%	14	15.7%	33	13.4%	23	31.3%	36	33.5%	27
(Refused)	2.4%	24	1.1%	1	1.8%	1	1.9%	3	5.7%	2	4.8%	1	1.1%	1	0.0%	0	1.0%	2	8.4%	10	4.8%	4
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																						
Working full time	56.5%	566	48.5%	45	61.3%	41	65.3%	102	64.2%	18	45.8%	13	53.9%	26	57.9%	123	66.2%	115	37.8%	43	49.2%	39
Working part time	9.1%	91	16.6%	15	5.5%	4	6.2%	10	3.3%	1	5.7%	2	4.7%	2	13.8%	29	4.9%	9	12.4%	14	7.3%	6
Unemployed	1.5%	15	0.0%	0	1.0%	1	1.7%	3	1.5%	0	0.0%	0	2.1%	1	4.7%	10	0.0%	0	0.0%	0	0.0%	0
Retired	24.6%	246	27.4%	26	22.1%	15	19.6%	31	21.2%	6	30.8%	9	30.5%	15	22.0%	47	15.7%	27	36.6%	42	37.5%	30
A housewife	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	4.4%	44	3.3%	3	6.0%	4	1.6%	2	3.3%	1	8.9%	3	6.3%	3	1.6%	3	7.8%	14	7.0%	8	3.6%	3
Sick / disabled	0.6%	6	1.9%	2	1.1%	1	1.7%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.9%	29	2.4%	2	3.0%	2	3.3%	5	6.1%	2	7.1%	2	2.4%	1	0.0%	0	3.6%	6	5.5%	6	2.4%	2
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

HOM How many people live in your home including yourself and children?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
One	11.2%	112	13.4%	12	10.8%	7	6.6%	10	10.9%	3	21.1%	6	13.0%	6	11.5%	24	10.4%	18	15.1%	17	8.8%	7
Two	30.0%	301	31.7%	30	30.0%	20	34.5%	54	37.3%	10	38.0%	11	42.1%	20	20.2%	43	18.3%	32	39.6%	45	44.7%	36
Three	23.2%	232	19.6%	18	17.9%	12	28.1%	44	23.0%	6	14.9%	4	8.7%	4	32.1%	68	24.1%	42	15.8%	18	18.4%	15
Four	21.9%	219	29.7%	28	18.8%	12	17.0%	27	12.8%	4	14.0%	4	29.3%	14	16.8%	36	36.4%	63	15.1%	17	17.7%	14
Five	8.6%	86	1.4%	1	9.8%	7	9.9%	16	8.6%	2	1.1%	0	5.0%	2	14.6%	31	7.9%	14	7.2%	8	5.3%	4
Six	1.7%	17	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	10	0.0%	0	0.0%	0	0.8%	1
Seven or more	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	0.0%	0	0.0%	0
(Refused)	3.4%	34	3.5%	3	2.9%	2	3.8%	6	7.5%	2	10.9%	3	1.8%	1	0.0%	0	3.0%	5	7.1%	8	4.3%	3
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
One	13.6%	136	15.3%	14	11.8%	8	11.8%	18	12.8%	4	21.7%	6	16.5%	8	14.8%	31	10.4%	18	17.3%	20	10.4%	8
Two	56.6%	567	56.9%	53	62.2%	41	59.1%	92	60.2%	17	46.7%	14	59.0%	28	55.1%	117	56.0%	97	51.2%	58	60.1%	48
Three	17.7%	178	11.5%	11	9.4%	6	18.7%	29	9.1%	3	16.0%	5	10.2%	5	23.7%	50	23.1%	40	14.5%	16	15.4%	12
Four or more	8.5%	85	12.7%	12	13.0%	9	5.5%	9	10.4%	3	4.6%	1	12.5%	6	6.4%	14	7.5%	13	9.9%	11	9.9%	8
(Refused)	3.6%	36	3.5%	3	3.5%	2	4.9%	8	7.5%	2	10.9%	3	1.8%	1	0.0%	0	3.0%	5	7.1%	8	4.3%	3
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

CHI How many children aged 15 years and under, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	58.9%	589	62.3%	58	48.7%	32	56.0%	88	63.2%	18	76.9%	23	72.9%	35	48.8%	104	52.3%	91	71.8%	82	75.1%	60
One	17.0%	171	18.4%	17	23.0%	15	21.0%	33	19.4%	5	3.0%	1	7.0%	3	24.8%	53	15.6%	27	8.9%	10	7.3%	6
Two	14.1%	141	14.4%	13	14.4%	10	13.4%	21	7.4%	2	9.2%	3	15.5%	7	10.4%	22	25.5%	44	8.7%	10	11.1%	9
Three	5.4%	54	0.7%	1	2.3%	2	4.7%	7	2.5%	1	0.0%	0	0.7%	0	15.5%	33	3.7%	6	2.2%	2	2.2%	2
Four or more	0.7%	7	0.7%	1	8.0%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.9%	39	3.5%	3	3.5%	2	4.9%	8	7.5%	2	10.9%	3	1.8%	1	0.6%	1	3.0%	5	8.5%	10	4.3%	3
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

MeanScore: £ (in 1,000s e.g. 1= £1,000, 2.5= £2,500 etc.)

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
£0 - £15,000	4.6%	47	5.9%	6	6.2%	4	5.9%	9	1.3%	0	7.2%	2	7.1%	3	2.4%	5	3.5%	6	7.7%	9	2.1%	2
£15,001 - £20,000	3.1%	32	4.4%	4	3.2%	2	7.8%	12	0.9%	0	0.5%	0	3.3%	2	1.5%	3	1.7%	3	2.0%	2	3.5%	3
£20,001 - £30,000	6.3%	63	7.2%	7	11.6%	8	0.6%	1	2.8%	1	10.4%	3	2.0%	1	11.2%	24	3.8%	7	8.3%	9	3.5%	3
£30,001 - £40,000	5.4%	54	2.0%	2	6.6%	4	9.5%	15	2.4%	1	2.6%	1	1.5%	1	3.6%	8	10.6%	18	2.0%	2	2.9%	2
£40,001 - £50,000	5.8%	58	2.6%	2	0.6%	0	1.2%	2	0.9%	0	8.4%	2	6.3%	3	15.0%	32	3.4%	6	6.1%	7	3.5%	3
£50,001 - £60,000	3.4%	34	10.4%	10	3.6%	2	3.3%	5	8.4%	2	1.7%	1	2.0%	1	3.9%	8	1.9%	3	0.0%	0	1.3%	1
£60,001 - £70,000	3.4%	34	0.7%	1	1.7%	1	3.0%	5	0.9%	0	10.0%	3	14.5%	7	1.6%	3	5.5%	9	1.3%	2	3.7%	3
£70,001 - £80,000	5.7%	57	2.1%	2	14.6%	10	0.0%	0	1.3%	0	3.9%	1	12.2%	6	12.0%	25	2.5%	4	2.8%	3	6.4%	5
£80,001 - £90,000	1.9%	19	0.7%	1	0.6%	0	1.7%	3	7.5%	2	0.6%	0	0.7%	0	2.3%	5	1.3%	2	2.9%	3	2.9%	2
£90,001 - £100,000	1.1%	11	1.4%	1	0.6%	0	2.4%	4	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	2	0.0%	0
£100,001 - £150,000	3.3%	33	0.7%	1	0.6%	0	4.5%	7	9.0%	3	1.7%	1	4.8%	2	0.6%	1	6.7%	12	3.5%	4	3.7%	3
£150,001+	1.5%	15	0.0%	0	0.0%	0	0.5%	1	1.5%	0	2.9%	1	1.5%	1	0.0%	0	3.5%	6	3.0%	3	3.0%	2
(Dont know / refused)	54.5%	546	62.0%	58	50.1%	33	59.6%	93	55.9%	16	50.0%	15	44.1%	21	46.1%	98	54.9%	96	58.3%	66	63.6%	51
Mean:		*58.26*		*40.32*		*44.76*		*50.78*		*84.37*		*59.19*		*63.89*		*48.23*		*75.36*		*65.18*		*77.16*
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	3.3%	33	1.9%	2	8.8%	6	2.6%	4	0.4%	0	4.2%	1	2.5%	1	3.0%	6	2.1%	4	5.5%	6	3.3%	3
One	34.8%	349	33.3%	31	34.1%	23	33.1%	52	29.7%	8	38.8%	11	33.2%	16	37.0%	79	35.9%	63	36.3%	41	31.4%	25
Two	41.8%	418	52.8%	49	38.8%	26	43.4%	68	43.7%	12	29.9%	9	47.0%	23	42.7%	91	37.2%	65	38.3%	44	41.2%	33
Three or more	16.2%	163	8.5%	8	15.6%	10	15.5%	24	19.2%	5	18.4%	5	15.5%	7	17.2%	37	21.1%	37	12.7%	14	17.7%	14
(Refused)	3.8%	38	3.5%	3	2.6%	2	5.4%	8	7.0%	2	8.7%	3	1.8%	1	0.0%	0	3.6%	6	7.1%	8	6.4%	5
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

FUT Would you be willing to be recontacted for future quality control purposes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes	59.6%	597	63.4%	59	70.8%	47	64.7%	101	68.8%	19	57.1%	17	73.3%	35	54.8%	116	59.0%	103	55.7%	63	44.8%	36
No	40.4%	405	36.6%	34	29.2%	19	35.3%	55	31.2%	9	42.9%	13	26.7%	13	45.2%	96	41.0%	71	44.3%	50	55.2%	44
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
GU21 4	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	48	0.0%	0
GU21 5	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	30	0.0%	0
GU24 8	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	35	0.0%	0
GU25 4	2.8%	28	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT13 0	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	34	0.0%	0	0.0%	0
KT13 8	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	33	0.0%	0	0.0%	0
KT13 9	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	28	0.0%	0	0.0%	0
KT14 6	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	32	0.0%	0	0.0%	0
KT14 7	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	47	0.0%	0	0.0%	0
KT15 1	6.2%	62	66.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT15 2	3.1%	31	33.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT15 3	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT16 0	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT16 8	2.8%	28	0.0%	0	42.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT16 9	3.9%	39	0.0%	0	57.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 2	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.7%	39
SL5 0	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	20
SL5 7	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	21
TW17 0	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	42	0.0%	0	0.0%	0	0.0%	0
TW17 8	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	24	0.0%	0	0.0%	0	0.0%	0
TW17 9	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	29	0.0%	0	0.0%	0	0.0%	0
TW18 1	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	27	0.0%	0	0.0%	0	0.0%	0
TW18 2	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	50	0.0%	0	0.0%	0	0.0%	0
TW18 3	2.2%	22	0.0%	0	0.0%	0	13.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW18 4	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	40	0.0%	0	0.0%	0	0.0%	0
TW20 0	3.4%	34	0.0%	0	0.0%	0	21.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW20 8	6.7%	67	0.0%	0	0.0%	0	42.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW20 9	3.4%	34	0.0%	0	0.0%	0	22.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1	9.3%	93	100.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.6%	67	0.0%	0	100.0%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.6%	156	0.0%	0	0.0%	0	100.0%	156	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	2.8%	28	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	21.2%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	212	0.0%	0	0.0%	0	0.0%	0
Zone 8	17.4%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	174	0.0%	0	0.0%	0
Zone 9	11.4%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0
Zone 10	8.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80
Weighted base:		1001		93		67		156		28		29		48		212		174		114		80
Sample:		1000		100		100		100		100		100		100		100		100		100		100

APPENDIX 4: VISITOR SURVEY RESULTS

Appendix 1:

Data Tabulations

By Demographics

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Car – driver	34.9%	105	36.7%	44	33.7%	61	19.5%	16	42.0%	37	39.7%	52	41.7%	70	26.3%	35	25.7%	26	37.0%	37	42.0%	42
Car – passenger	6.6%	20	4.2%	5	8.3%	15	11.0%	9	5.7%	5	4.6%	6	7.7%	13	5.3%	7	11.9%	12	6.0%	6	2.0%	2
Bus	5.0%	15	5.8%	7	4.4%	8	6.1%	5	1.1%	1	6.9%	9	2.4%	4	8.3%	11	4.0%	4	8.0%	8	3.0%	3
Bicycle	5.3%	16	8.3%	10	3.3%	6	1.2%	1	4.5%	4	8.4%	11	3.0%	5	8.3%	11	3.0%	3	9.0%	9	4.0%	4
Rail	4.7%	14	4.2%	5	5.0%	9	14.6%	12	2.3%	2	0.0%	0	5.4%	9	3.8%	5	11.9%	12	1.0%	1	1.0%	1
Taxi	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
On foot	42.9%	129	40.8%	49	44.2%	80	47.6%	39	43.2%	38	39.7%	52	39.3%	66	47.4%	63	43.6%	44	38.0%	38	47.0%	47
Other (PLEASE WRITE IN)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Base:		301		120		181		82		88		131		168		133		101		100		100

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Less than 30 minutes	20.3%	61	21.7%	26	19.3%	35	25.6%	21	20.5%	18	16.8%	22	23.2%	39	16.5%	22	10.9%	11	22.0%	22	28.0%	28
30- 59 minutes	24.6%	74	27.5%	33	22.7%	41	18.3%	15	20.5%	18	31.3%	41	25.6%	43	23.3%	31	21.8%	22	27.0%	27	25.0%	25
1 hour – 1hour 59 minutes	30.2%	91	27.5%	33	32.0%	58	24.4%	20	34.1%	30	31.3%	41	28.0%	47	33.1%	44	34.7%	35	28.0%	28	28.0%	28
2 hours – 2 hours 59 minutes	10.6%	32	7.5%	9	12.7%	23	11.0%	9	10.2%	9	10.7%	14	10.7%	18	10.5%	14	13.9%	14	7.0%	7	11.0%	11
3 hours – 3 hours 59 minutes	1.0%	3	0.8%	1	1.1%	2	2.4%	2	0.0%	0	0.8%	1	0.6%	1	1.5%	2	1.0%	1	1.0%	1	1.0%	1
4 hours and over	13.0%	39	15.0%	18	11.6%	21	17.1%	14	14.8%	13	9.2%	12	11.9%	20	14.3%	19	16.8%	17	15.0%	15	7.0%	7
(Don't know)	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Base:		301		120		181		82		88		131		168		133		101		100		100

Q03 How often do you visit (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Every day	24.3%	73	24.2%	29	24.3%	44	25.6%	21	26.1%	23	22.1%	29	19.0%	32	30.8%	41	23.8%	24	27.0%	27	22.0%	22
4-6 days a week	30.2%	91	32.5%	39	28.7%	52	36.6%	30	25.0%	22	29.8%	39	33.9%	57	25.6%	34	28.7%	29	33.0%	33	29.0%	29
2-3 days a week	22.3%	67	21.7%	26	22.7%	41	17.1%	14	22.7%	20	25.2%	33	19.0%	32	26.3%	35	17.8%	18	27.0%	27	22.0%	22
Once a week	11.6%	35	9.2%	11	13.3%	24	6.1%	5	11.4%	10	15.3%	20	15.5%	26	6.8%	9	13.9%	14	8.0%	8	13.0%	13
Once every 2 weeks	2.0%	6	1.7%	2	2.2%	4	2.4%	2	3.4%	3	0.8%	1	1.2%	2	3.0%	4	3.0%	3	2.0%	2	1.0%	1
Once every month	3.0%	9	3.3%	4	2.8%	5	3.7%	3	3.4%	3	2.3%	3	4.2%	7	1.5%	2	3.0%	3	0.0%	0	6.0%	6
Once every 3 months	2.0%	6	2.5%	3	1.7%	3	2.4%	2	1.1%	1	2.3%	3	2.4%	4	1.5%	2	4.0%	4	0.0%	0	2.0%	2
Less often than once every 3 months	2.7%	8	1.7%	2	3.3%	6	1.2%	1	5.7%	5	1.5%	2	3.6%	6	1.5%	2	4.0%	4	2.0%	2	2.0%	2
First time today	2.0%	6	3.3%	4	1.1%	2	4.9%	4	1.1%	1	0.8%	1	1.2%	2	3.0%	4	2.0%	2	1.0%	1	3.0%	3
Base:		301		120		181		82		88		131		168		133		101		100		100

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	42.5%	128	39.2%	47	44.8%	81	19.5%	16	40.9%	36	58.0%	76	38.7%	65	47.4%	63	23.8%	24	52.0%	52	52.0%	52
To buy non-food goods (e.g. shoes, clothes, jewellery)	6.6%	20	7.5%	9	6.1%	11	4.9%	4	6.8%	6	7.6%	10	8.3%	14	4.5%	6	2.0%	2	16.0%	16	2.0%	2
For services (e.g. post office, bank, building society, hairdressers)	10.0%	30	12.5%	15	8.3%	15	6.1%	5	13.6%	12	9.9%	13	8.9%	15	11.3%	15	7.9%	8	9.0%	9	13.0%	13
To use a leisure facility (eg. sports centre)	1.7%	5	0.0%	0	2.8%	5	1.2%	1	1.1%	1	2.3%	3	2.4%	4	0.8%	1	0.0%	0	2.0%	2	3.0%	3
As a day visitor to the Town Centre	1.0%	3	2.5%	3	0.0%	0	1.2%	1	1.1%	1	0.8%	1	1.8%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	6.0%	18	10.8%	13	2.8%	5	9.8%	8	3.4%	3	5.3%	7	6.5%	11	5.3%	7	7.9%	8	5.0%	5	5.0%	5
Work	11.6%	35	11.7%	14	11.6%	21	17.1%	14	17.0%	15	4.6%	6	11.3%	19	12.0%	16	11.9%	12	13.0%	13	10.0%	10
To meet someone	6.6%	20	5.0%	6	7.7%	14	15.9%	13	3.4%	3	3.1%	4	6.0%	10	7.5%	10	12.9%	13	1.0%	1	6.0%	6
Library / public services (doctor, dentist, etc)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Events day	8.6%	26	5.8%	7	10.5%	19	12.2%	10	9.1%	8	6.1%	8	10.1%	17	6.8%	9	25.7%	26	0.0%	0	0.0%	0
Going for a walk	0.7%	2	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Going to Church	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
School / college	2.0%	6	1.7%	2	2.2%	4	7.3%	6	0.0%	0	0.0%	0	1.8%	3	2.3%	3	5.9%	6	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Walking the dog	1.0%	3	0.8%	1	1.1%	2	1.2%	1	1.1%	1	0.8%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Window shopping / browsing	0.7%	2	0.8%	1	0.6%	1	2.4%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Base:		301		120		181		82		88		131		168		133		101		100		100

Meanscore: [£]

Q05 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?
Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	2.3%	3	4.3%	2	1.2%	1	0.0%	0	2.8%	1	2.6%	2	1.5%	1	3.2%	2	0.0%	0	0.0%	0	5.8%	3
£1-£5	16.4%	21	31.9%	15	7.4%	6	25.0%	4	8.3%	3	18.4%	14	20.0%	13	12.7%	8	20.8%	5	21.2%	11	9.6%	5
£6-10	25.8%	33	34.0%	16	21.0%	17	18.8%	3	30.6%	11	25.0%	19	26.2%	17	25.4%	16	16.7%	4	26.9%	14	28.8%	15
£11-£20	25.8%	33	17.0%	8	30.9%	25	12.5%	2	25.0%	9	28.9%	22	21.5%	14	30.2%	19	29.2%	7	26.9%	14	23.1%	12
£21-£30	10.2%	13	6.4%	3	12.3%	10	12.5%	2	16.7%	6	6.6%	5	7.7%	5	12.7%	8	0.0%	0	7.7%	4	17.3%	9
£31-£40	7.8%	10	2.1%	1	11.1%	9	6.3%	1	8.3%	3	7.9%	6	9.2%	6	6.3%	4	8.3%	2	7.7%	4	7.7%	4
£41-£50	3.9%	5	2.1%	1	4.9%	4	12.5%	2	2.8%	1	2.6%	2	3.1%	2	4.8%	3	8.3%	2	1.9%	1	3.8%	2
£51-£100	7.0%	9	2.1%	1	9.9%	8	12.5%	2	5.6%	2	6.6%	5	9.2%	6	4.8%	3	16.7%	4	5.8%	3	3.8%	2
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
(Don't Know)	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Mean:		*18.66*		*10.80*		*23.28*		*24.22*		*18.75*		*17.43*		*19.45*		*17.86*		*25.31*		*16.72*		*17.50*
Base:		128		47		81		16		36		76		65		63		24		52		52

Meanscore: [£]

Q06 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?
Those who said non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	15.0%	3	11.1%	1	18.2%	2	25.0%	1	0.0%	0	20.0%	2	21.4%	3	0.0%	0	0.0%	0	18.8%	3	0.0%	0
£1-£5	30.0%	6	33.3%	3	27.3%	3	25.0%	1	33.3%	2	30.0%	3	14.3%	2	66.7%	4	0.0%	0	31.3%	5	50.0%	1
£6-10	25.0%	5	22.2%	2	27.3%	3	0.0%	0	16.7%	1	40.0%	4	21.4%	3	33.3%	2	0.0%	0	25.0%	4	50.0%	1
£11-£20	5.0%	1	0.0%	0	9.1%	1	25.0%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£21-£30	5.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£31-£40	5.0%	1	0.0%	0	9.1%	1	0.0%	0	16.7%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£41-£50	10.0%	2	11.1%	1	9.1%	1	25.0%	1	16.7%	1	0.0%	0	14.3%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0
£51-£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	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	5.0%	1	11.1%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	6.3%	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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*19.63*		*29.72*		*11.36*		*15.63*		*44.58*		*6.25*		*26.25*		*4.17*		*45.00*		*18.28*		*5.00*
Base:		20		9		11		4		6		10		14		6		2		16		2

Q07 Which type of shop are you most likely to visit today? [MR]
Those who said food or non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Food & Grocery	88.5%	131	91.1%	51	87.0%	80	80.0%	16	90.5%	38	89.5%	77	84.8%	67	92.8%	64	88.5%	23	85.3%	58	92.6%	50
Clothing & Footwear	3.4%	5	1.8%	1	4.3%	4	0.0%	0	2.4%	1	4.7%	4	3.8%	3	2.9%	2	7.7%	2	2.9%	2	1.9%	1
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	0.7%	1	0.0%	0	1.1%	1	5.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc…	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other specialist Non-Food Items	17.6%	26	23.2%	13	14.1%	13	15.0%	3	16.7%	7	18.6%	16	16.5%	13	18.8%	13	11.5%	3	23.5%	16	13.0%	7
(None of the above)	1.4%	2	1.8%	1	1.1%	1	10.0%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	3.8%	1	1.5%	1	0.0%	0
(Don't know)	1.4%	2	1.8%	1	1.1%	1	0.0%	0	0.0%	0	2.3%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	3.7%	2
Base:		148		56		92		20		42		86		79		69		26		68		54

Q08AWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Egham

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A & J's (DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andrew Riley (Music Shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Pharmacy	7.7%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	14.3%	2	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shop (various)	7.7%	2	11.1%	1	5.9%	1	16.7%	1	0.0%	0	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Clinton Cards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli-Rumbles (delicatessen)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Essentials (household goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodley's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	7.7%	2	0.0%	0	11.8%	2	0.0%	0	16.7%	1	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M & Co (clothing)	7.7%	2	0.0%	0	11.8%	2	0.0%	0	16.7%	1	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Martin's Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millman Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Purrfect Pet Care (pet shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robinson & Lamb Optician	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Specsavers Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar N Spice (bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	76.9%	20	77.8%	7	76.5%	13	66.7%	4	66.7%	4	85.7%	12	66.7%	12	100.0%	8	76.9%	20	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venus News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	23.1%	6	11.1%	1	29.4%	5	16.7%	1	33.3%	2	21.4%	3	27.8%	5	12.5%	1	23.1%	6	0.0%	0	0.0%	0
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Nails	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
(Don’t know)	3.8%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Base:		26		9		17		6		6		14		18		8		26		0		0

Q08B What are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A.H Spittle (Electrical Goods)	4.4%	3	8.0%	2	2.3%	1	0.0%	0	0.0%	0	7.5%	3	5.3%	2	3.3%	1	0.0%	0	4.4%	3	0.0%	0
Addlestone Carpet and Bed Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Model Centre	2.9%	2	8.0%	2	0.0%	0	0.0%	0	5.0%	1	2.5%	1	2.6%	1	3.3%	1	0.0%	0	2.9%	2	0.0%	0
Addlestone Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aladins Cave (closed)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archive Records	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bella Fiori Florists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	8.8%	6	8.0%	2	9.3%	4	12.5%	1	5.0%	1	10.0%	4	7.9%	3	10.0%	3	0.0%	0	8.8%	6	0.0%	0
Corfe Books	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmic (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Greggs (Bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	11.8%	8	12.0%	3	11.6%	5	0.0%	0	15.0%	3	12.5%	5	10.5%	4	13.3%	4	0.0%	0	11.8%	8	0.0%	0
J F Sawyer (Clocks and Watches)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy	7.4%	5	8.0%	2	7.0%	3	12.5%	1	10.0%	2	5.0%	2	10.5%	4	3.3%	1	0.0%	0	7.4%	5	0.0%	0
Martin’s Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks Sewing & Craft Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&J Gift Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar Sculpture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	2.9%	2	0.0%	0	4.7%	2	0.0%	0	5.0%	1	2.5%	1	2.6%	1	3.3%	1	0.0%	0	2.9%	2	0.0%	0
Surry Cycles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	94.1%	64	96.0%	24	93.0%	40	75.0%	6	95.0%	19	97.5%	39	92.1%	35	96.7%	29	0.0%	0	94.1%	64	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Hardware & Motor Parts	4.4%	3	0.0%	0	7.0%	3	12.5%	1	0.0%	0	5.0%	2	7.9%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Barnardo's	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Carlo's Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Centre	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
J Golding Group	7.4%	5	8.0%	2	7.0%	3	0.0%	0	0.0%	0	12.5%	5	5.3%	2	10.0%	3	0.0%	0	7.4%	5	0.0%	0
Subway	2.9%	2	4.0%	1	2.3%	1	12.5%	1	5.0%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0	2.9%	2	0.0%	0
The Cutting Edge Hair Co	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
The Laundry Basket	1.5%	1	0.0%	0	2.3%	1	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Vapez Club	1.5%	1	4.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
William Hill	1.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Wimpy	1.5%	1	4.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Base:		68		25		43		8		20		40		38		30		0		68		0

Q08CWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Birdie Bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.J Smith (Electrical Goods)	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Carlo (delicatessen	1.9%	1	4.5%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Carpetrama (Floor and Carpet Supplies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
Chertsey Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	9.3%	5	9.1%	2	9.4%	3	0.0%	0	6.3%	1	12.5%	4	8.7%	2	9.7%	3	0.0%	0	0.0%	0	9.3%	5
Cycle Surgery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D’Eyncourt Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Centre (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essential Pet Supplies	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Full of Surprises (stationary and gifts)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games Room Company (Furniture)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Health	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heaters Bakery	7.4%	4	9.1%	2	6.3%	2	16.7%	1	12.5%	2	3.1%	1	13.0%	3	3.2%	1	0.0%	0	0.0%	0	7.4%	4
Honeycomb Pharmacy	7.4%	4	13.6%	3	3.1%	1	0.0%	0	6.3%	1	9.4%	3	4.3%	1	9.7%	3	0.0%	0	0.0%	0	7.4%	4
House of Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucy’s (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin’s Newsagent	16.7%	9	9.1%	2	21.9%	7	50.0%	3	12.5%	2	12.5%	4	21.7%	5	12.9%	4	0.0%	0	0.0%	0	16.7%	9
Music Search (Music shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One-Stop	1.9%	1	0.0%	0	3.1%	1	0.0%	0	6.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
R & D Hitch (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert’s Butcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	79.6%	43	68.2%	15	87.5%	28	100.0%	6	81.3%	13	75.0%	24	82.6%	19	77.4%	24	0.0%	0	0.0%	0	79.6%	43
Sam’s News (newsagent)	1.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Snow & Rock	3.7%	2	4.5%	1	3.1%	1	0.0%	0	0.0%	0	6.3%	2	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
T. H. Collison Ltd Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chertsey Bookshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Y Pay More	1.9%	1	4.5%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbers	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Chertsey Café	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	3.7%	2
Chertsey Post Office	1.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Costa	3.7%	2	0.0%	0	6.3%	2	16.7%	1	6.3%	1	0.0%	0	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
The Green Shop	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Base:		54		22		32		6		16		32		23		31		0		B6		54

Q09 Which other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatchwarren Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Paddocks Retail Park, Weybridge	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Peel Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre, Feltham	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
The Meadows, Camberley	0.7%	2	0.8%	1	0.6%	1	2.4%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	1	0.0%	0	1.0%	1
Two Rivers Retail Park, Staines	3.7%	11	3.3%	4	3.9%	7	0.0%	0	4.5%	4	5.3%	7	3.6%	6	3.8%	5	0.0%	0	3.0%	3	8.0%	8
Westgate Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	5.3%	16	5.0%	6	5.5%	10	1.2%	1	4.5%	4	8.4%	11	0.6%	1	11.3%	15	3.0%	3	0.0%	0	13.0%	13
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford	0.7%	2	0.8%	1	0.6%	1	1.2%	1	1.1%	1	0.0%	0	1.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Bracknell	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brooklands	3.0%	9	3.3%	4	2.8%	5	1.2%	1	2.3%	2	4.6%	6	3.6%	6	2.3%	3	0.0%	0	7.0%	7	2.0%	2
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.0%	3	0.8%	1	1.1%	2	0.0%	0	2.3%	2	0.8%	1	1.8%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Chertsey	2.7%	8	0.8%	1	3.9%	7	0.0%	0	1.1%	1	5.3%	7	1.2%	2	4.5%	6	0.0%	0	8.0%	8	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Egham	1.0%	3	0.8%	1	1.1%	2	0.0%	0	1.1%	1	1.5%	2	0.6%	1	1.5%	2	0.0%	0	0.0%	0	3.0%	3
Englefield Gree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	1.7%	5	1.7%	2	1.7%	3	4.9%	4	1.1%	1	0.0%	0	2.4%	4	0.8%	1	0.0%	0	1.0%	1	4.0%	4
Kingston	4.3%	13	6.7%	8	2.8%	5	4.9%	4	8.0%	7	1.5%	2	4.8%	8	3.8%	5	3.0%	3	9.0%	9	1.0%	1
Maidenhead	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
New Haw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.0%	3	1.7%	2	0.6%	1	2.4%	2	1.1%	1	0.0%	0	1.8%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Royal Holloway 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	0.0%	0	0.0%	0

Runnymede In Centre Survey
For Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
of London (Campus), Egham																						
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-Upon-Thames	32.2%	97	22.5%	27	38.7%	70	45.1%	37	27.3%	24	27.5%	36	35.7%	60	27.8%	37	54.5%	55	12.0%	12	30.0%	30
Sunbury	1.0%	3	0.8%	1	1.1%	2	1.2%	1	1.1%	1	0.8%	1	0.6%	1	1.5%	2	2.0%	2	0.0%	0	1.0%	1
Sunningdale/ Sunninghill	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Thorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on Thames	4.3%	13	4.2%	5	4.4%	8	6.1%	5	5.7%	5	2.3%	3	5.4%	9	3.0%	4	2.0%	2	5.0%	5	6.0%	6
Weybridge	3.3%	10	1.7%	2	4.4%	8	1.2%	1	3.4%	3	4.6%	6	3.6%	6	3.0%	4	0.0%	0	9.0%	9	1.0%	1
Windsor	1.3%	4	1.7%	2	1.1%	2	1.2%	1	2.3%	2	0.8%	1	1.8%	3	0.8%	1	3.0%	3	1.0%	1	0.0%	0
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	6.3%	19	6.7%	8	6.1%	11	4.9%	4	8.0%	7	6.1%	8	6.0%	10	6.8%	9	1.0%	1	15.0%	15	3.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I do not visit any other centre regularly	16.6%	50	24.2%	29	11.6%	21	7.3%	6	15.9%	14	22.9%	30	14.3%	24	19.5%	26	10.9%	11	21.0%	21	18.0%	18
Bristol	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Fleet	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hounslow	1.3%	4	1.7%	2	1.1%	2	4.9%	4	0.0%	0	0.0%	0	1.8%	3	0.8%	1	4.0%	4	0.0%	0	0.0%	0
Richmond	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sheerwater	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shepperton	1.3%	4	2.5%	3	0.6%	1	0.0%	0	3.4%	3	0.8%	1	0.6%	1	2.3%	3	0.0%	0	0.0%	0	4.0%	4
Stoke on Trent	0.7%	2	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.6%	1	0.8%	1	1.0%	1	0.0%	0	1.0%	1
Torbay	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Byfleet	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Westfield London	2.3%	7	1.7%	2	2.8%	5	6.1%	5	2.3%	2	0.0%	0	2.4%	4	2.3%	3	5.9%	6	0.0%	0	1.0%	1
Base:		301		120		181		82		88		131		168		133		101		100		100

Q10 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 9)
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	27.5%	69	30.8%	28	25.6%	41	13.2%	10	23.0%	17	41.6%	42	20.1%	29	37.4%	40	7.8%	7	44.3%	35	32.9%	27
To buy non-food goods (e.g. shoes, clothes, jewellery)	61.4%	154	51.6%	47	66.9%	107	71.1%	54	64.9%	48	51.5%	52	66.7%	96	54.2%	58	77.8%	70	45.6%	36	58.5%	48
For services (e.g. bank, building society, hairdressers)	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	0.8%	2	2.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.7%	1	0.9%	1	2.2%	2	0.0%	0	0.0%	0
As a day visitor to the Town Centre	0.4%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1
Eat out (e.g. take-away / café / restaurant)	1.6%	4	0.0%	0	2.5%	4	2.6%	2	0.0%	0	2.0%	2	2.1%	3	0.9%	1	0.0%	0	5.1%	4	0.0%	0
Work	1.2%	3	3.3%	3	0.0%	0	1.3%	1	2.7%	2	0.0%	0	1.4%	2	0.9%	1	1.1%	1	1.3%	1	1.2%	1
To meet someone	2.0%	5	1.1%	1	2.5%	4	2.6%	2	1.4%	1	2.0%	2	2.1%	3	1.9%	2	4.4%	4	0.0%	0	1.2%	1
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No specific purpose it's where I live	2.0%	5	2.2%	2	1.9%	3	3.9%	3	2.7%	2	0.0%	0	2.8%	4	0.9%	1	5.6%	5	0.0%	0	0.0%	0
(Don't know)	2.4%	6	5.5%	5	0.6%	1	1.3%	1	5.4%	4	1.0%	1	3.5%	5	0.9%	1	0.0%	0	2.5%	2	4.9%	4
Base:		251		91		160		76		74		101		144		107		90		79		82

Q11 What do you like about the centre (MENTIONED IN Q.9)?
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Better choice of shops	53.4%	134	50.5%	46	55.0%	88	67.1%	51	59.5%	44	38.6%	39	59.7%	86	44.9%	48	65.6%	59	41.8%	33	51.2%	42
Better quality of shops	10.4%	26	8.8%	8	11.3%	18	13.2%	10	8.1%	6	9.9%	10	11.8%	17	8.4%	9	12.2%	11	3.8%	3	14.6%	12
Better non-food shopping	1.2%	3	1.1%	1	1.3%	2	1.3%	1	1.4%	1	1.0%	1	1.4%	2	0.9%	1	3.3%	3	0.0%	0	0.0%	0
Better food shopping	2.0%	5	1.1%	1	2.5%	4	1.3%	1	1.4%	1	3.0%	3	1.4%	2	2.8%	3	0.0%	0	1.3%	1	4.9%	4
Better range of places to eat and drink	1.6%	4	2.2%	2	1.3%	2	2.6%	2	0.0%	0	2.0%	2	2.1%	3	0.9%	1	3.3%	3	1.3%	1	0.0%	0
Street market/ farmers market	0.0%	0	0.0%	0	0.0%	0	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 available car parking	2.8%	7	3.3%	3	2.5%	4	0.0%	0	4.1%	3	4.0%	4	2.8%	4	2.8%	3	1.1%	1	6.3%	5	1.2%	1
Cheaper car parking	0.4%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.4%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0
Ambience	1.2%	3	1.1%	1	1.3%	2	0.0%	0	0.0%	0	3.0%	3	0.7%	1	1.9%	2	0.0%	0	2.5%	2	1.2%	1
Asda	0.8%	2	1.1%	1	0.6%	1	0.0%	0	1.4%	1	1.0%	1	0.7%	1	0.9%	1	0.0%	0	2.5%	2	0.0%	0
Close to home	8.4%	21	11.0%	10	6.9%	11	3.9%	3	9.5%	7	10.9%	11	5.6%	8	12.2%	13	5.6%	5	12.7%	10	7.3%	6
Close to work	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0
Compact	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.9%	1	0.0%	0	1.3%	1	1.2%	1
Dog friendly cafes	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Good bus service	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1
Maks and Spencer	1.6%	4	1.1%	1	1.9%	3	1.3%	1	1.4%	1	2.0%	2	1.4%	2	1.9%	2	0.0%	0	3.8%	3	1.2%	1
Morrisons	0.8%	2	1.1%	1	0.6%	1	1.3%	1	0.0%	0	1.0%	1	0.7%	1	0.9%	1	0.0%	0	2.5%	2	0.0%	0
Nothing / very little	2.4%	6	2.2%	2	2.5%	4	3.9%	3	2.7%	2	1.0%	1	1.4%	2	3.7%	4	1.1%	1	3.8%	3	2.4%	2
On one level	0.8%	2	1.1%	1	0.6%	1	0.0%	0	0.0%	0	2.0%	2	1.4%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Pedestrianised	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury’s	1.6%	4	2.2%	2	1.3%	2	0.0%	0	0.0%	0	4.0%	4	1.4%	2	1.9%	2	0.0%	0	2.5%	2	2.4%	2
Shop staff are very friendly	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tatters fabric shop	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco	1.6%	4	2.2%	2	1.3%	2	0.0%	0	2.7%	2	2.0%	2	0.0%	0	3.7%	4	0.0%	0	0.0%	0	4.9%	4
Waitrose	1.6%	4	2.2%	2	1.3%	2	0.0%	0	0.0%	0	4.0%	4	1.4%	2	1.9%	2	0.0%	0	5.1%	4	0.0%	0
(Don’t know)	4.0%	10	5.5%	5	3.1%	5	3.9%	3	2.7%	2	5.0%	5	2.8%	4	5.6%	6	7.8%	7	2.5%	2	1.2%	1
Base:		251		91		160		76		74		101		144		107		90		79		82

Q12 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Near / convenient	45.2%	136	40.8%	49	48.1%	87	42.7%	35	45.5%	40	46.6%	61	44.6%	75	45.9%	61	41.6%	42	52.0%	52	42.0%	42
Good public transport links	2.3%	7	0.0%	0	3.9%	7	2.4%	2	3.4%	3	1.5%	2	1.8%	3	3.0%	4	1.0%	1	5.0%	5	1.0%	1
Parking is easy	8.3%	25	6.7%	8	9.4%	17	3.7%	3	11.4%	10	9.2%	12	10.7%	18	5.3%	7	1.0%	1	13.0%	13	11.0%	11
Parking is cheap	0.7%	2	0.8%	1	0.6%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0	1.5%	2	1.0%	1	0.0%	0	1.0%	1
Lack of congestion on roads	0.7%	2	0.0%	0	1.1%	2	1.2%	1	1.1%	1	0.0%	0	1.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Pedestrianised streets	1.7%	5	2.5%	3	1.1%	2	0.0%	0	2.3%	2	2.3%	3	1.2%	2	2.3%	3	3.0%	3	0.0%	0	2.0%	2
Little traffic-pedestrian conflict	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good directional signs to Centre	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	1.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Ease of access to all (with pushchairs, wheelchairs, etc)	1.0%	3	0.0%	0	1.7%	3	1.2%	1	1.1%	1	0.8%	1	1.8%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	2.3%	7	3.3%	4	1.7%	3	3.7%	3	1.1%	1	2.3%	3	3.0%	5	1.5%	2	5.0%	5	1.0%	1	1.0%	1
Feels safe / absence of threatening individuals / groups	5.0%	15	5.0%	6	5.0%	9	9.8%	8	2.3%	2	3.8%	5	5.4%	9	4.5%	6	11.9%	12	0.0%	0	3.0%	3
Presence of police / other security measures	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Nice street furniture / floral displays	1.0%	3	1.7%	2	0.6%	1	1.2%	1	0.0%	0	1.5%	2	1.2%	2	0.8%	1	2.0%	2	1.0%	1	0.0%	0
Nice busy feel	3.7%	11	4.2%	5	3.3%	6	3.7%	3	2.3%	2	4.6%	6	4.2%	7	3.0%	4	8.9%	9	1.0%	1	1.0%	1
Not too crowded	11.0%	33	11.7%	14	10.5%	19	9.8%	8	19.3%	17	6.1%	8	11.9%	20	9.8%	13	17.8%	18	3.0%	3	12.0%	12
Character / atmosphere	24.6%	74	29.2%	35	21.5%	39	32.9%	27	25.0%	22	19.1%	25	27.4%	46	21.1%	28	40.6%	41	8.0%	8	25.0%	25
Historic buildings / tourist attractions	4.7%	14	5.0%	6	4.4%	8	6.1%	5	3.4%	3	4.6%	6	4.2%	7	5.3%	7	6.9%	7	2.0%	2	5.0%	5
Selection / choice of independent / specialist shops	2.7%	8	3.3%	4	2.2%	4	3.7%	3	3.4%	3	1.5%	2	4.2%	7	0.8%	1	6.9%	7	1.0%	1	0.0%	0
Presence of an outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	1.0%	1	1.0%	1	TW180	0
Presence of a large supermarket	6.0%	18	6.7%	8	5.5%	10	6.1%	5	8.0%	7	4.6%	6	7.1%	12	4.5%	6	0.0%	0	15.0%	15	3.0%	3
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	1.0%	3	0.8%	1	1.1%	2	0.0%	0	0.0%	0	2.3%	3	1.2%	2	0.8%	1	2.0%	2	0.0%	0	1.0%	1
Quality of shops	1.0%	3	0.8%	1	1.1%	2	1.2%	1	0.0%	0	1.5%	2	0.6%	1	1.5%	2	2.0%	2	1.0%	1	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	1.0%	3	0.8%	1	1.1%	2	2.4%	2	0.0%	0	0.8%	1	1.8%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Range of places to eat	4.0%	12	1.7%	2	5.5%	10	4.9%	4	3.4%	3	3.8%	5	5.4%	9	2.3%	3	8.9%	9	2.0%	2	1.0%	1
Range of pubs / bars	1.0%	3	0.8%	1	1.1%	2	0.0%	0	2.3%	2	0.8%	1	1.2%	2	0.8%	1	2.0%	2	0.0%	0	1.0%	1
Range of services (banks, insurance, hairdressers, etc)	1.7%	5	2.5%	3	1.1%	2	0.0%	0	1.1%	1	3.1%	4	1.8%	3	1.5%	2	1.0%	1	2.0%	2	2.0%	2
Range of leisure facilities	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	8.6%	26	7.5%	9	9.4%	17	4.9%	4	13.6%	12	7.6%	10	7.1%	12	10.5%	14	10.9%	11	6.0%	6	9.0%	9
Costa Coffee	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cutting Edge (Hairdressers)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Everything is together	2.0%	6	0.8%	1	2.8%	5	1.2%	1	3.4%	3	1.5%	2	1.8%	3	2.3%	3	1.0%	1	2.0%	2	3.0%	3
Good variety	1.3%	4	1.7%	2	1.1%	2	1.2%	1	1.1%	1	1.5%	2	1.2%	2	1.5%	2	0.0%	0	2.0%	2	2.0%	2
Half an hour free parking	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland	0.7%	2	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	2	1.0%	1	0.0%	0	1.0%	1
Library	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Model shop	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice walks nearby	1.0%	3	0.0%	0	1.7%	3	0.0%	0	2.3%	2	0.8%	1	1.2%	2	0.8%	1	1.0%	1	0.0%	0	2.0%	2
Quiet / peaceful area	4.0%	12	5.0%	6	3.3%	6	3.7%	3	3.4%	3	4.6%	6	5.4%	9	2.3%	3	0.0%	0	4.0%	4	8.0%	8
Sainsbury's	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco	5.0%	15	6.7%	8	3.9%	7	4.9%	4	5.7%	5	4.6%	6	4.8%	8	5.3%	7	9.9%	10	5.0%	5	0.0%	0
Iceland	0.7%	2	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	2	1.0%	1	0.0%	0	1.0%	1
The people are friendly	8.0%	24	7.5%	9	8.3%	15	8.5%	7	3.4%	3	10.7%	14	6.5%	11	9.8%	13	6.9%	7	6.0%	6	11.0%	11
The river	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Waitrose	0.7%	2	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.6%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Wide pavements	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
Wimpy	1.0%	3	2.5%	3	0.0%	0	1.2%	1	1.1%	1	0.8%	1	1.2%	2	0.8%	1	0.0%	0	2.0%	2	1.0%	1
(No opinion)	0.7%	2	0.8%	1	0.6%	1	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1
(Nothing in particular)	10.6%	32	10.0%	12	11.1%	20	8.5%	7	6.8%	6	14.5%	19	8.3%	14	13.5%	18	6.9%	7	16.0%	16	9.0%	9
Base:		301		120		181		82		88		131		168		133		101		100		100

Q13 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Unsafe for pedestrians / traffic conflict	1.0%	3	0.8%	1	1.1%	2	0.0%	0	0.0%	0	2.3%	3	1.2%	2	0.8%	1	2.0%	2	1.0%	1	0.0%	0
Not enough Pedestrianisation	1.7%	5	1.7%	2	1.7%	3	2.4%	2	1.1%	1	1.5%	2	2.4%	4	0.8%	1	2.0%	2	2.0%	2	1.0%	1
Difficulties in parking	2.7%	8	0.8%	1	3.9%	7	1.2%	1	5.7%	5	1.5%	2	4.2%	7	0.8%	1	4.0%	4	2.0%	2	2.0%	2
Location of parking	1.0%	3	0.0%	0	1.7%	3	1.2%	1	0.0%	0	1.5%	2	0.6%	1	1.5%	2	2.0%	2	0.0%	0	1.0%	1
Parking is expensive	1.7%	5	1.7%	2	1.7%	3	0.0%	0	2.3%	2	2.3%	3	3.0%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Poor public transport links	2.3%	7	4.2%	5	1.1%	2	3.7%	3	1.1%	1	2.3%	3	2.4%	4	2.3%	3	0.0%	0	4.0%	4	3.0%	3
Road congestion	3.3%	10	6.7%	8	1.1%	2	4.9%	4	1.1%	1	3.8%	5	3.6%	6	3.0%	4	0.0%	0	9.0%	9	1.0%	1
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	3.3%	10	0.8%	1	5.0%	9	4.9%	4	4.5%	4	1.5%	2	3.6%	6	3.0%	4	6.9%	7	0.0%	0	3.0%	3
Feels unsafe / presence of threatening individuals / groups	2.0%	6	3.3%	4	1.1%	2	4.9%	4	1.1%	1	0.8%	1	2.4%	4	1.5%	2	1.0%	1	4.0%	4	1.0%	1
Lack of police presence / other security measures	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Lack of street furniture / floral displays	1.0%	3	0.0%	0	1.7%	3	0.0%	0	1.1%	1	1.5%	2	1.2%	2	0.8%	1	0.0%	0	0.0%	0	3.0%	3
Not busy enough	1.7%	5	0.8%	1	2.2%	4	2.4%	2	2.3%	2	0.8%	1	2.4%	4	0.8%	1	2.0%	2	0.0%	0	3.0%	3
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	15.0%	45	8.3%	10	19.3%	35	14.6%	12	17.0%	15	13.7%	18	17.3%	29	12.0%	16	6.9%	7	13.0%	13	25.0%	25
General lack of independent / specialist shops	12.3%	37	5.8%	7	16.6%	30	12.2%	10	12.5%	11	12.2%	16	15.5%	26	8.3%	11	8.9%	9	12.0%	12	16.0%	16
Quality of shops is inadequate (PLEASE WRITE IN SPECIFIC SHOPS)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops too small	2.0%	6	1.7%	2	2.2%	4	4.9%	4	2.3%	2	0.0%	0	1.2%	2	3.0%	4	2.0%	2	1.0%	1	3.0%	3
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	4.3%	13	4.2%	5	4.4%	8	9.8%	8	2.3%	2	2.3%	3	6.5%	11	1.5%	2	1.0%	1	3.0%	3	9.0%	9
Inadequate range of services	1.7%	5	2.5%	3	1.1%	2	3.7%	3	1.1%	1	0.8%	1	2.4%	4	0.8%	1	1.0%	1	2.0%	2	2.0%	2
Inadequate range of leisure facilities	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Absence of play areas for children	0.7%	2	0.8%	1	0.6%	1	1.2%	1	0.0%	0	0.8%	1	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I dislike everything about the Town Centre	1.3%	4	0.8%	1	1.7%	3	1.2%	1	2.3%	2	0.8%	1	1.2%	2	1.5%	2	3.0%	3	0.0%	0	1.0%	1
Butchers	1.7%	5	1.7%	2	1.7%	3	1.2%	1	0.0%	0	3.1%	4	2.4%	4	0.8%	1	3.0%	3	2.0%	2	0.0%	0
Clothes and Shoe shops	5.0%	15	1.7%	2	7.2%	13	4.9%	4	3.4%	3	6.1%	8	7.1%	12	2.3%	3	6.9%	7	5.0%	5	3.0%	3
Greengrocers	1.0%	3	0.0%	0	1.7%	3	1.2%	1	0.0%	0	1.5%	2	1.2%	2	0.8%	1	1.0%	1	2.0%	2	0.0%	0
Lack of dog friendly places	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Butchers	1.7%	5	1.7%	2	1.7%	3	1.2%	1	0.0%	0	3.1%	4	2.4%	4	0.8%	1	3.0%	3	2.0%	2	0.0%	0
Greengrocers	1.0%	3	0.0%	0	1.7%	3	1.2%	1	0.0%	0	1.5%	2	1.2%	2	0.8%	1	1.0%	1	2.0%	2	0.0%	0
Not enough variety of shops	1.3%	4	1.7%	2	1.1%	2	1.2%	1	1.1%	1	1.5%	2	1.8%	3	0.8%	1	2.0%	2	1.0%	1	1.0%	1
Nothing for young people to do	1.0%	3	0.8%	1	1.1%	2	2.4%	2	1.1%	1	0.0%	0	1.2%	2	0.8%	1	1.0%	1	1.0%	1	1.0%	1
Scruffy / rundown / needs renovating	5.0%	15	2.5%	3	6.6%	12	0.0%	0	9.1%	8	5.3%	7	7.1%	12	2.3%	3	1.0%	1	8.0%	8	6.0%	6
Tesco	2.0%	6	2.5%	3	1.7%	3	1.2%	1	2.3%	2	2.3%	3	1.8%	3	2.3%	3	0.0%	0	6.0%	6	0.0%	0
The flooding	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
The people	2.3%	7	2.5%	3	2.2%	4	2.4%	2	1.1%	1	3.1%	4	1.2%	2	3.8%	5	0.0%	0	3.0%	3	4.0%	4
Too many charity shops	5.3%	16	2.5%	3	7.2%	13	2.4%	2	5.7%	5	6.9%	9	5.4%	9	5.3%	7	4.0%	4	5.0%	5	7.0%	7
Butchers	1.7%	5	1.7%	2	1.7%	3	1.2%	1	0.0%	0	3.1%	4	2.4%	4	0.8%	1	3.0%	3	2.0%	2	0.0%	0
Too many empty shops	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.5%	2	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1
Too many hairdressers	1.0%	3	0.8%	1	1.1%	2	2.4%	2	0.0%	0	0.8%	1	0.6%	1	1.5%	2	1.0%	1	0.0%	0	2.0%	2
Too many takeaway food shops	3.7%	11	6.7%	8	1.7%	3	0.0%	0	4.5%	4	5.3%	7	3.0%	5	4.5%	6	0.0%	0	11.0%	11	0.0%	0
Uneven pavements	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(No opinion)	1.7%	5	2.5%	3	1.1%	2	1.2%	1	2.3%	2	1.5%	2	3.0%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2
(Nothing in particular)	39.9%	120	50.0%	60	33.1%	60	35.4%	29	39.8%	35	42.7%	56	31.5%	53	50.4%	67	44.6%	45	39.0%	39	36.0%	36
Base:		301		120		181		82		88		131		168		133		101		100		100

Q14 How could (STUDY CENTRE) be improved for shopping? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of shops in general	39.5%	119	30.0%	36	45.9%	83	42.7%	35	42.0%	37	35.9%	47	43.5%	73	34.6%	46	29.7%	30	43.0%	43	46.0%	46
Better quality shops	16.3%	49	11.7%	14	19.3%	35	23.2%	19	17.0%	15	11.5%	15	16.7%	28	15.8%	21	5.0%	5	20.0%	20	24.0%	24
Better choice of leisure destination in general	0.7%	2	0.8%	1	0.6%	1	2.4%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
Better quality of leisure uses	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
More choice of restaurants/ cafes	3.0%	9	2.5%	3	3.3%	6	3.7%	3	3.4%	3	2.3%	3	4.8%	8	0.8%	1	1.0%	1	1.0%	1	7.0%	7
Better quality restaurants/ cafes	2.7%	8	3.3%	4	2.2%	4	6.1%	5	2.3%	2	0.8%	1	4.2%	7	0.8%	1	1.0%	1	1.0%	1	6.0%	6
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / Pedestrianisation	1.3%	4	1.7%	2	1.1%	2	0.0%	0	2.3%	2	1.5%	2	2.4%	4	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Less traffic / congestion	1.0%	3	2.5%	3	0.0%	0	2.4%	2	0.0%	0	0.8%	1	1.2%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
More shelter from wind / rain	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.0%	2
Improve appearance / environment of centre	3.7%	11	3.3%	4	3.9%	7	2.4%	2	4.5%	4	3.8%	5	3.6%	6	3.8%	5	4.0%	4	1.0%	1	6.0%	6
Remove litter more often	2.0%	6	0.0%	0	3.3%	6	1.2%	1	4.5%	4	0.8%	1	2.4%	4	1.5%	2	4.0%	4	0.0%	0	2.0%	2
More parking	2.3%	7	1.7%	2	2.8%	5	1.2%	1	4.5%	4	1.5%	2	3.6%	6	0.8%	1	3.0%	3	1.0%	1	3.0%	3
Cheaper parking	1.0%	3	0.0%	0	1.7%	3	0.0%	0	1.1%	1	1.5%	2	1.2%	2	0.8%	1	3.0%	3	0.0%	0	0.0%	0
More accessible car parking	1.3%	4	1.7%	2	1.1%	2	0.0%	0	1.1%	1	2.3%	3	1.2%	2	1.5%	2	0.0%	0	3.0%	3	1.0%	1
Better bus services to the centre	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Aldi	1.0%	3	1.7%	2	0.6%	1	0.0%	0	2.3%	2	0.8%	1	1.2%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
Asda	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Bakery	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Boots	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Butchers	1.0%	3	0.8%	1	1.1%	2	0.0%	0	0.0%	0	2.3%	3	1.2%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
Cinema	1.0%	3	0.8%	1	1.1%	2	0.0%	0	0.0%	0	2.3%	3	1.2%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
Clothes shops	9.3%	28	5.8%	7	11.6%	21	9.8%	8	10.2%	9	8.4%	11	10.1%	17	8.3%	11	6.9%	7	12.0%	12	9.0%	9
Dog friendly places	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farmers market	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Fill the empty shops	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Florist	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greengrocers	1.3%	4	0.8%	1	1.7%	3	0.0%	0	1.1%	1	2.3%	3	1.8%	3	0.8%	1	1.0%	1	3.0%	3	0.0%	0
H & M	0.7%	2	0.0%	0	1.1%	2	2.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hardware shop	1.3%	4	1.7%	2	1.1%	2	0.0%	0	1.1%	1	2.3%	3	2.4%	4	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Health food shop	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HMV	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Holland and Barrett	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Hotel	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
JD Sports	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Jewellers	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less charity shops	2.3%	7	3.3%	4	1.7%	3	1.2%	1	3.4%	3	2.3%	3	1.8%	3	3.0%	4	3.0%	3	0.0%	0	4.0%	4
Make it undercover	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Market at weekends	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer	1.3%	4	2.5%	3	0.6%	1	1.2%	1	1.1%	1	1.5%	2	2.4%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Matalan	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.5%	2	0.6%	1	0.8%	1	1.0%	1	0.0%	0	1.0%	1
McDonalds	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernise the centre	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / improved toilets	0.7%	2	0.8%	1	0.6%	1	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Morrisons	0.7%	2	0.8%	1	0.6%	1	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
Music shop	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
New Look	0.7%	2	0.0%	0	1.1%	2	2.4%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	1	0.0%	0	1.0%	1
Poundshop	1.3%	4	0.0%	0	2.2%	4	0.0%	0	3.4%	3	0.8%	1	0.6%	1	2.3%	3	4.0%	4	0.0%	0	0.0%	0
Precinct	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Pret a manger	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Primark	2.0%	6	0.0%	0	3.3%	6	2.4%	2	2.3%	2	1.5%	2	1.2%	2	3.0%	4	4.0%	4	0.0%	0	2.0%	2
Shoe shops	5.0%	15	0.0%	0	8.3%	15	0.0%	0	4.5%	4	8.4%	11	3.6%	6	6.8%	9	4.0%	4	4.0%	4	7.0%	7
Top Shop	1.0%	3	0.0%	0	1.7%	3	3.7%	3	0.0%	0	0.0%	0	1.2%	2	0.8%	1	3.0%	3	0.0%	0	0.0%	0
Wagamama	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose	2.3%	7	1.7%	2	2.8%	5	1.2%	1	3.4%	3	2.3%	3	2.4%	4	2.3%	3	1.0%	1	5.0%	5	1.0%	1
Wetherspoons	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Wilkinsons	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know)	9.6%	29	15.8%	19	5.5%	10	12.2%	10	8.0%	7	9.2%	12	8.3%	14	11.3%	15	14.9%	15	6.0%	6	8.0%	8
(None mentioned)	14.6%	44	20.0%	24	11.1%	20	9.8%	8	14.8%	13	17.6%	23	8.9%	15	21.8%	29	8.9%	9	22.0%	22	13.0%	13
Base:		301		120		181		82		88		131		168		133		101		100		100

Runnymede In Centre Survey
For Carter Jonas

Q15 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	34.9%	105	49.2%	59	25.4%	46	32.9%	27	37.5%	33	34.4%	45	29.8%	50	41.4%	55	27.7%	28	32.0%	32	45.0%	45
Aldi	0.7%	2	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
Asda	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	0.0%	0	1.5%	2	1.0%	1	0.0%	0	1.0%	1
Bakers	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ben Sherman	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
BHS	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	1.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Book shop	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boots	0.7%	2	0.0%	0	1.1%	2	1.2%	1	1.1%	1	0.0%	0	0.6%	1	0.8%	1	1.0%	1	0.0%	0	1.0%	1
Butchers	1.3%	4	1.7%	2	1.1%	2	0.0%	0	0.0%	0	3.1%	4	1.2%	2	1.5%	2	0.0%	0	4.0%	4	0.0%	0
Card Factory	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1
Clothes shops	17.9%	54	10.8%	13	22.7%	41	17.1%	14	21.6%	19	16.0%	21	17.3%	29	18.8%	25	12.9%	13	25.0%	25	16.0%	16
Computer games	0.7%	2	1.7%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1
Debenhams	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Delicatessen	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Department store	1.7%	5	1.7%	2	1.7%	3	1.2%	1	1.1%	1	2.3%	3	1.8%	3	1.5%	2	0.0%	0	1.0%	1	4.0%	4
Electronics shop	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Fabic shops	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Florist	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Furniture store	0.7%	2	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Greengrocers	1.7%	5	0.8%	1	2.2%	4	1.2%	1	2.3%	2	1.5%	2	1.8%	3	1.5%	2	2.0%	2	3.0%	3	0.0%	0
Haberdashery	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hardware shop	1.7%	5	3.3%	4	0.6%	1	0.0%	0	0.0%	0	3.8%	5	1.8%	3	1.5%	2	3.0%	3	0.0%	0	2.0%	2
Health food shop	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hobbycraft	0.7%	2	0.8%	1	0.6%	1	0.0%	0	2.3%	2	0.0%	0	1.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
IKEA	0.3%	1	0.0%	0	0.6%	1	0.0%	1.	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
JD Sports	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Jewellers	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local retailers / independent shops	2.0%	6	2.5%	3	1.7%	3	2.4%	2	2.3%	2	1.5%	2	2.4%	4	1.5%	2	3.0%	3	3.0%	3	0.0%	0
Lush	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer	4.0%	12	2.5%	3	5.0%	9	2.4%	2	4.5%	4	4.6%	6	4.8%	8	3.0%	4	4.0%	4	1.0%	1	7.0%	7
Matalan	1.3%	4	0.8%	1	1.7%	3	1.2%	1	0.0%	0	2.3%	3	1.2%	2	1.5%	2	1.0%	1	0.0%	0	3.0%	3
Mothercare	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Music shop	1.0%	3	2.5%	3	0.0%	0	2.4%	2	1.1%	1	0.0%	0	0.6%	1	1.5%	2	3.0%	3	0.0%	0	0.0%	0
New Look	1.7%	5	0.0%	0	2.8%	5	4.9%	4	1.1%	1	0.0%	0	3.0%	5	0.0%	0	3.0%	3	2.0%	2	0.0%	0
Next	1.0%	3	0.0%	0	1.7%	3	2.4%	2	0.0%	0	0.8%	1	1.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Pound shop	2.0%	6	0.0%	0	3.3%	6	0.0%	0	4.5%	4	1.5%	2	1.2%	2	3.0%	4	5.0%	5	1.0%	1	0.0%	0
Primark	2.7%	8	0.0%	0	4.4%	8	6.1%	5	1.1%	1	1.5%	2	1.2%	2	4.5%	6	3.0%	3	3.0%	3	2.0%	2
Robert Dyas	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shoe shops	5.3%	16	1.7%	2	7.7%	14	0.0%	0	5.7%	5	8.4%	11	4.2%	7	6.8%	9	5.0%	5	5.0%	5	6.0%	6
Sports shop	0.7%	2	1.7%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
Tesco	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.8%	1	1.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Top Shop	1.3%	4	0.8%	1	1.7%	3	4.9%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	3.0%	3	0.0%	0	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Wagamama	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose	1.0%	3	2.5%	3	0.0%	0	0.0%	0	1.1%	1	1.5%	2	1.2%	2	0.8%	1	0.0%	0	2.0%	2	1.0%	1
Wetherspoons	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
WHSmiths	0.7%	2	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Wine Bar	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know)	3.3%	10	5.0%	6	2.2%	4	4.9%	4	2.3%	2	3.1%	4	4.8%	8	1.5%	2	6.9%	7	1.0%	1	2.0%	2
Base:		301		120		181		82		88		131		168		133		101		100		100

Q16 Would an improved street market (eg. A larger market to the one currently operating every Saturday) in Chertsey Town Centre encourage you to visit the centre more often?
Respondents who are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	37.0%	37	37.2%	16	36.8%	21	33.3%	7	34.5%	10	40.0%	20	44.9%	22	29.4%	15	0.0%	0	0.0%	0	37.0%	37
No	24.0%	24	27.9%	12	21.1%	12	23.8%	5	34.5%	10	18.0%	9	28.6%	14	19.6%	10	0.0%	0	0.0%	0	24.0%	24
Maybe	10.0%	10	2.3%	1	15.8%	9	9.5%	2	10.3%	3	10.0%	5	12.2%	6	7.8%	4	0.0%	0	0.0%	0	10.0%	10
(Don't know)	29.0%	29	32.6%	14	26.3%	15	33.3%	7	20.7%	6	32.0%	16	14.3%	7	43.1%	22	0.0%	0	0.0%	0	29.0%	29
Base:		100		43		57		21		29		50		49		51		0		0		100

Q17 Would a new street market (eg. A farmers market or food market) in the Town Centre encourage you to visit the centre more often?
Respondents who are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	72.0%	72	75.0%	30	70.0%	42	70.6%	12	70.0%	21	73.6%	39	77.6%	38	66.7%	34	0.0%	0	72.0%	72	0.0%	0
No	25.0%	25	22.5%	9	26.7%	16	17.6%	3	30.0%	9	24.5%	13	22.4%	11	27.5%	14	0.0%	0	25.0%	25	0.0%	0
Maybe	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know	2.0%	2	2.5%	1	1.7%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	2.0%	2	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	38.5%	116	33.3%	40	42.0%	76	32.9%	27	48.9%	43	35.1%	46	39.9%	67	36.8%	49	38.6%	39	54.0%	54	23.0%	23
No	52.5%	158	54.2%	65	51.4%	93	51.2%	42	42.0%	37	60.3%	79	46.4%	78	60.2%	80	45.5%	46	41.0%	41	71.0%	71
(Don't know)	9.0%	27	12.5%	15	6.6%	12	15.9%	13	9.1%	8	4.6%	6	13.7%	23	3.0%	4	15.8%	16	5.0%	5	6.0%	6
Base:		301		120		181		82		88		131		168		133		101		100		100

Q19 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]

Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Cinema	26.6%	38	18.2%	10	31.8%	28	17.5%	7	23.5%	12	36.5%	19	25.6%	23	28.3%	15	10.9%	6	40.7%	24	27.6%	8
Bingo hall	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0
Leisure centre	9.1%	13	16.4%	9	4.5%	4	10.0%	4	7.8%	4	9.6%	5	10.0%	9	7.5%	4	5.5%	3	16.9%	10	0.0%	0
Health and fitness club	9.1%	13	16.4%	9	4.5%	4	15.0%	6	5.9%	3	7.7%	4	12.2%	11	3.8%	2	7.3%	4	15.3%	9	0.0%	0
Theatre	2.1%	3	1.8%	1	2.3%	2	2.5%	1	0.0%	0	3.8%	2	3.3%	3	0.0%	0	1.8%	1	0.0%	0	6.9%	2
Pubs / bars	1.4%	2	3.6%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	1.7%	1	3.4%	1
Restaurants / cafes	4.2%	6	5.5%	3	3.4%	3	5.0%	2	2.0%	1	5.8%	3	5.6%	5	1.9%	1	0.0%	0	1.7%	1	17.2%	5
Nightclubs / music venues	0.7%	1	1.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Late night music venues	0.7%	1	1.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	32.9%	47	36.4%	20	30.7%	27	22.5%	9	41.2%	21	32.7%	17	26.7%	24	43.4%	23	0.0%	0	55.9%	33	48.3%	14
Don't know	13.3%	19	16.4%	9	11.4%	10	30.0%	12	7.8%	4	5.8%	3	17.8%	16	5.7%	3	27.3%	15	5.1%	3	3.4%	1
Gym	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Soft play	1.4%	2	1.8%	1	1.1%	1	2.5%	1	2.0%	1	0.0%	0	2.2%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Swimming Pool	16.1%	23	9.1%	5	20.5%	18	12.5%	5	19.6%	10	15.4%	8	16.7%	15	15.1%	8	41.8%	23	0.0%	0	0.0%	0
Tennis courts	1.4%	2	1.8%	1	1.1%	1	2.5%	1	2.0%	1	0.0%	0	1.1%	1	1.9%	1	3.6%	2	0.0%	0	0.0%	0
Youth facilities	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Base:		143		55		88		40		51		52		90		53		55		59		29

Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]

Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new leisure operator (PLEASE WRITE IN)	1.4%	2	3.6%	2	0.0%	0	2.5%	1	2.0%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better choice of leisure destination in general	4.9%	7	5.5%	3	4.5%	4	2.5%	1	5.9%	3	5.8%	3	3.3%	3	7.5%	4	1.8%	1	8.5%	5	3.4%	1
Better quality of leisure uses	3.5%	5	3.6%	2	3.4%	3	2.5%	1	7.8%	4	0.0%	0	4.4%	4	1.9%	1	1.8%	1	5.1%	3	3.4%	1
More choice of restaurants/ cafes	4.2%	6	3.6%	2	4.5%	4	5.0%	2	3.9%	2	3.8%	2	5.6%	5	1.9%	1	0.0%	0	3.4%	2	13.8%	4
Better quality restaurants/ cafes	7.7%	11	3.6%	2	10.2%	9	7.5%	3	9.8%	5	5.8%	3	10.0%	9	3.8%	2	1.8%	1	10.2%	6	13.8%	4
More choice of pubs/ bars	2.1%	3	1.8%	1	2.3%	2	0.0%	0	5.9%	3	0.0%	0	1.1%	1	3.8%	2	0.0%	0	5.1%	3	0.0%	0
Better quality pubs/ bars	0.7%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.4%	1
More priority of pedestrians / pedestrianisation	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 shelter from wind / rain	1.4%	2	1.8%	1	1.1%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	6.9%	2
Improve appearance / environment of centre	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.4%	1
Remove litter more often	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
More parking	1.4%	2	1.8%	1	1.1%	1	2.5%	1	2.0%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.7%	1	3.4%	1
Cheaper parking	1.4%	2	0.0%	0	2.3%	2	0.0%	0	2.0%	1	1.9%	1	1.1%	1	1.9%	1	1.8%	1	1.7%	1	0.0%	0
More accessible car 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	0.0%	0	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.4%	1
Other (PLEASE WRITE IN)	36.4%	52	34.5%	19	37.5%	33	15.0%	6	39.2%	20	50.0%	26	26.7%	24	52.8%	28	0.0%	0	72.9%	43	31.0%	9
Bingo hall	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0
Cinema	0.7%	1	1.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Gym	3.5%	5	7.3%	4	1.1%	1	5.0%	2	3.9%	2	1.9%	1	5.6%	5	0.0%	0	9.1%	5	0.0%	0	0.0%	0
Swimming Pool	14.7%	21	7.3%	4	19.3%	17	20.0%	8	13.7%	7	11.5%	6	13.3%	12	17.0%	9	38.2%	21	0.0%	0	0.0%	0
Tennis courts	1.4%	2	1.8%	1	1.1%	1	2.5%	1	2.0%	1	0.0%	0	1.1%	1	1.9%	1	3.6%	2	0.0%	0	0.0%	0
(Don't know)	25.2%	36	30.9%	17	21.6%	19	40.0%	16	21.6%	11	17.3%	9	33.3%	30	11.3%	6	38.2%	21	10.2%	6	31.0%	9
(None mentioned	2.8%	4	1.8%	1	3.4%	3	2.5%	1	0.0%	0	5.8%	3	2.2%	2	3.8%	2	1.8%	1	1.7%	1	6.9%	2
Base:		143		55		88		40		51		52		90		53		55		59		29

GEN Gender

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Male	39.9%	120	100.0%	120	0.0%	0	41.5%	34	34.1%	30	42.7%	56	36.9%	62	43.6%	58	36.6%	37	40.0%	40	43.0%	43
Female	60.1%	181	0.0%	0	100.0%	181	58.5%	48	65.9%	58	57.3%	75	63.1%	106	56.4%	75	63.4%	64	60.0%	60	57.0%	57
Base:		301		120		181		82		88		131		168		133		101		100		100

AGE Age

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
16 - 24 years	16.3%	49	15.8%	19	16.6%	30	59.8%	49	0.0%	0	0.0%	0	18.5%	31	13.5%	18	31.7%	32	7.0%	7	10.0%	10
25 - 34 years	11.0%	33	12.5%	15	9.9%	18	40.2%	33	0.0%	0	0.0%	0	11.9%	20	9.8%	13	11.9%	12	10.0%	10	11.0%	11
35 - 44 years	14.0%	42	14.2%	17	13.8%	25	0.0%	0	47.7%	42	0.0%	0	16.1%	27	11.3%	15	12.9%	13	12.0%	12	17.0%	17
45 - 54 years	15.3%	46	10.8%	13	18.2%	33	0.0%	0	52.3%	46	0.0%	0	13.7%	23	17.3%	23	15.8%	16	18.0%	18	12.0%	12
55 - 64 years	15.9%	48	17.5%	21	14.9%	27	0.0%	0	0.0%	0	36.6%	48	16.1%	27	15.8%	21	10.9%	11	15.0%	15	22.0%	22
65+ years	27.6%	83	29.2%	35	26.5%	48	0.0%	0	0.0%	0	63.4%	83	23.8%	40	32.3%	43	16.8%	17	38.0%	38	28.0%	28
Base:		301		120		181		82		88		131		168		133		101		100		100

EMP Are you in paid employment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
YES	47.8%	144	50.8%	61	45.9%	83	52.4%	43	71.6%	63	29.0%	38	56.5%	95	36.8%	49	51.5%	52	44.0%	44	48.0%	48
NO	52.2%	157	49.2%	59	54.1%	98	47.6%	39	28.4%	25	71.0%	93	43.5%	73	63.2%	84	48.5%	49	56.0%	56	52.0%	52
Base:		301		120		181		82		88		131		168		133		101		100		100

WORK Location of workplace

Those who said yes at EMP

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
INSIDE (STUDY CENTRE) TOWN CENTRE	38.9%	56	36.1%	22	41.0%	34	44.2%	19	36.5%	23	36.8%	14	35.8%	34	44.9%	22	30.8%	16	40.9%	18	45.8%	22
OUTSIDE (STUDY CENTRE) TOWN CENTRE	61.1%	88	63.9%	39	59.0%	49	55.8%	24	63.5%	40	63.2%	24	64.2%	61	55.1%	27	69.2%	36	59.1%	26	54.2%	26
Base:		144		61		83		43		63		38		95		49		52		44		48

SEG Socio-Economic Group:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
AB	30.6%	92	30.8%	37	30.4%	55	37.8%	31	36.4%	32	22.1%	29	54.8%	92	0.0%	0	43.6%	44	20.0%	20	28.0%	28
C1	25.2%	76	20.8%	25	28.2%	51	24.4%	20	20.5%	18	29.0%	38	45.2%	76	0.0%	0	25.7%	26	29.0%	29	21.0%	21
C2	20.6%	62	30.0%	36	14.4%	26	15.9%	13	15.9%	14	26.7%	35	0.0%	0	46.6%	62	19.8%	20	21.0%	21	21.0%	21
DE	23.6%	71	18.3%	22	27.1%	49	22.0%	18	27.3%	24	22.1%	29	0.0%	0	53.4%	71	10.9%	11	30.0%	30	30.0%	30
Base:		301		120		181		82		88		131		168		133		101		100		100

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
ADU Adults in Hhold																						
1 adult	28.6%	86	30.0%	36	27.6%	50	14.6%	12	21.6%	19	42.0%	55	19.6%	33	39.9%	53	11.9%	12	36.0%	36	38.0%	38
2 adults	46.8%	141	43.3%	52	49.2%	89	36.6%	30	58.0%	51	45.8%	60	51.2%	86	41.4%	55	47.5%	48	44.0%	44	49.0%	49
3 adults	12.3%	37	15.0%	18	10.5%	19	25.6%	21	10.2%	9	5.3%	7	16.1%	27	7.5%	10	23.8%	24	7.0%	7	6.0%	6
4 adults	10.3%	31	10.8%	13	9.9%	18	18.3%	15	9.1%	8	6.1%	8	11.3%	19	9.0%	12	12.9%	13	12.0%	12	6.0%	6
5 adults	2.0%	6	0.8%	1	2.8%	5	4.9%	4	1.1%	1	0.8%	1	1.8%	3	2.3%	3	4.0%	4	1.0%	1	1.0%	1
Base:		301		120		181		82		88		131		168		133		101		100		100
CHI Children in Hhold																						
1 child (Under 16)	16.9%	51	15.8%	19	17.7%	32	26.8%	22	22.7%	20	6.9%	9	19.6%	33	13.5%	18	31.7%	32	8.0%	8	11.0%	11
2 children (Under 16)	14.6%	44	15.0%	18	14.4%	26	19.5%	16	23.9%	21	5.3%	7	16.1%	27	12.8%	17	21.8%	22	12.0%	12	10.0%	10
3 children (Under 16)	2.7%	8	0.8%	1	3.9%	7	4.9%	4	4.5%	4	0.0%	0	2.4%	4	3.0%	4	2.0%	2	3.0%	3	3.0%	3
4 children (Under 16)	0.7%	2	0.8%	1	0.6%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	1	0.0%	0	1.0%	1
No children (Under 16)	65.1%	196	67.5%	81	63.5%	115	47.6%	39	47.7%	42	87.8%	115	61.9%	104	69.2%	92	43.6%	44	77.0%	77	75.0%	75
Base:		301		120		181		82		88		131		168		133		101		100		100
CAR Cars in Hhold																						
1 car in Hhold	33.9%	102	38.3%	46	30.9%	56	29.3%	24	30.7%	27	38.9%	51	33.9%	57	33.8%	45	34.7%	35	36.0%	36	31.0%	31
2 cars in Hhold	34.2%	103	30.8%	37	36.5%	66	32.9%	27	48.9%	43	25.2%	33	42.3%	71	24.1%	32	44.6%	45	26.0%	26	32.0%	32
3 cars in Hhold	8.3%	25	8.3%	10	8.3%	15	12.2%	10	8.0%	7	6.1%	8	10.1%	17	6.0%	8	10.9%	11	8.0%	8	6.0%	6
4 cars in Hhold	2.0%	6	1.7%	2	2.2%	4	3.7%	3	2.3%	2	0.8%	1	3.0%	5	0.8%	1	1.0%	1	1.0%	1	4.0%	4
5 cars in Hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cars in Hhold	21.6%	65	20.8%	25	22.1%	40	22.0%	18	10.2%	9	29.0%	38	10.7%	18	35.3%	47	8.9%	9	29.0%	29	27.0%	27
Base:		301		120		181		82		88		131		168		133		101		100		100
DAY Day																						
Monday	8.3%	25	10.0%	12	7.2%	13	8.5%	7	5.7%	5	9.9%	13	3.6%	6	14.3%	19	0.0%	0	0.0%	0	25.0%	25
Tuesday	16.6%	50	16.7%	20	16.6%	30	29.3%	24	18.2%	16	7.6%	10	22.6%	38	9.0%	12	49.5%	50	0.0%	0	0.0%	0
Wednesday	8.3%	25	7.5%	9	8.8%	16	3.7%	3	6.8%	6	12.2%	16	7.7%	13	9.0%	12	0.0%	0	25.0%	25	0.0%	0
Thursday	16.6%	50	17.5%	21	16.0%	29	3.7%	3	19.3%	17	22.9%	30	14.9%	25	18.8%	25	0.0%	0	25.0%	25	25.0%	25
Friday	16.6%	50	12.5%	15	19.3%	35	14.6%	12	17.0%	15	17.6%	23	16.1%	27	17.3%	23	0.0%	0	25.0%	25	25.0%	25
Saturday	33.6%	101	35.8%	43	32.0%	58	40.2%	33	33.0%	29	29.8%	39	35.1%	59	31.6%	42	50.5%	51	25.0%	25	25.0%	25
Base:		301		120		181		82		88		131		168		133		101		100		100
TOWN Town																						
Egham	33.6%	101	30.8%	37	35.4%	64	53.7%	44	33.0%	29	21.4%	28	41.7%	70	23.3%	31	100.0%	101	0.0%	0	0.0%	0
Addlestone	33.2%	100	33.3%	40	33.1%	60	20.7%	17	34.1%	30	40.5%	53	29.2%	49	38.3%	51	0.0%	0	100.0%	100	0.0%	0
Chertsey	33.2%	100	35.8%	43	31.5%	57	25.6%	21	33.0%	29	38.2%	50	29.2%	49	38.3%	51	0.0%	0	0.0%	0	100.0%	100
Base:		301		120		181		82		88		131		168		133		101		100		100

PC Postcode Sector

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
B28 0	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
BS40 8	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
EX15 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
GU11 3	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
GU16 6	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
GU21 3	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
GU21 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
GU22 8	0.7%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
GU24	0.7%	2	0.8%	1	0.6%	1	1.2%	1	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
GU25 4	2.3%	7	1.7%	2	2.8%	5	2.4%	2	2.3%	2	2.3%	3	3.6%	6	0.8%	1	3.0%	3	1.0%	1	3.0%	3
GU3	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
GU4 7	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
GU52 0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HA1 4	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
HA4 6	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
KT11	0.7%	2	0.8%	1	0.6%	1	1.2%	1	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
KT11 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT12	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
KT12 1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
KT12 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT12 3	1.0%	3	1.7%	2	0.6%	1	2.4%	2	1.1%	1	0.0%	0	1.2%	2	0.8%	1	0.0%	0	1.0%	1	2.0%	2
KT12 5	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT13	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
KT13 8	0.7%	2	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1
KT14 6	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
KT15	1.0%	3	0.8%	1	1.1%	2	2.4%	2	0.0%	0	0.8%	1	0.6%	1	1.5%	2	0.0%	0	3.0%	3	0.0%	0
KT15 1	8.3%	25	8.3%	10	8.3%	15	2.4%	2	11.4%	10	9.9%	13	8.3%	14	8.3%	11	0.0%	0	23.0%	23	2.0%	2
KT15 2	11.3%	34	9.2%	11	12.7%	23	8.5%	7	5.7%	5	16.8%	22	10.1%	17	12.8%	17	0.0%	0	34.0%	34	0.0%	0
KT15 3	0.7%	2	0.0%	0	1.1%	2	1.2%	1	1.1%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
KT15 9	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
KT16	2.0%	6	0.8%	1	2.8%	5	2.4%	2	0.0%	0	3.1%	4	1.8%	3	2.3%	3	0.0%	0	0.0%	0	6.0%	6
KT16 0	4.0%	12	5.0%	6	3.3%	6	1.2%	1	5.7%	5	4.6%	6	1.8%	3	6.8%	9	0.0%	0	8.0%	8	4.0%	4
KT16 7	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT16 8	8.0%	24	6.7%	8	8.8%	16	3.7%	3	11.4%	10	8.4%	11	6.5%	11	9.8%	13	1.0%	1	0.0%	0	23.0%	23
KT16 9	12.3%	37	10.8%	13	13.3%	24	9.8%	8	12.5%	11	13.7%	18	9.5%	16	15.8%	21	2.0%	2	5.0%	5	30.0%	30
KT17 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
KT24	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT24 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT5 9	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT6 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
SL3 9	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SL4 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
SL5 8	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SM3 9	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
SN6 6	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
ST6 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
SW11 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TA2 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TS16 8	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TW1 4	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW15 3	1.0%	3	0.8%	1	1.1%	2	2.4%	2	1.1%	1	0.0%	0	1.2%	2	0.8%	1	3.0%	3	0.0%	0	0.0%	0
TW16	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW16 6	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
TW16 7	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW17 0	1.0%	3	0.0%	0	1.7%	3	0.0%	0	2.3%	2	0.8%	1	0.6%	1	1.5%	2	1.0%	1	1.0%	1	1.0%	1
TW17 1	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW17 8	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
TW17 9	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
TW18 1	1.0%	3	0.8%	1	1.1%	2	1.2%	1	1.1%	1	0.8%	1	1.2%	2	0.8%	1	1.0%	1	1.0%	1	1.0%	1
TW18 2	1.3%	4	0.8%	1	1.7%	3	0.0%	0	2.3%	2	1.5%	2	1.2%	2	1.5%	2	3.0%	3	0.0%	0	1.0%	1
TW18 3	2.3%	7	1.7%	2	2.8%	5	3.7%	3	1.1%	1	2.3%	3	1.8%	3	3.0%	4	5.0%	5	1.0%	1	1.0%	1
TW18 4	1.0%	3	2.5%	3	0.0%	0	2.4%	2	0.0%	0	0.8%	1	0.6%	1	1.5%	2	2.0%	2	0.0%	0	1.0%	1
TW19 5	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW2 5	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW20	1.7%	5	2.5%	3	1.1%	2	2.4%	2	2.3%	2	0.8%	1	3.0%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
TW20 0	5.0%	15	4.2%	5	5.5%	10	8.5%	7	1.1%	1	5.3%	7	3.6%	6	6.8%	9	13.9%	14	0.0%	0	1.0%	1
TW20 8	6.0%	18	4.2%	5	7.2%	13	6.1%	5	4.5%	4	6.9%	9	7.7%	13	3.8%	5	14.9%	15	2.0%	2	1.0%	1
TW20 9	7.6%	23	8.3%	10	7.2%	13	4.9%	4	12.5%	11	6.1%	8	8.9%	15	6.0%	8	21.8%	22	1.0%	1	0.0%	0
TW25	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW3 2	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW3 3	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW5 9	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW7 5	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW7 6	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
UB5 5	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
UB6 9	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
UB7 9	0.3%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
W12	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
W14 9	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		301		120		181		82		88		131		168		133		101		100		100

Appendix 2:

Data Tabulations

By Demographics & Egham

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Car – driver	25.7%	26	27.0%	10	25.0%	16	11.4%	5	37.9%	11	35.7%	10	27.1%	19	22.6%	7	25.7%	26	0.0%	0	0.0%	0
Car – passenger	11.9%	12	10.8%	4	12.5%	8	13.6%	6	13.8%	4	7.1%	2	12.9%	9	9.7%	3	11.9%	12	0.0%	0	0.0%	0
Bus	4.0%	4	8.1%	3	1.6%	1	6.8%	3	0.0%	0	3.6%	1	1.4%	1	9.7%	3	4.0%	4	0.0%	0	0.0%	0
Bicycle	3.0%	3	5.4%	2	1.6%	1	2.3%	1	6.9%	2	0.0%	0	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Rail	11.9%	12	8.1%	3	14.1%	9	25.0%	11	3.4%	1	0.0%	0	12.9%	9	9.7%	3	11.9%	12	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	43.6%	44	40.5%	15	45.3%	29	40.9%	18	37.9%	11	53.6%	15	42.9%	30	45.2%	14	43.6%	44	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Less than 30 minutes	10.9%	11	10.8%	4	10.9%	7	18.2%	8	6.9%	2	3.6%	1	12.9%	9	6.5%	2	10.9%	11	0.0%	0	0.0%	0
30- 59 minutes	21.8%	22	32.4%	12	15.6%	10	22.7%	10	17.2%	5	25.0%	7	22.9%	16	19.4%	6	21.8%	22	0.0%	0	0.0%	0
1 hour – 1hour 59 minutes	34.7%	35	32.4%	12	35.9%	23	27.3%	12	41.4%	12	39.3%	11	35.7%	25	32.3%	10	34.7%	35	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	13.9%	14	10.8%	4	15.6%	10	13.6%	6	13.8%	4	14.3%	4	12.9%	9	16.1%	5	13.9%	14	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
4 hours and over	16.8%	17	10.8%	4	20.3%	13	13.6%	6	20.7%	6	17.9%	5	14.3%	10	22.6%	7	16.8%	17	0.0%	0	0.0%	0
(Don’t know)	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q03 How often do you visit (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Every day	23.8%	24	21.6%	8	25.0%	16	18.2%	8	31.0%	9	25.0%	7	20.0%	14	32.3%	10	23.8%	24	0.0%	0	0.0%	0
4-6 days a week	28.7%	29	35.1%	13	25.0%	16	38.6%	17	24.1%	7	17.9%	5	35.7%	25	12.9%	4	28.7%	29	0.0%	0	0.0%	0
2-3 days a week	17.8%	18	13.5%	5	20.3%	13	20.5%	9	17.2%	5	14.3%	4	14.3%	10	25.8%	8	17.8%	18	0.0%	0	0.0%	0
Once a week	13.9%	14	18.9%	7	10.9%	7	6.8%	3	13.8%	4	25.0%	7	12.9%	9	16.1%	5	13.9%	14	0.0%	0	0.0%	0
Once every 2 weeks	3.0%	3	0.0%	0	4.7%	3	4.5%	2	0.0%	0	3.6%	1	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Once every month	3.0%	3	5.4%	2	1.6%	1	2.3%	1	3.4%	1	3.6%	1	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Once every 3 months	4.0%	4	5.4%	2	3.1%	2	2.3%	1	0.0%	0	10.7%	3	5.7%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Less often than once every 3 months	4.0%	4	0.0%	0	6.3%	4	2.3%	1	10.3%	3	0.0%	0	4.3%	3	3.2%	1	4.0%	4	0.0%	0	0.0%	0
First time today	2.0%	2	0.0%	0	3.1%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	2.0%	2	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	23.8%	24	21.6%	8	25.0%	16	11.4%	5	17.2%	5	50.0%	14	22.9%	16	25.8%	8	23.8%	24	0.0%	0	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	2.0%	2	2.7%	1	1.6%	1	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
For services (e.g. post office, bank, building society, hairdressers)	7.9%	8	8.1%	3	7.8%	5	2.3%	1	17.2%	5	7.1%	2	8.6%	6	6.5%	2	7.9%	8	0.0%	0	0.0%	0
To use a leisure facility (eg. sports centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	2.0%	2	5.4%	2	0.0%	0	2.3%	1	0.0%	0	3.6%	1	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.	0.0%	0
Eat out (e.g. take-away / café / restaurant)	7.9%	8	21.6%	8	0.0%	0	11.4%	5	6.9%	2	3.6%	1	11.4%	8	0.0%	0	7.9%	8	0.0%	0	0.0%	0
Work	11.9%	12	5.4%	2	15.6%	10	9.1%	4	24.1%	7	3.6%	1	11.4%	8	12.9%	4	11.9%	12	0.0%	0	0.0%	0
To meet someone	12.9%	13	10.8%	4	14.1%	9	25.0%	11	3.4%	1	3.6%	1	11.4%	8	16.1%	5	12.9%	13	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Events day	25.7%	26	18.9%	7	29.7%	19	22.7%	10	27.6%	8	28.6%	8	24.3%	17	29.0%	9	25.7%	26	0.0%	0	0.0%	0
Going for a walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School / college	5.9%	6	5.4%	2	6.3%	4	13.6%	6	0.0%	0	0.0%	0	4.3%	3	9.7%	3	5.9%	6	0.0%	0	0.0%	0
School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Meanscore: [£]

Q05 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?

Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1-£5	20.8%	5	50.0%	4	6.3%	1	40.0%	2	0.0%	0	21.4%	3	25.0%	4	12.5%	1	20.8%	5	0.0%	0	0.0%	0
£6-10	16.7%	4	12.5%	1	18.8%	3	20.0%	1	20.0%	1	14.3%	2	12.5%	2	25.0%	2	16.7%	4	0.0%	0	0.0%	0
£11-£20	29.2%	7	12.5%	1	37.5%	6	0.0%	0	20.0%	1	42.9%	6	25.0%	4	37.5%	3	29.2%	7	0.0%	0	0.0%	0
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	8.3%	2	12.5%	1	6.3%	1	0.0%	0	20.0%	1	7.1%	1	6.3%	1	12.5%	1	8.3%	2	0.0%	0	0.0%	0
£41-£50	8.3%	2	12.5%	1	6.3%	1	20.0%	1	0.0%	0	7.1%	1	6.3%	1	12.5%	1	8.3%	2	0.0%	0	0.0%	0
£51-£100	16.7%	4	0.0%	0	25.0%	4	20.0%	1	40.0%	2	7.1%	1	25.0%	4	0.0%	0	16.7%	4	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*25.31*		*14.06*		*30.94*		*26.50*		*41.50*		*19.11*		*29.06*		*17.81*		*25.31*		*0.00*		*0.00*
Base:		24		8		16		5		5		14		16		8		24		0		0

Meanscore: [£]

Q06 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?

Those who said non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1-£5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6-10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11-£20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41-£50	100.0%	2	100.0%	1	100.0%	1	100.0%	1	100.0%	1	0.0%	0	100.0%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0
£51-£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	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*45.00*		*45.00*		*45.00*		*45.00*		*45.00*		*0.00*		*45.00*		*0.00*		*45.00*		*0.00*		*0.00*
Base:		2		1		1		1		1		0		2		0		2		0		0

Q07 Which type of shop are you most likely to visit today? [MR]
Those who said food or non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Food & Grocery	88.5%	23	88.9%	8	88.2%	15	83.3%	5	83.3%	5	92.9%	13	83.3%	15	100.0%	8	88.5%	23	0.0%	0	0.0%	0
Clothing & Footwear	7.7%	2	0.0%	0	11.8%	2	0.0%	0	16.7%	1	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc…	0.0%	0	0.0%	0	0.0%	0	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 specialist Non-Food Items	11.5%	3	0.0%	0	17.6%	3	0.0%	0	33.3%	2	7.1%	1	11.1%	2	12.5%	1	11.5%	3	0.0%	0	0.0%	0
(None of the above)	3.8%	1	11.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Base:		26		9		17		6		6		14		18		8		26		0		0

Q08AWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Egham

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A & J's (DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andrew Riley (Music Shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Pharmacy	7.7%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	14.3%	2	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shop (various)	7.7%	2	11.1%	1	5.9%	1	16.7%	1	0.0%	0	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Clinton Cards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli-Rumbles (delicatessen)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Essentials (household goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodley's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	7.7%	2	0.0%	0	11.8%	2	0.0%	0	16.7%	1	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M & Co (clothing)	7.7%	2	0.0%	0	11.8%	2	0.0%	0	16.7%	1	7.1%	1	11.1%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Martin's Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millman Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Purrfect Pet Care (pet shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robinson & Lamb Optician	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Specsavers Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar N Spice (bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	76.9%	20	77.8%	7	76.5%	13	66.7%	4	66.7%	4	85.7%	12	66.7%	12	100.0%	8	76.9%	20	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venus News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	23.1%	6	11.1%	1	29.4%	5	16.7%	1	33.3%	2	21.4%	3	27.8%	5	12.5%	1	23.1%	6	0.0%	0	0.0%	0
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Nails	3.8%	1	0.0%	0	5.9%	1	0.0%	0	16.7%	1	0.0%	0	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
(Don’t know)	3.8%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	5.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Base:		26		9		17		6		6		14		18		8		26		0		0

Q08B What are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A.H Spittle (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Carpet and Bed Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Model Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aladins Cave (closed)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archive Records	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bella Fiori Florists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Books	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmic (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs (Bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J F Sawyer (Clocks and Watches)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin’s Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks Sewing & Craft Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&J Gift Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar Sculpture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surry Cycles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Hardware & Motor Parts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnardo's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlo's Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Golding Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cutting Edge Hair Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Laundry Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vapez Club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimpy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q08CWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Birdie Bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.J Smith (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlo (delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetrama (Floor and Carpet Supplies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle Surgery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D'Eyncourt Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Centre (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essential Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Full of Surprises (stationary and gifts)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games Room Company (Furniture)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Health	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heaters Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeycomb Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucy's (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music Search (Music shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One-Stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R & D Hitch (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert's Butcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam's News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow & Rock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T. H. Collison Ltd Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chertsey Bookshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Y Pay More	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q09 Which other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatchwarren Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddocks Retail Park, Weybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	3.0%	3	0.0%	0	4.7%	3	0.0%	0	6.9%	2	3.6%	1	1.4%	1	6.5%	2	3.0%	3	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bracknell	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brooklands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	3.0%	3	2.7%	1	3.1%	2	0.0%	0	6.9%	2	3.6%	1	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Englefield Gree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	3.0%	3	2.7%	1	3.1%	2	4.5%	2	0.0%	0	3.6%	1	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Maidenhead	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
New Haw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	2.0%	2	5.4%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Royal Holloway 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	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
of London (Campus), Egham																						
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-Upon-Thames	54.5%	55	43.2%	16	60.9%	39	56.8%	25	55.2%	16	50.0%	14	48.6%	34	67.7%	21	54.5%	55	0.0%	0	0.0%	0
Sunbury	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.4%	1	3.6%	1	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Sunningdale/ Sunninghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on Thames	2.0%	2	5.4%	2	0.0%	0	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Weybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	3.0%	3	5.4%	2	1.6%	1	2.3%	1	6.9%	2	0.0%	0	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I do not visit any other centre regularly	10.9%	11	13.5%	5	9.4%	6	2.3%	1	10.3%	3	25.0%	7	12.9%	9	6.5%	2	10.9%	11	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	4.0%	4	5.4%	2	3.1%	2	9.1%	4	0.0%	0	0.0%	0	4.3%	3	3.2%	1	4.0%	4	0.0%	0	0.0%	0
Richmond	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Torbay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London	5.9%	6	2.7%	1	7.8%	5	9.1%	4	6.9%	2	0.0%	0	5.7%	4	6.5%	2	5.9%	6	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q10 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 9)
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	7.8%	7	6.3%	2	8.6%	5	4.7%	2	7.7%	2	14.3%	3	8.2%	5	6.9%	2	7.8%	7	0.0%	0	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	77.8%	70	71.9%	23	81.0%	47	74.4%	32	80.8%	21	81.0%	17	77.0%	47	79.3%	23	77.8%	70	0.0%	0	0.0%	0
For services (e.g. bank, building society, hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	2.2%	2	6.3%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	1.6%	1	3.4%	1	2.2%	2	0.0%	0	0.0%	0
As a day visitor to the Town Centre	1.1%	1	3.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.1%	1	3.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
To meet someone	4.4%	4	3.1%	1	5.2%	3	4.7%	2	3.8%	1	4.8%	1	3.3%	2	6.9%	2	4.4%	4	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No specific purpose it's where I live	5.6%	5	6.3%	2	5.2%	3	7.0%	3	7.7%	2	0.0%	0	6.6%	4	3.4%	1	5.6%	5	0.0%	0	0.0%	0
Base:		90		32		58		43		26		21		61		29		90		0		0

Q11 What do you like about the centre (MENTIONED IN Q.9)?
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Better choice of shops	65.6%	59	59.4%	19	69.0%	40	72.1%	31	73.1%	19	42.9%	9	72.1%	44	51.7%	15	65.6%	59	0.0%	0	0.0%	0
Better quality of shops	12.2%	11	12.5%	4	12.1%	7	11.6%	5	7.7%	2	19.0%	4	8.2%	5	20.7%	6	12.2%	11	0.0%	0	0.0%	0
Better non-food shopping	3.3%	3	3.1%	1	3.4%	2	2.3%	1	3.8%	1	4.8%	1	3.3%	2	3.4%	1	3.3%	3	0.0%	0	0.0%	0
Better food shopping	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat and drink	3.3%	3	6.3%	2	1.7%	1	2.3%	1	0.0%	0	9.5%	2	3.3%	2	3.4%	1	3.3%	3	0.0%	0	0.0%	0
Street market/ farmers market	0.0%	0	0.0%	0	0.0%	0	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 available car parking	1.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.8%	1	1.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cheaper car 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	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambience	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	5.6%	5	6.3%	2	5.2%	3	2.3%	1	7.7%	2	9.5%	2	3.3%	2	10.3%	3	5.6%	5	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	1.1%	1	3.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
On one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop staff are very friendly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tatters fabric shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	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)	7.8%	7	9.4%	3	6.9%	4	7.0%	3	7.7%	2	9.5%	2	6.6%	4	10.3%	3	7.8%	7	0.0%	0	0.0%	0
Base:		90		32		58		43		26		21		61		29		90		0		0

Q12 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Near / convenient	41.6%	42	43.2%	16	40.6%	26	36.4%	16	41.4%	12	50.0%	14	40.0%	28	45.2%	14	41.6%	42	0.0%	0	0.0%	0
Good public transport links	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Parking is easy	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Parking is cheap	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Lack of congestion on roads	2.0%	2	0.0%	0	3.1%	2	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Pedestrianised streets	3.0%	3	2.7%	1	3.1%	2	0.0%	0	3.4%	1	7.1%	2	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good directional signs to Centre	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	5.0%	5	5.4%	2	4.7%	3	6.8%	3	3.4%	1	3.6%	1	7.1%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Feels safe / absence of threatening individuals / groups	11.9%	12	13.5%	5	10.9%	7	15.9%	7	3.4%	1	14.3%	4	11.4%	8	12.9%	4	11.9%	12	0.0%	0	0.0%	0
Presence of police / other security measures	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Nice street furniture / floral displays	2.0%	2	5.4%	2	0.0%	0	2.3%	1	0.0%	0	3.6%	1	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nice busy feel	8.9%	9	8.1%	3	9.4%	6	4.5%	2	6.9%	2	17.9%	5	7.1%	5	12.9%	4	8.9%	9	0.0%	0	0.0%	0
Not too crowded	17.8%	18	21.6%	8	15.6%	10	15.9%	7	34.5%	10	3.6%	1	14.3%	10	25.8%	8	17.8%	18	0.0%	0	0.0%	0
Character / atmosphere	40.6%	41	48.6%	18	35.9%	23	45.5%	20	41.4%	12	32.1%	9	41.4%	29	38.7%	12	40.6%	41	0.0%	0	0.0%	0
Historic buildings / tourist attractions	6.9%	7	8.1%	3	6.3%	4	9.1%	4	3.4%	1	7.1%	2	5.7%	4	9.7%	3	6.9%	7	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	6.9%	7	8.1%	3	6.3%	4	6.8%	3	6.9%	2	7.1%	2	8.6%	6	3.2%	1	6.9%	7	0.0%	0	0.0%	0
Presence of an outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a large supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	2.0%	2	2.7%	1	1.6%	1	0.0%	0	0.0%	0	7.1%	2	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Quality of shops	2.0%	2	0.0%	0	3.1%	2	2.3%	1	0.0%	0	3.6%	1	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Range of places to eat	8.9%	9	5.4%	2	10.9%	7	9.1%	4	10.3%	3	7.1%	2	10.0%	7	6.5%	2	8.9%	9	0.0%	0	0.0%	0
Range of pubs / bars	2.0%	2	2.7%	1	1.6%	1	0.0%	0	6.9%	2	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Range of leisure 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	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	10.9%	11	5.4%	2	14.1%	9	2.3%	1	27.6%	8	7.1%	2	8.6%	6	16.1%	5	10.9%	11	0.0%	0	0.0%	0
Costa Coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutting Edge (Hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is together	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half an hour free parking	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Model shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice walks nearby	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quiet / peaceful area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	9.9%	10	8.1%	3	10.9%	7	9.1%	4	10.3%	3	10.7%	3	10.0%	7	9.7%	3	9.9%	10	0.0%	0	0.0%	0
Iceland	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
The people are friendly	6.9%	7	8.1%	3	6.3%	4	9.1%	4	0.0%	0	10.7%	3	5.7%	4	9.7%	3	6.9%	7	0.0%	0	0.0%	0
The river	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	2.0%	2	5.4%	2	0.0%	0	2.3%	1	0.0%	0	3.6%	1	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Wide pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimpy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	6.9%	7	5.4%	2	7.8%	5	6.8%	3	3.4%	1	10.7%	3	8.6%	6	3.2%	1	6.9%	7	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q13 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Unsafe for pedestrians / traffic conflict	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	7.1%	2	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Not enough Pedestrianisation	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.4%	1	3.6%	1	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Difficulties in parking	4.0%	4	2.7%	1	4.7%	3	2.3%	1	6.9%	2	3.6%	1	5.7%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Location of parking	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	7.1%	2	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Parking is expensive	5.0%	5	5.4%	2	4.7%	3	0.0%	0	6.9%	2	10.7%	3	7.1%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Poor public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	6.9%	7	0.0%	0	10.9%	7	6.8%	3	13.8%	4	0.0%	0	5.7%	4	9.7%	3	6.9%	7	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Lack of police presence / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	2.0%	2	2.7%	1	1.6%	1	2.3%	1	3.4%	1	0.0%	0	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	6.9%	7	5.4%	2	7.8%	5	9.1%	4	6.9%	2	3.6%	1	10.0%	7	0.0%	0	6.9%	7	0.0%	0	0.0%	0
General lack of independent / specialist shops	8.9%	9	5.4%	2	10.9%	7	9.1%	4	13.8%	4	3.6%	1	10.0%	7	6.5%	2	8.9%	9	0.0%	0	0.0%	0
Quality of shops is inadequate (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	2.0%	2	2.7%	1	1.6%	1	4.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Inadequate range of services	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Inadequate range of leisure facilities	1.0%	1	2.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Absence of play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I dislike everything about the Town Centre	3.0%	3	2.7%	1	3.1%	2	2.3%	1	3.4%	1	3.6%	1	1.4%	1	6.5%	2	3.0%	3	0.0%	0	0.0%	0
Butchers	3.0%	3	5.4%	2	1.6%	1	2.3%	1	0.0%	0	7.1%	2	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Clothes and Shoe shops	6.9%	7	2.7%	1	9.4%	6	6.8%	3	6.9%	2	7.1%	2	10.0%	7	0.0%	0	6.9%	7	0.0%	0	0.0%	0
Greengrocers	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Lack of dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	3.0%	3	5.4%	2	1.6%	1	2.3%	1	0.0%	0	7.1%	2	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Greengrocers	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Not enough variety of shops	2.0%	2	2.7%	1	1.6%	1	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nothing for young people to do	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Scruffy / rundown / needs renovating	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The flooding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	4.0%	4	5.4%	2	3.1%	2	4.5%	2	3.4%	1	3.6%	1	2.9%	2	6.5%	2	4.0%	4	0.0%	0	0.0%	0
Butchers	3.0%	3	5.4%	2	1.6%	1	2.3%	1	0.0%	0	7.1%	2	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Too many empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many hairdressers	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Too many takeaway food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven pavements	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(No opinion)	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Nothing in particular)	44.6%	45	56.8%	21	37.5%	24	40.9%	18	41.4%	12	53.6%	15	40.0%	28	54.8%	17	44.6%	45	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Q14 How could (STUDY CENTRE) be improved for shopping? [MR]																						
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of shops in general	29.7%	30	21.6%	8	34.4%	22	27.3%	12	34.5%	10	28.6%	8	32.9%	23	22.6%	7	29.7%	30	0.0%	0	0.0%	0
Better quality shops	5.0%	5	8.1%	3	3.1%	2	4.5%	2	6.9%	2	3.6%	1	2.9%	2	9.7%	3	5.0%	5	0.0%	0	0.0%	0
Better choice of leisure destination in general	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Better quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of restaurants/ cafes	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better quality restaurants/ cafes	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / Pedestrianisation	2.0%	2	2.7%	1	1.6%	1	0.0%	0	3.4%	1	3.6%	1	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Improve appearance / environment of centre	4.0%	4	5.4%	2	3.1%	2	4.5%	2	6.9%	2	0.0%	0	2.9%	2	6.5%	2	4.0%	4	0.0%	0	0.0%	0
Remove litter more often	4.0%	4	0.0%	0	6.3%	4	0.0%	0	13.8%	4	0.0%	0	2.9%	2	6.5%	2	4.0%	4	0.0%	0	0.0%	0
More parking	3.0%	3	0.0%	0	4.7%	3	0.0%	0	6.9%	2	3.6%	1	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Cheaper parking	3.0%	3	0.0%	0	4.7%	3	0.0%	0	3.4%	1	7.1%	2	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
More accessible car 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	0.0%	0	0.0%	0
Better bus services to the centre	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shops	6.9%	7	2.7%	1	9.4%	6	9.1%	4	3.4%	1	7.1%	2	8.6%	6	3.2%	1	6.9%	7	0.0%	0	0.0%	0
Dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Fill the empty shops	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
H & M	2.0%	2	0.0%	0	3.1%	2	4.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hardware shop	3.0%	3	2.7%	1	3.1%	2	0.0%	0	3.4%	1	7.1%	2	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Health food shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less charity shops	3.0%	3	5.4%	2	1.6%	1	2.3%	1	3.4%	1	3.6%	1	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Make it undercover	1.0%	1	2.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Market at weekends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
McDonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise the centre	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / improved toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
New Look	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poundshop	4.0%	4	0.0%	0	6.3%	4	0.0%	0	10.3%	3	3.6%	1	1.4%	1	9.7%	3	4.0%	4	0.0%	0	0.0%	0
Precinct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pret a manger	1.0%	1	2.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Primark	4.0%	4	0.0%	0	6.3%	4	2.3%	1	6.9%	2	3.6%	1	1.4%	1	9.7%	3	4.0%	4	0.0%	0	0.0%	0
Shoe shops	4.0%	4	0.0%	0	6.3%	4	0.0%	0	10.3%	3	3.6%	1	2.9%	2	6.5%	2	4.0%	4	0.0%	0	0.0%	0
Top Shop	3.0%	3	0.0%	0	4.7%	3	6.8%	3	0.0%	0	0.0%	0	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Wagamama	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Wetherspoons	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Wilkinsons	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	14.9%	15	27.0%	10	7.8%	5	18.2%	8	10.3%	3	14.3%	4	15.7%	11	12.9%	4	14.9%	15	0.0%	0	0.0%	0
(None mentioned)	8.9%	9	16.2%	6	4.7%	3	11.4%	5	3.4%	1	10.7%	3	10.0%	7	6.5%	2	8.9%	9	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q15 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	27.7%	28	37.8%	14	21.9%	14	31.8%	14	17.2%	5	32.1%	9	28.6%	20	25.8%	8	27.7%	28	0.0%	0	0.0%	0
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Bakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ben Sherman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS	2.0%	2	2.7%	1	1.6%	1	0.0%	0	0.0%	0	7.1%	2	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Book shop	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boots	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shops	12.9%	13	13.5%	5	12.5%	8	15.9%	7	17.2%	5	3.6%	1	12.9%	9	12.9%	4	12.9%	13	0.0%	0	0.0%	0
Computer games	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electronics shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fabic shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	2.0%	2	2.7%	1	1.6%	1	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Haberdashery	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hardware shop	3.0%	3	5.4%	2	1.6%	1	0.0%	0	0.0%	0	10.7%	3	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Health food shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
IKEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	1.0%	1	2.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local retailers / independent shops	3.0%	3	2.7%	1	3.1%	2	4.5%	2	3.4%	1	0.0%	0	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
Lush	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer	4.0%	4	0.0%	0	6.3%	4	0.0%	0	6.9%	2	7.1%	2	1.4%	1	9.7%	3	4.0%	4	0.0%	0	0.0%	0
Matalan	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
Mothercare	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Music shop	3.0%	3	8.1%	3	0.0%	0	4.5%	2	3.4%	1	0.0%	0	1.4%	1	6.5%	2	3.0%	3	0.0%	0	0.0%	0
New Look	3.0%	3	0.0%	0	4.7%	3	4.5%	2	3.4%	1	0.0%	0	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound shop	5.0%	5	0.0%	0	7.8%	5	0.0%	0	13.8%	4	3.6%	1	1.4%	1	12.9%	4	5.0%	5	0.0%	0	0.0%	0
Primark	3.0%	3	0.0%	0	4.7%	3	6.8%	3	0.0%	0	0.0%	0	1.4%	1	6.5%	2	3.0%	3	0.0%	0	0.0%	0
Robert Dyas	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shoe shops	5.0%	5	0.0%	0	7.8%	5	0.0%	0	10.3%	3	7.1%	2	4.3%	3	6.5%	2	5.0%	5	0.0%	0	0.0%	0
Sports shop	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Top Shop	3.0%	3	2.7%	1	3.1%	2	6.8%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Wagamama	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherspoons	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
WHSmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wine Bar	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know)	6.9%	7	10.8%	4	4.7%	3	9.1%	4	3.4%	1	7.1%	2	10.0%	7	0.0%	0	6.9%	7	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q16 Would an improved street market (eg. A larger market to the one currently operating every Saturday) in Chertsey Town Centre encourage you to visit the centre more often?
Respondents who are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q17 Would a new street market (eg. A farmers market or food market) in the Town Centre encourage you to visit the centre more often?
Respondents who are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	38.6%	39	29.7%	11	43.8%	28	31.8%	14	55.2%	16	32.1%	9	38.6%	27	38.7%	12	38.6%	39	0.0%	0	0.0%	0
No	45.5%	46	51.4%	19	42.2%	27	47.7%	21	34.5%	10	53.6%	15	41.4%	29	54.8%	17	45.5%	46	0.0%	0	0.0%	0
(Don't know)	15.8%	16	18.9%	7	14.1%	9	20.5%	9	10.3%	3	14.3%	4	20.0%	14	6.5%	2	15.8%	16	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Q19 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]
Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Cinema	10.9%	6	11.1%	2	10.8%	4	13.0%	3	15.8%	3	0.0%	0	9.8%	4	14.3%	2	10.9%	6	0.0%	0	0.0%	0
Bingo hall	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	7.1%	1	1.8%	1	0.0%	0	0.0%	0
Leisure centre	5.5%	3	11.1%	2	2.7%	1	4.3%	1	5.3%	1	7.7%	1	7.3%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Health and fitness club	7.3%	4	16.7%	3	2.7%	1	13.0%	3	5.3%	1	0.0%	0	9.8%	4	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Theatre	1.8%	1	5.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs / music venues	1.8%	1	5.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Late night music venues	1.8%	1	5.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.8%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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	27.3%	15	33.3%	6	24.3%	9	39.1%	9	15.8%	3	23.1%	3	31.7%	13	14.3%	2	27.3%	15	0.0%	0	0.0%	0
Gym	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Soft play	3.6%	2	5.6%	1	2.7%	1	4.3%	1	5.3%	1	0.0%	0	4.9%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Swimming Pool	41.8%	23	27.8%	5	48.6%	18	21.7%	5	52.6%	10	61.5%	8	36.6%	15	57.1%	8	41.8%	23	0.0%	0	0.0%	0
Tennis courts	3.6%	2	5.6%	1	2.7%	1	4.3%	1	5.3%	1	0.0%	0	2.4%	1	7.1%	1	3.6%	2	0.0%	0	0.0%	0
Youth facilities	1.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	7.7%	1	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Base:		55		18		37		23		19		13		41		14		55		0		0

Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]
Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of leisure destination in general	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Better quality of leisure uses	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
More choice of restaurants/ cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality restaurants/ cafes	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Cheaper parking	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	7.1%	1	1.8%	1	0.0%	0	0.0%	0
More accessible car 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	0.0%	0	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	1.8%	1	0.0%	0	2.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	7.1%	1	1.8%	1	0.0%	0	0.0%	0
Cinema	1.8%	1	5.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Gym	9.1%	5	22.2%	4	2.7%	1	8.7%	2	10.5%	2	7.7%	1	12.2%	5	0.0%	0	9.1%	5	0.0%	0	0.0%	0
Swimming Pool	38.2%	21	22.2%	4	45.9%	17	34.8%	8	36.8%	7	46.2%	6	29.3%	12	64.3%	9	38.2%	21	0.0%	0	0.0%	0
Tennis courts	3.6%	2	5.6%	1	2.7%	1	4.3%	1	5.3%	1	0.0%	0	2.4%	1	7.1%	1	3.6%	2	0.0%	0	0.0%	0
(Don’t know)	38.2%	21	44.4%	8	35.1%	13	43.5%	10	26.3%	5	46.2%	6	43.9%	18	21.4%	3	38.2%	21	0.0%	0	0.0%	0
(None mentioned	1.8%	1	0.0%	0	2.7%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Base:		55		18		37		23		19		13		41		14		55		0		0

GEN Gender

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Male	36.6%	37	100.0%	37	0.0%	0	43.2%	19	24.1%	7	39.3%	11	40.0%	28	29.0%	9	36.6%	37	0.0%	0	0.0%	0
Female	63.4%	64	0.0%	0	100.0%	64	56.8%	25	75.9%	22	60.7%	17	60.0%	42	71.0%	22	63.4%	64	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

AGE Age

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
16 - 24 years	31.7%	32	37.8%	14	28.1%	18	72.7%	32	0.0%	0	0.0%	0	31.4%	22	32.3%	10	31.7%	32	0.0%	0	0.0%	0
25 - 34 years	11.9%	12	13.5%	5	10.9%	7	27.3%	12	0.0%	0	0.0%	0	15.7%	11	3.2%	1	11.9%	12	0.0%	0	0.0%	0
35 - 44 years	12.9%	13	13.5%	5	12.5%	8	0.0%	0	44.8%	13	0.0%	0	14.3%	10	9.7%	3	12.9%	13	0.0%	0	0.0%	0
45 - 54 years	15.8%	16	5.4%	2	21.9%	14	0.0%	0	55.2%	16	0.0%	0	12.9%	9	22.6%	7	15.8%	16	0.0%	0	0.0%	0
55 - 64 years	10.9%	11	8.1%	3	12.5%	8	0.0%	0	0.0%	0	39.3%	11	11.4%	8	9.7%	3	10.9%	11	0.0%	0	0.0%	0
65+ years	16.8%	17	21.6%	8	14.1%	9	0.0%	0	0.0%	0	60.7%	17	14.3%	10	22.6%	7	16.8%	17	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

EMP Are you in paid employment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
YES	51.5%	52	51.4%	19	51.6%	33	47.7%	21	69.0%	20	39.3%	11	52.9%	37	48.4%	15	51.5%	52	0.0%	0	0.0%	0
NO	48.5%	49	48.6%	18	48.4%	31	52.3%	23	31.0%	9	60.7%	17	47.1%	33	51.6%	16	48.5%	49	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

WORK Location of workplace

Those who said yes at EMP

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
INSIDE (STUDY CENTRE) TOWN CENTRE	30.8%	16	26.3%	5	33.3%	11	23.8%	5	35.0%	7	36.4%	4	27.0%	10	40.0%	6	30.8%	16	0.0%	0	0.0%	0
OUTSIDE (STUDY CENTRE) TOWN CENTRE	69.2%	36	73.7%	14	66.7%	22	76.2%	16	65.0%	13	63.6%	7	73.0%	27	60.0%	9	69.2%	36	0.0%	0	0.0%	0
Base:		52		19		33		21		20		11		37		15		52		0		0

SEG Socio-Economic Group:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
AB	43.6%	44	45.9%	17	42.2%	27	45.5%	20	48.3%	14	35.7%	10	62.9%	44	0.0%	0	43.6%	44	0.0%	0	0.0%	0
C1	25.7%	26	29.7%	11	23.4%	15	29.5%	13	17.2%	5	28.6%	8	37.1%	26	0.0%	0	25.7%	26	0.0%	0	0.0%	0
C2	19.8%	20	18.9%	7	20.3%	13	18.2%	8	17.2%	5	25.0%	7	0.0%	0	64.5%	20	19.8%	20	0.0%	0	0.0%	0
DE	10.9%	11	5.4%	2	14.1%	9	6.8%	3	17.2%	5	10.7%	3	0.0%	0	35.5%	11	10.9%	11	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

ADU Adults in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 adult	11.9%	12	8.1%	3	14.1%	9	4.5%	2	10.3%	3	25.0%	7	8.6%	6	19.4%	6	11.9%	12	0.0%	0	0.0%	0
2 adults	47.5%	48	45.9%	17	48.4%	31	34.1%	15	58.6%	17	57.1%	16	50.0%	35	41.9%	13	47.5%	48	0.0%	0	0.0%	0
3 adults	23.8%	24	35.1%	13	17.2%	11	40.9%	18	13.8%	4	7.1%	2	25.7%	18	19.4%	6	23.8%	24	0.0%	0	0.0%	0
4 adults	12.9%	13	8.1%	3	15.6%	10	13.6%	6	13.8%	4	10.7%	3	12.9%	9	12.9%	4	12.9%	13	0.0%	0	0.0%	0
5 adults	4.0%	4	2.7%	1	4.7%	3	6.8%	3	3.4%	1	0.0%	0	2.9%	2	6.5%	2	4.0%	4	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

CHI Children in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 child (Under 16)	31.7%	32	29.7%	11	32.8%	21	36.4%	16	34.5%	10	21.4%	6	32.9%	23	29.0%	9	31.7%	32	0.0%	0	0.0%	0
2 children (Under 16)	21.8%	22	24.3%	9	20.3%	13	18.2%	8	27.6%	8	21.4%	6	18.6%	13	29.0%	9	21.8%	22	0.0%	0	0.0%	0
3 children (Under 16)	2.0%	2	0.0%	0	3.1%	2	2.3%	1	3.4%	1	0.0%	0	0.0%	0	6.5%	2	2.0%	2	0.0%	0	0.0%	0
4 children (Under 16)	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
No children (Under 16)	43.6%	44	43.2%	16	43.8%	28	40.9%	18	34.5%	10	57.1%	16	48.6%	34	32.3%	10	43.6%	44	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

CAR Cars in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 car in Hhold	34.7%	35	59.5%	22	20.3%	13	34.1%	15	34.5%	10	35.7%	10	37.1%	26	29.0%	9	34.7%	35	0.0%	0	0.0%	0
2 cars in Hhold	44.6%	45	27.0%	10	54.7%	35	38.6%	17	58.6%	17	39.3%	11	47.1%	33	38.7%	12	44.6%	45	0.0%	0	0.0%	0
3 cars in Hhold	10.9%	11	10.8%	4	10.9%	7	18.2%	8	3.4%	1	7.1%	2	10.0%	7	12.9%	4	10.9%	11	0.0%	0	0.0%	0
4 cars in Hhold	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
5 cars in Hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cars in Hhold	8.9%	9	2.7%	1	12.5%	8	6.8%	3	3.4%	1	17.9%	5	4.3%	3	19.4%	6	8.9%	9	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

DAY Day

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	49.5%	50	54.1%	20	46.9%	30	54.5%	24	55.2%	16	35.7%	10	54.3%	38	38.7%	12	49.5%	50	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	50.5%	51	45.9%	17	53.1%	34	45.5%	20	44.8%	13	64.3%	18	45.7%	32	61.3%	19	50.5%	51	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

TOWN Town

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Egham	100.0%	101	100.0%	37	100.0%	64	100.0%	44	100.0%	29	100.0%	28	100.0%	70	100.0%	31	100.0%	101	0.0%	0	0.0%	0
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

PC Postcode Sector

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
EX15 3	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
GU16 6	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
GU25 4	3.0%	3	2.7%	1	3.1%	2	2.3%	1	6.9%	2	0.0%	0	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
HA1 4	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
HA4 6	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
KT14 6	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
KT16 8	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
KT16 9	2.0%	2	2.7%	1	1.6%	1	2.3%	1	3.4%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
SL3 9	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SL4 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
SL5 8	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SN6 6	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW1 4	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW15 3	3.0%	3	2.7%	1	3.1%	2	4.5%	2	3.4%	1	0.0%	0	2.9%	2	3.2%	1	3.0%	3	0.0%	0	0.0%	0
TW16	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.6%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW16 7	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW17 0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW17 1	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW18 1	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
TW18 2	3.0%	3	2.7%	1	3.1%	2	0.0%	0	6.9%	2	3.6%	1	1.4%	1	6.5%	2	3.0%	3	0.0%	0	0.0%	0
TW18 3	5.0%	5	2.7%	1	6.3%	4	6.8%	3	3.4%	1	3.6%	1	4.3%	3	6.5%	2	5.0%	5	0.0%	0	0.0%	0
TW18 4	2.0%	2	5.4%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.4%	1	3.2%	1	2.0%	2	0.0%	0	0.0%	0
TW19 5	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW2 5	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW20	5.0%	5	8.1%	3	3.1%	2	4.5%	2	6.9%	2	3.6%	1	7.1%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
TW20 0	13.9%	14	13.5%	5	14.1%	9	13.6%	6	3.4%	1	25.0%	7	8.6%	6	25.8%	8	13.9%	14	0.0%	0	0.0%	0
TW20 8	14.9%	15	10.8%	4	17.2%	11	9.1%	4	13.8%	4	25.0%	7	14.3%	10	16.1%	5	14.9%	15	0.0%	0	0.0%	0
TW20 9	21.8%	22	24.3%	9	20.3%	13	9.1%	4	34.5%	10	28.6%	8	21.4%	15	22.6%	7	21.8%	22	0.0%	0	0.0%	0
TW25	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW3 2	1.0%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW3 3	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW5 9	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW7 5	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW7 6	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
UB5 5	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
UB6 9	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0
UB7 9	1.0%	1	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		101		37		64		44		29		28		70		31		101		0		0

Appendix 3:

Data Tabulations

By Demographics & Addlestone

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Car – driver	37.0%	37	32.5%	13	40.0%	24	23.5%	4	36.7%	11	41.5%	22	51.0%	25	23.5%	12	0.0%	0	37.0%	37	0.0%	0
Car – passenger	6.0%	6	2.5%	1	8.3%	5	17.6%	3	0.0%	0	5.7%	3	6.1%	3	5.9%	3	0.0%	0	6.0%	6	0.0%	0
Bus	8.0%	8	7.5%	3	8.3%	5	5.9%	1	3.3%	1	11.3%	6	6.1%	3	9.8%	5	0.0%	0	8.0%	8	0.0%	0
Bicycle	9.0%	9	15.0%	6	5.0%	3	0.0%	0	6.7%	2	13.2%	7	6.1%	3	11.8%	6	0.0%	0	9.0%	9	0.0%	0
Rail	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	38.0%	38	40.0%	16	36.7%	22	52.9%	9	46.7%	14	28.3%	15	30.6%	15	45.1%	23	0.0%	0	38.0%	38	0.0%	0
Other (PLEASE WRITE IN)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Less than 30 minutes	22.0%	22	22.5%	9	21.7%	13	47.1%	8	16.7%	5	17.0%	9	22.4%	11	21.6%	11	0.0%	0	22.0%	22	0.0%	0
30- 59 minutes	27.0%	27	20.0%	8	31.7%	19	0.0%	0	23.3%	7	37.7%	20	34.7%	17	19.6%	10	0.0%	0	27.0%	27	0.0%	0
1 hour – 1hour 59 minutes	28.0%	28	27.5%	11	28.3%	17	23.5%	4	30.0%	9	28.3%	15	24.5%	12	31.4%	16	0.0%	0	28.0%	28	0.0%	0
2 hours – 2 hours 59 minutes	7.0%	7	5.0%	2	8.3%	5	0.0%	0	6.7%	2	9.4%	5	6.1%	3	7.8%	4	0.0%	0	7.0%	7	0.0%	0
3 hours – 3 hours 59 minutes	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
4 hours and over	15.0%	15	25.0%	10	8.3%	5	23.5%	4	23.3%	7	7.5%	4	12.2%	6	17.6%	9	0.0%	0	15.0%	15	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q03 How often do you visit (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Every day	27.0%	27	35.0%	14	21.7%	13	29.4%	5	23.3%	7	28.3%	15	16.3%	8	37.3%	19	0.0%	0	27.0%	27	0.0%	0
4-6 days a week	33.0%	33	32.5%	13	33.3%	20	47.1%	8	33.3%	10	28.3%	15	38.8%	19	27.5%	14	0.0%	0	33.0%	33	0.0%	0
2-3 days a week	27.0%	27	25.0%	10	28.3%	17	17.6%	3	26.7%	8	30.2%	16	26.5%	13	27.5%	14	0.0%	0	27.0%	27	0.0%	0
Once a week	8.0%	8	0.0%	0	13.3%	8	5.9%	1	6.7%	2	9.4%	5	14.3%	7	2.0%	1	0.0%	0	8.0%	8	0.0%	0
Once every 2 weeks	2.0%	2	2.5%	1	1.7%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	2.0%	2	0.0%	0
Once every month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	2.0%	2	2.5%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
First time today	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	52.0%	52	45.0%	18	56.7%	34	35.3%	6	50.0%	15	58.5%	31	55.1%	27	49.0%	25	0.0%	0	52.0%	52	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	16.0%	16	17.5%	7	15.0%	9	11.8%	2	16.7%	5	17.0%	9	22.4%	11	9.8%	5	0.0%	0	16.0%	16	0.0%	0
For services (e.g. post office, bank, building society, hairdressers)	9.0%	9	12.5%	5	6.7%	4	5.9%	1	10.0%	3	9.4%	5	6.1%	3	11.8%	6	0.0%	0	9.0%	9	0.0%	0
To use a leisure facility (eg. sports centre)	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
As a day visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	5.0%	5	10.0%	4	1.7%	1	5.9%	1	0.0%	0	7.5%	4	0.0%	0	9.8%	5	0.0%	0	5.0%	5	0.0%	0
Work	13.0%	13	12.5%	5	13.3%	8	35.3%	6	20.0%	6	1.9%	1	12.2%	6	13.7%	7	0.0%	0	13.0%	13	0.0%	0
To meet someone	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Library / public services (doctor, dentist, etc)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Events day	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going for a walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Walking the dog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Meanscore: [£]

Q05 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?
Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1-£5	21.2%	11	44.4%	8	8.8%	3	16.7%	1	20.0%	3	22.6%	7	25.9%	7	16.0%	4	0.0%	0	21.2%	11	0.0%	0
£6-10	26.9%	14	38.9%	7	20.6%	7	16.7%	1	26.7%	4	29.0%	9	29.6%	8	24.0%	6	0.0%	0	26.9%	14	0.0%	0
£11-£20	26.9%	14	11.1%	2	35.3%	12	16.7%	1	33.3%	5	25.8%	8	22.2%	6	32.0%	8	0.0%	0	26.9%	14	0.0%	0
£21-£30	7.7%	4	0.0%	0	11.8%	4	16.7%	1	13.3%	2	3.2%	1	7.4%	2	8.0%	2	0.0%	0	7.7%	4	0.0%	0
£31-£40	7.7%	4	0.0%	0	11.8%	4	16.7%	1	0.0%	0	9.7%	3	11.1%	3	4.0%	1	0.0%	0	7.7%	4	0.0%	0
£41-£50	1.9%	1	0.0%	0	2.9%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.9%	1	0.0%	0
£51-£100	5.8%	3	5.6%	1	5.9%	2	16.7%	1	0.0%	0	6.5%	2	0.0%	0	12.0%	3	0.0%	0	5.8%	3	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
(Don't Know)	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.2%	1	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Mean:		*16.72*		*9.86*		*20.45*		*26.67*		*13.83*		*16.17*		*12.40*		*21.20*		*0.00*		*16.72*		*0.00*
Base:		52		18		34		6		15		31		27		25		0		52		0

Meanscore: [£]

Q06 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?
Those who said non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	18.8%	3	14.3%	1	22.2%	2	50.0%	1	0.0%	0	22.2%	2	27.3%	3	0.0%	0	0.0%	0	18.8%	3	0.0%	0
£1-£5	31.3%	5	42.9%	3	22.2%	2	0.0%	0	40.0%	2	33.3%	3	9.1%	1	80.0%	4	0.0%	0	31.3%	5	0.0%	0
£6-10	25.0%	4	14.3%	1	33.3%	3	0.0%	0	20.0%	1	33.3%	3	27.3%	3	20.0%	1	0.0%	0	25.0%	4	0.0%	0
£11-£20	6.3%	1	0.0%	0	11.1%	1	50.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£21-£30	6.3%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	9.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£31-£40	6.3%	1	0.0%	0	11.1%	1	0.0%	0	20.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
£41-£50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51-£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	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	6.3%	1	14.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	6.3%	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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*18.28*		*30.71*		*8.61*		*7.50*		*44.50*		*6.11*		*25.00*		*3.50*		*0.00*		*18.28*		*0.00*
Base:		16		7		9		2		5		9		11		5		0		16		0

Q07 Which type of shop are you most likely to visit today? [MR]
Those who said food or non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Food & Grocery	85.3%	58	92.0%	23	81.4%	35	75.0%	6	85.0%	17	87.5%	35	81.6%	31	90.0%	27	0.0%	0	85.3%	58	0.0%	0
Clothing & Footwear	2.9%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	5.0%	2	2.6%	1	3.3%	1	0.0%	0	2.9%	2	0.0%	0
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	1.5%	1	0.0%	0	2.3%	1	12.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc…	1.5%	1	0.0%	0	2.3%	1	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other specialist Non-Food Items	23.5%	16	32.0%	8	18.6%	8	12.5%	1	25.0%	5	25.0%	10	26.3%	10	20.0%	6	0.0%	0	23.5%	16	0.0%	0
(None of the above)	1.5%	1	0.0%	0	2.3%	1	12.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Base:		68		25		43		8		20		40		38		30		0		68		0

Q08AWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Egham

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A & J's (DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andrew Riley (Music Shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shop (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clinton Cards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli-Rumbles (delicatessen)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Essentials (household goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodley's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M & Co (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millman Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purrfect Pet Care (pet shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robinson & Lamb Optician	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar N Spice (bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venus News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q08B What are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A.H Spittle (Electrical Goods)	4.4%	3	8.0%	2	2.3%	1	0.0%	0	0.0%	0	7.5%	3	5.3%	2	3.3%	1	0.0%	0	4.4%	3	0.0%	0
Addlestone Carpet and Bed Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Model Centre	2.9%	2	8.0%	2	0.0%	0	0.0%	0	5.0%	1	2.5%	1	2.6%	1	3.3%	1	0.0%	0	2.9%	2	0.0%	0
Addlestone Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aladins Cave (closed)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archive Records	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bella Fiori Florists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	8.8%	6	8.0%	2	9.3%	4	12.5%	1	5.0%	1	10.0%	4	7.9%	3	10.0%	3	0.0%	0	8.8%	6	0.0%	0
Corfe Books	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmic (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Greggs (Bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	11.8%	8	12.0%	3	11.6%	5	0.0%	0	15.0%	3	12.5%	5	10.5%	4	13.3%	4	0.0%	0	11.8%	8	0.0%	0
J F Sawyer (Clocks and Watches)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy	7.4%	5	8.0%	2	7.0%	3	12.5%	1	10.0%	2	5.0%	2	10.5%	4	3.3%	1	0.0%	0	7.4%	5	0.0%	0
Martin’s Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks Sewing & Craft Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&J Gift Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar Sculpture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	2.9%	2	0.0%	0	4.7%	2	0.0%	0	5.0%	1	2.5%	1	2.6%	1	3.3%	1	0.0%	0	2.9%	2	0.0%	0
Surry Cycles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	94.1%	64	96.0%	24	93.0%	40	75.0%	6	95.0%	19	97.5%	39	92.1%	35	96.7%	29	0.0%	0	94.1%	64	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Hardware & Motor Parts	4.4%	3	0.0%	0	7.0%	3	12.5%	1	0.0%	0	5.0%	2	7.9%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Barnardo's	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Carlo's Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Centre	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
J Golding Group	7.4%	5	8.0%	2	7.0%	3	0.0%	0	0.0%	0	12.5%	5	5.3%	2	10.0%	3	0.0%	0	7.4%	5	0.0%	0
Subway	2.9%	2	4.0%	1	2.3%	1	12.5%	1	5.0%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0	2.9%	2	0.0%	0
The Cutting Edge Hair Co	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
The Laundry Basket	1.5%	1	0.0%	0	2.3%	1	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Vapez Club	1.5%	1	4.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
William Hill	1.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Wimpy	1.5%	1	4.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Base:		68		25		43		8		20		40		38		30		0		68		0

Q08CWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Birdie Bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.J Smith (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlo (delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetrama (Floor and Carpet Supplies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle Surgery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D’Eyncourt Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Centre (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essential Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Full of Surprises (stationary and gifts)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games Room Company (Furniture)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Health	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heaters Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeycomb Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucy’s (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin’s Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music Search (Music shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One-Stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R & D Hitch (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert’s Butcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam’s News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow & Rock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T. H. Collison Ltd Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chertsey Bookshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Y Pay More	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q09 Which other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatchwarren Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Woking	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Paddocks Retail Park, Weybridge	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Peel Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre, Feltham	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
The Meadows, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	3.0%	3	2.5%	1	3.3%	2	0.0%	0	6.7%	2	1.9%	1	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Westgate Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brooklands	7.0%	7	10.0%	4	5.0%	3	5.9%	1	3.3%	1	9.4%	5	10.2%	5	3.9%	2	0.0%	0	7.0%	7	0.0%	0
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	8.0%	8	2.5%	1	11.7%	7	0.0%	0	3.3%	1	13.2%	7	4.1%	2	11.8%	6	0.0%	0	8.0%	8	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Englefield Gree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Kingston	9.0%	9	15.0%	6	5.0%	3	5.9%	1	23.3%	7	1.9%	1	10.2%	5	7.8%	4	0.0%	0	9.0%	9	0.0%	0
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Haw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Holloway 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	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
of London (Campus), Egham																						
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-Upon-Thames	12.0%	12	7.5%	3	15.0%	9	17.6%	3	3.3%	1	15.1%	8	14.3%	7	9.8%	5	0.0%	0	12.0%	12	0.0%	0
Sunbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale/ Sunninghill	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Thorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on Thames	5.0%	5	5.0%	2	5.0%	3	17.6%	3	6.7%	2	0.0%	0	6.1%	3	3.9%	2	0.0%	0	5.0%	5	0.0%	0
Weybridge	9.0%	9	5.0%	2	11.7%	7	5.9%	1	6.7%	2	11.3%	6	10.2%	5	7.8%	4	0.0%	0	9.0%	9	0.0%	0
Windsor	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	15.0%	15	15.0%	6	15.0%	9	11.8%	2	23.3%	7	11.3%	6	16.3%	8	13.7%	7	0.0%	0	15.0%	15	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I do not visit any other centre regularly	21.0%	21	30.0%	12	15.0%	9	23.5%	4	16.7%	5	22.6%	12	12.2%	6	29.4%	15	0.0%	0	21.0%	21	0.0%	0
Bristol	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Fleet	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torbay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Westfield London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q10 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 9)
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	44.3%	35	46.4%	13	43.1%	22	30.8%	4	32.0%	8	56.1%	23	39.5%	17	50.0%	18	0.0%	0	44.3%	35	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	45.6%	36	39.3%	11	49.0%	25	53.8%	7	56.0%	14	36.6%	15	48.8%	21	41.7%	15	0.0%	0	45.6%	36	0.0%	0
For services (e.g. bank, building society, hairdressers)	1.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	5.1%	4	0.0%	0	7.8%	4	15.4%	2	0.0%	0	4.9%	2	7.0%	3	2.8%	1	0.0%	0	5.1%	4	0.0%	0
Work	1.3%	1	3.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
To meet someone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No specific purpose it's where I live	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	2	7.1%	2	0.0%	0	0.0%	0	8.0%	2	0.0%	0	2.3%	1	2.8%	1	0.0%	0	2.5%	2	0.0%	0
Base:		79		28		51		13		25		41		43		36		0		79		0

Q11 What do you like about the centre (MENTIONED IN Q.9)?
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Better choice of shops	41.8%	33	39.3%	11	43.1%	22	61.5%	8	56.0%	14	26.8%	11	44.2%	19	38.9%	14	0.0%	0	41.8%	33	0.0%	0
Better quality of shops	3.8%	3	7.1%	2	2.0%	1	15.4%	2	0.0%	0	2.4%	1	4.7%	2	2.8%	1	0.0%	0	3.8%	3	0.0%	0
Better non-food shopping	0.0%	0	0.0%	0	0.0%	0	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 food shopping	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1	2.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Better range of places to eat and drink	1.3%	1	0.0%	0	2.0%	1	7.7%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Street market/ farmers market	0.0%	0	0.0%	0	0.0%	0	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 available car parking	6.3%	5	7.1%	2	5.9%	3	0.0%	0	12.0%	3	4.9%	2	7.0%	3	5.6%	2	0.0%	0	6.3%	5	0.0%	0
Cheaper car 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	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	1.3%	1	3.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0
Ambience	2.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	4.9%	2	2.3%	1	2.8%	1	0.0%	0	2.5%	2	0.0%	0
Asda	2.5%	2	3.6%	1	2.0%	1	0.0%	0	4.0%	1	2.4%	1	2.3%	1	2.8%	1	0.0%	0	2.5%	2	0.0%	0
Close to home	12.7%	10	14.3%	4	11.8%	6	0.0%	0	12.0%	3	17.1%	7	11.6%	5	13.9%	5	0.0%	0	12.7%	10	0.0%	0
Close to work	1.3%	1	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0
Compact	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1	2.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Dog friendly cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maks and Spencer	3.8%	3	3.6%	1	3.9%	2	0.0%	0	4.0%	1	4.9%	2	4.7%	2	2.8%	1	0.0%	0	3.8%	3	0.0%	0
Morrisons	2.5%	2	3.6%	1	2.0%	1	7.7%	1	0.0%	0	2.4%	1	2.3%	1	2.8%	1	0.0%	0	2.5%	2	0.0%	0
Nothing / very little	3.8%	3	3.6%	1	3.9%	2	7.7%	1	4.0%	1	2.4%	1	2.3%	1	5.6%	2	0.0%	0	3.8%	3	0.0%	0
On one level	2.5%	2	3.6%	1	2.0%	1	0.0%	0	0.0%	0	4.9%	2	4.7%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	2.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	5.6%	2	0.0%	0	2.5%	2	0.0%	0
Shop staff are very friendly	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1	2.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tatters fabric shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	5.1%	4	7.1%	2	3.9%	2	0.0%	0	0.0%	0	9.8%	4	4.7%	2	5.6%	2	0.0%	0	5.1%	4	0.0%	0
(Don’t know)	2.5%	2	3.6%	1	2.0%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	5.6%	2	0.0%	0	2.5%	2	0.0%	0
Base:		79		28		51		13		25		41		43		36		0		79		0

Q12 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Near / convenient	52.0%	52	45.0%	18	56.7%	34	70.6%	12	53.3%	16	45.3%	24	57.1%	28	47.1%	24	0.0%	0	52.0%	52	0.0%	0
Good public transport links	5.0%	5	0.0%	0	8.3%	5	11.8%	2	6.7%	2	1.9%	1	4.1%	2	5.9%	3	0.0%	0	5.0%	5	0.0%	0
Parking is easy	13.0%	13	10.0%	4	15.0%	9	5.9%	1	20.0%	6	11.3%	6	18.4%	9	7.8%	4	0.0%	0	13.0%	13	0.0%	0
Parking is cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Feels safe / absence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Nice busy feel	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not too crowded	3.0%	3	5.0%	2	1.7%	1	5.9%	1	6.7%	2	0.0%	0	6.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Character / atmosphere	8.0%	8	12.5%	5	5.0%	3	17.6%	3	3.3%	1	7.5%	4	2.0%	1	13.7%	7	0.0%	0	8.0%	8	0.0%	0
Historic buildings / tourist attractions	2.0%	2	5.0%	2	0.0%	0	5.9%	1	0.0%	0	1.9%	1	0.0%	0	3.9%	2	0.0%	0	2.0%	2	0.0%	0
Selection / choice of independent / specialist shops	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Presence of an outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a large supermarket	15.0%	15	17.5%	7	13.3%	8	29.4%	5	16.7%	5	9.4%	5	18.4%	9	11.8%	6	0.0%	0	15.0%	15	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Range of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	2.0%	2	5.0%	2	0.0%	0	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Range of leisure 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	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	6.0%	6	2.5%	1	8.3%	5	0.0%	0	6.7%	2	7.5%	4	2.0%	1	9.8%	5	0.0%	0	6.0%	6	0.0%	0
Costa Coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutting Edge (Hairdressers)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Everything is together	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Good variety	2.0%	2	2.5%	1	1.7%	1	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Half an hour free 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	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	2.0%	2	2.5%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Model shop	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice walks nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / peaceful area	4.0%	4	2.5%	1	5.0%	3	5.9%	1	0.0%	0	5.7%	3	6.1%	3	2.0%	1	0.0%	0	4.0%	4	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	5.0%	5	12.5%	5	0.0%	0	0.0%	0	6.7%	2	5.7%	3	2.0%	1	7.8%	4	0.0%	0	5.0%	5	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The people are friendly	6.0%	6	5.0%	2	6.7%	4	11.8%	2	3.3%	1	5.7%	3	6.1%	3	5.9%	3	0.0%	0	6.0%	6	0.0%	0
The river	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wide pavements	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Wimpy	2.0%	2	5.0%	2	0.0%	0	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
(No opinion)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Nothing in particular)	16.0%	16	17.5%	7	15.0%	9	5.9%	1	16.7%	5	18.9%	10	14.3%	7	17.6%	9	0.0%	0	16.0%	16	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q13 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Unsafe for pedestrians / traffic conflict	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not enough Pedestrianisation	2.0%	2	5.0%	2	0.0%	0	5.9%	1	0.0%	0	1.9%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Difficulties in parking	2.0%	2	0.0%	0	3.3%	2	0.0%	0	6.7%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Location of 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	0.0%	0	0.0%	0
Parking is expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	4.0%	4	7.5%	3	1.7%	1	5.9%	1	3.3%	1	3.8%	2	4.1%	2	3.9%	2	0.0%	0	4.0%	4	0.0%	0
Road congestion	9.0%	9	17.5%	7	3.3%	2	23.5%	4	3.3%	1	7.5%	4	10.2%	5	7.8%	4	0.0%	0	9.0%	9	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	4.0%	4	7.5%	3	1.7%	1	11.8%	2	3.3%	1	1.9%	1	6.1%	3	2.0%	1	0.0%	0	4.0%	4	0.0%	0
Lack of police presence / other security measures	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	13.0%	13	5.0%	2	18.3%	11	11.8%	2	20.0%	6	9.4%	5	16.3%	8	9.8%	5	0.0%	0	13.0%	13	0.0%	0
General lack of independent / specialist shops	12.0%	12	2.5%	1	18.3%	11	11.8%	2	13.3%	4	11.3%	6	16.3%	8	7.8%	4	0.0%	0	12.0%	12	0.0%	0
Quality of shops is inadequate (PLEASE WRITE IN SPECIFIC SHOPS)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops too small	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	3.0%	3	2.5%	1	3.3%	2	17.6%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Inadequate range of services	2.0%	2	2.5%	1	1.7%	1	5.9%	1	3.3%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Inadequate range of leisure 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	0.0%	0	0.0%	0
Absence of play areas for children	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I dislike everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Clothes and Shoe shops	5.0%	5	0.0%	0	8.3%	5	5.9%	1	3.3%	1	5.7%	3	6.1%	3	3.9%	2	0.0%	0	5.0%	5	0.0%	0
Greengrocers	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lack of dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Greengrocers	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Not enough variety of shops	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nothing for young people to do	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Scruffy / rundown / needs renovating	8.0%	8	5.0%	2	10.0%	6	0.0%	0	13.3%	4	7.5%	4	14.3%	7	2.0%	1	0.0%	0	8.0%	8	0.0%	0
Tesco	6.0%	6	7.5%	3	5.0%	3	5.9%	1	6.7%	2	5.7%	3	6.1%	3	5.9%	3	0.0%	0	6.0%	6	0.0%	0
The flooding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The people	3.0%	3	5.0%	2	1.7%	1	5.9%	1	0.0%	0	3.8%	2	2.0%	1	3.9%	2	0.0%	0	3.0%	3	0.0%	0
Too many charity shops	5.0%	5	2.5%	1	6.7%	4	0.0%	0	0.0%	0	9.4%	5	8.2%	4	2.0%	1	0.0%	0	5.0%	5	0.0%	0
Butchers	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	3.8%	2	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Too many empty shops	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Too many hairdressers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaway food shops	11.0%	11	20.0%	8	5.0%	3	0.0%	0	13.3%	4	13.2%	7	10.2%	5	11.8%	6	0.0%	0	11.0%	11	0.0%	0
Uneven pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	2.0%	2	2.5%	1	1.7%	1	0.0%	0	3.3%	1	1.9%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Nothing in particular)	39.0%	39	37.5%	15	40.0%	24	35.3%	6	36.7%	11	41.5%	22	30.6%	15	47.1%	24	0.0%	0	39.0%	39	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q14 How could (STUDY CENTRE) be improved for shopping? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of shops in general	43.0%	43	30.0%	12	51.7%	31	58.8%	10	46.7%	14	35.8%	19	51.0%	25	35.3%	18	0.0%	0	43.0%	43	0.0%	0
Better quality shops	20.0%	20	10.0%	4	26.7%	16	35.3%	6	23.3%	7	13.2%	7	22.4%	11	17.6%	9	0.0%	0	20.0%	20	0.0%	0
Better choice of leisure destination in general	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better quality of leisure uses	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
More choice of restaurants/ cafes	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better quality restaurants/ cafes	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / Pedestrianisation	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less traffic / congestion	3.0%	3	7.5%	3	0.0%	0	11.8%	2	0.0%	0	1.9%	1	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
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	0.0%	0	0.0%	0
Improve appearance / environment of centre	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	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 parking	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cheaper 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	0.0%	0	0.0%	0
More accessible car parking	3.0%	3	5.0%	2	1.7%	1	0.0%	0	3.3%	1	3.8%	2	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Aldi	3.0%	3	5.0%	2	1.7%	1	0.0%	0	6.7%	2	1.9%	1	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Asda	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Butchers	3.0%	3	2.5%	1	3.3%	2	0.0%	0	0.0%	0	5.7%	3	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Cinema	3.0%	3	2.5%	1	3.3%	2	0.0%	0	0.0%	0	5.7%	3	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Clothes shops	12.0%	12	12.5%	5	11.7%	7	17.6%	3	13.3%	4	9.4%	5	12.2%	6	11.8%	6	0.0%	0	12.0%	12	0.0%	0
Dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Fill the empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florist	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greengrocers	3.0%	3	2.5%	1	3.3%	2	0.0%	0	0.0%	0	5.7%	3	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
H & 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
Hardware shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health food shop	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Hotel	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market at weekends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonalds	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernise the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	2.0%	2	2.5%	1	1.7%	1	0.0%	0	6.7%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Precinct	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Pret a manger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe shops	4.0%	4	0.0%	0	6.7%	4	0.0%	0	0.0%	0	7.5%	4	4.1%	2	3.9%	2	0.0%	0	4.0%	4	0.0%	0
Top Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagamama	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	5.0%	5	2.5%	1	6.7%	4	0.0%	0	6.7%	2	5.7%	3	6.1%	3	3.9%	2	0.0%	0	5.0%	5	0.0%	0
Wetherspoons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons	0.0%	0	0.0%	0	0.0%	0	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)	6.0%	6	5.0%	2	6.7%	4	0.0%	0	10.0%	3	5.7%	3	6.1%	3	5.9%	3	0.0%	0	6.0%	6	0.0%	0
(None mentioned)	22.0%	22	25.0%	10	20.0%	12	11.8%	2	20.0%	6	26.4%	14	10.2%	5	33.3%	17	0.0%	0	22.0%	22	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q15 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	32.0%	32	40.0%	16	26.7%	16	23.5%	4	36.7%	11	32.1%	17	24.5%	12	39.2%	20	0.0%	0	32.0%	32	0.0%	0
Aldi	2.0%	2	5.0%	2	0.0%	0	0.0%	0	3.3%	1	1.9%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ben Sherman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	4.0%	4	5.0%	2	3.3%	2	0.0%	0	0.0%	0	7.5%	4	4.1%	2	3.9%	2	0.0%	0	4.0%	4	0.0%	0
Card Factory	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Clothes shops	25.0%	25	15.0%	6	31.7%	19	23.5%	4	33.3%	10	20.8%	11	22.4%	11	27.5%	14	0.0%	0	25.0%	25	0.0%	0
Computer games	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Electronics shop	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Fabic shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florist	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Furniture store	2.0%	2	0.0%	0	3.3%	2	5.9%	1	0.0%	0	1.9%	1	0.0%	0	3.9%	2	0.0%	0	2.0%	2	0.0%	0
Greengrocers	3.0%	3	0.0%	0	5.0%	3	0.0%	0	3.3%	1	3.8%	2	2.0%	1	3.9%	2	0.0%	0	3.0%	3	0.0%	0
Haberdashery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardware shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health food shop	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hobbycraft	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
IKEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local retailers / independent shops	3.0%	3	5.0%	2	1.7%	1	0.0%	0	3.3%	1	3.8%	2	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	2.0%	2	0.0%	0	3.3%	2	11.8%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Next	3.0%	3	0.0%	0	5.0%	3	11.8%	2	0.0%	0	1.9%	1	6.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Pound shop	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Primark	3.0%	3	0.0%	0	5.0%	3	5.9%	1	3.3%	1	1.9%	1	0.0%	0	5.9%	3	0.0%	0	3.0%	3	0.0%	0
Robert Dyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe shops	5.0%	5	2.5%	1	6.7%	4	0.0%	0	3.3%	1	7.5%	4	4.1%	2	5.9%	3	0.0%	0	5.0%	5	0.0%	0
Sports shop	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Top Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Wagamama	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	2.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Wetherspoons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmiths	2.0%	2	5.0%	2	0.0%	0	0.0%	0	3.3%	1	1.9%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Wine Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q16 Would an improved street market (eg. A larger market to the one currently operating every Saturday) in Chertsey Town Centre encourage you to visit the centre more often?
Respondents who are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q17 Would a new street market (eg. A farmers market or food market) in the Town Centre encourage you to visit the centre more often?
Respondents who are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	72.0%	72	75.0%	30	70.0%	42	70.6%	12	70.0%	21	73.6%	39	77.6%	38	66.7%	34	0.0%	0	72.0%	72	0.0%	0
No	25.0%	25	22.5%	9	26.7%	16	17.6%	3	30.0%	9	24.5%	13	22.4%	11	27.5%	14	0.0%	0	25.0%	25	0.0%	0
Maybe	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know	2.0%	2	2.5%	1	1.7%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	2.0%	2	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	54.0%	54	55.0%	22	53.3%	32	52.9%	9	63.3%	19	49.1%	26	55.1%	27	52.9%	27	0.0%	0	54.0%	54	0.0%	0
No	41.0%	41	37.5%	15	43.3%	26	35.3%	6	30.0%	9	49.1%	26	36.7%	18	45.1%	23	0.0%	0	41.0%	41	0.0%	0
(Don't know)	5.0%	5	7.5%	3	3.3%	2	11.8%	2	6.7%	2	1.9%	1	8.2%	4	2.0%	1	0.0%	0	5.0%	5	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Q19 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]

Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Cinema	40.7%	24	20.0%	5	55.9%	19	27.3%	3	33.3%	7	51.9%	14	48.4%	15	32.1%	9	0.0%	0	40.7%	24	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	16.9%	10	28.0%	7	8.8%	3	27.3%	3	14.3%	3	14.8%	4	19.4%	6	14.3%	4	0.0%	0	16.9%	10	0.0%	0
Health and fitness club	15.3%	9	24.0%	6	8.8%	3	27.3%	3	9.5%	2	14.8%	4	22.6%	7	7.1%	2	0.0%	0	15.3%	9	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	1.7%	1	4.0%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.7%	1	0.0%	0
Restaurants / cafes	1.7%	1	4.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Nightclubs / music venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night music venues	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	55.9%	33	60.0%	15	52.9%	18	54.5%	6	66.7%	14	48.1%	13	48.4%	15	64.3%	18	0.0%	0	55.9%	33	0.0%	0
Don’t know	5.1%	3	8.0%	2	2.9%	1	18.2%	2	4.8%	1	0.0%	0	6.5%	2	3.6%	1	0.0%	0	5.1%	3	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soft play	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth 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	0.0%	0	0.0%	0
Base:		59		25		34		11		21		27		31		28		0		59		0

Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]
Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new leisure operator (PLEASE WRITE IN)	3.4%	2	8.0%	2	0.0%	0	9.1%	1	4.8%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better choice of leisure destination in general	8.5%	5	12.0%	3	5.9%	2	9.1%	1	9.5%	2	7.4%	2	3.2%	1	14.3%	4	0.0%	0	8.5%	5	0.0%	0
Better quality of leisure uses	5.1%	3	8.0%	2	2.9%	1	9.1%	1	9.5%	2	0.0%	0	6.5%	2	3.6%	1	0.0%	0	5.1%	3	0.0%	0
More choice of restaurants/ cafes	3.4%	2	0.0%	0	5.9%	2	9.1%	1	4.8%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better quality restaurants/ cafes	10.2%	6	0.0%	0	17.6%	6	18.2%	2	14.3%	3	3.7%	1	12.9%	4	7.1%	2	0.0%	0	10.2%	6	0.0%	0
More choice of pubs/ bars	5.1%	3	4.0%	1	5.9%	2	0.0%	0	14.3%	3	0.0%	0	3.2%	1	7.1%	2	0.0%	0	5.1%	3	0.0%	0
Better quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	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 parking	1.7%	1	4.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Cheaper parking	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
More accessible car 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	0.0%	0	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	72.9%	43	72.0%	18	73.5%	25	36.4%	4	76.2%	16	85.2%	23	67.7%	21	78.6%	22	0.0%	0	72.9%	43	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.2%	6	12.0%	3	8.8%	3	27.3%	3	9.5%	2	3.7%	1	12.9%	4	7.1%	2	0.0%	0	10.2%	6	0.0%	0
(None mentioned	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.6%	1	0.0%	0	1.7%	1	0.0%	0
Base:		59		25		34		11		21		27		31		28		0		59		0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
GEN Gender																						
Male	40.0%	40	100.0%	40	0.0%	0	41.2%	7	43.3%	13	37.7%	20	30.6%	15	49.0%	25	0.0%	0	40.0%	40	0.0%	0
Female	60.0%	60	0.0%	0	100.0%	60	58.8%	10	56.7%	17	62.3%	33	69.4%	34	51.0%	26	0.0%	0	60.0%	60	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
AGE Age																						
16 - 24 years	7.0%	7	7.5%	3	6.7%	4	41.2%	7	0.0%	0	0.0%	0	8.2%	4	5.9%	3	0.0%	0	7.0%	7	0.0%	0
25 - 34 years	10.0%	10	10.0%	4	10.0%	6	58.8%	10	0.0%	0	0.0%	0	8.2%	4	11.8%	6	0.0%	0	10.0%	10	0.0%	0
35 - 44 years	12.0%	12	15.0%	6	10.0%	6	0.0%	0	40.0%	12	0.0%	0	16.3%	8	7.8%	4	0.0%	0	12.0%	12	0.0%	0
45 - 54 years	18.0%	18	17.5%	7	18.3%	11	0.0%	0	60.0%	18	0.0%	0	14.3%	7	21.6%	11	0.0%	0	18.0%	18	0.0%	0
55 - 64 years	15.0%	15	15.0%	6	15.0%	9	0.0%	0	0.0%	0	28.3%	15	16.3%	8	13.7%	7	0.0%	0	15.0%	15	0.0%	0
65+ years	38.0%	38	35.0%	14	40.0%	24	0.0%	0	0.0%	0	71.7%	38	36.7%	18	39.2%	20	0.0%	0	38.0%	38	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
EMP Are you in paid employment																						
YES	44.0%	44	45.0%	18	43.3%	26	58.8%	10	70.0%	21	24.5%	13	55.1%	27	33.3%	17	0.0%	0	44.0%	44	0.0%	0
NO	56.0%	56	55.0%	22	56.7%	34	41.2%	7	30.0%	9	75.5%	40	44.9%	22	66.7%	34	0.0%	0	56.0%	56	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
WORK Location of workplace *Those who said yes at EMP*																						
INSIDE (STUDY CENTRE) TOWN CENTRE	40.9%	18	50.0%	9	34.6%	9	50.0%	5	42.9%	9	30.8%	4	37.0%	10	47.1%	8	0.0%	0	40.9%	18	0.0%	0
OUTSIDE (STUDY CENTRE) TOWN CENTRE	59.1%	26	50.0%	9	65.4%	17	50.0%	5	57.1%	12	69.2%	9	63.0%	17	52.9%	9	0.0%	0	59.1%	26	0.0%	0
Base:		44		18		26		10		21		13		27		17		0		44		0
SEG Socio-Economic Group:																						
AB	20.0%	20	20.0%	8	20.0%	12	35.3%	6	26.7%	8	11.3%	6	40.8%	20	0.0%	0	0.0%	0	20.0%	20	0.0%	0
C1	29.0%	29	17.5%	7	36.7%	22	11.8%	2	23.3%	7	37.7%	20	59.2%	29	0.0%	0	0.0%	0	29.0%	29	0.0%	0
C2	21.0%	21	35.0%	14	11.7%	7	23.5%	4	6.7%	2	28.3%	15	0.0%	0	41.2%	21	0.0%	0	21.0%	21	0.0%	0
DE	30.0%	30	27.5%	11	31.7%	19	29.4%	5	43.3%	13	22.6%	12	0.0%	0	58.8%	30	0.0%	0	30.0%	30	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
ADU Adults in Hhold																						
1 adult	36.0%	36	32.5%	13	38.3%	23	23.5%	4	36.7%	11	39.6%	21	34.7%	17	37.3%	19	0.0%	0	36.0%	36	0.0%	0
2 adults	44.0%	44	40.0%	16	46.7%	28	35.3%	6	50.0%	15	43.4%	23	40.8%	20	47.1%	24	0.0%	0	44.0%	44	0.0%	0
3 adults	7.0%	7	7.5%	3	6.7%	4	5.9%	1	6.7%	2	7.5%	4	12.2%	6	2.0%	1	0.0%	0	7.0%	7	0.0%	0
4 adults	12.0%	12	20.0%	8	6.7%	4	35.3%	6	6.7%	2	7.5%	4	12.2%	6	11.8%	6	0.0%	0	12.0%	12	0.0%	0
5 adults	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
CHI Children in Hhold																						
1 child (Under 16)	8.0%	8	7.5%	3	8.3%	5	11.8%	2	13.3%	4	3.8%	2	8.2%	4	7.8%	4	0.0%	0	8.0%	8	0.0%	0
2 children (Under 16)	12.0%	12	10.0%	4	13.3%	8	23.5%	4	26.7%	8	0.0%	0	14.3%	7	9.8%	5	0.0%	0	12.0%	12	0.0%	0
3 children (Under 16)	3.0%	3	2.5%	1	3.3%	2	11.8%	2	3.3%	1	0.0%	0	4.1%	2	2.0%	1	0.0%	0	3.0%	3	0.0%	0
4 children (Under 16)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No children (Under 16)	77.0%	77	80.0%	32	75.0%	45	52.9%	9	56.7%	17	96.2%	51	73.5%	36	80.4%	41	0.0%	0	77.0%	77	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
CAR Cars in Hhold																						
1 car in Hhold	36.0%	36	30.0%	12	40.0%	24	23.5%	4	23.3%	7	47.2%	25	36.7%	18	35.3%	18	0.0%	0	36.0%	36	0.0%	0
2 cars in Hhold	26.0%	26	30.0%	12	23.3%	14	23.5%	4	40.0%	12	18.9%	10	30.6%	15	21.6%	11	0.0%	0	26.0%	26	0.0%	0
3 cars in Hhold	8.0%	8	7.5%	3	8.3%	5	5.9%	1	10.0%	3	7.5%	4	10.2%	5	5.9%	3	0.0%	0	8.0%	8	0.0%	0
4 cars in Hhold	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
5 cars in Hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cars in Hhold	29.0%	29	30.0%	12	28.3%	17	41.2%	7	26.7%	8	26.4%	14	20.4%	10	37.3%	19	0.0%	0	29.0%	29	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
DAY Day																						
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	25.0%	25	22.5%	9	26.7%	16	17.6%	3	20.0%	6	30.2%	16	26.5%	13	23.5%	12	0.0%	0	25.0%	25	0.0%	0
Thursday	25.0%	25	25.0%	10	25.0%	15	11.8%	2	30.0%	9	26.4%	14	22.4%	11	27.5%	14	0.0%	0	25.0%	25	0.0%	0
Friday	25.0%	25	22.5%	9	26.7%	16	35.3%	6	26.7%	8	20.8%	11	24.5%	12	25.5%	13	0.0%	0	25.0%	25	0.0%	0
Saturday	25.0%	25	30.0%	12	21.7%	13	35.3%	6	23.3%	7	22.6%	12	26.5%	13	23.5%	12	0.0%	0	25.0%	25	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0
TOWN Town																						
Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	100.0%	100	100.0%	40	100.0%	60	100.0%	17	100.0%	30	100.0%	53	100.0%	49	100.0%	51	0.0%	0	100.0%	100	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

PC Postcode Sector

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
B28 0	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
BS40 8	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
GU21 3	2.0%	2	2.5%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
GU21 4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
GU22 8	2.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
GU25 4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
GU52 0	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT11	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT12 1	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
KT12 2	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT12 3	1.0%	1	0.0%	0	1.7%	1	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT12 5	1.0%	1	2.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT13 8	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
KT15	3.0%	3	2.5%	1	3.3%	2	11.8%	2	0.0%	0	1.9%	1	2.0%	1	3.9%	2	0.0%	0	3.0%	3	0.0%	0
KT15 1	23.0%	23	25.0%	10	21.7%	13	11.8%	2	30.0%	9	22.6%	12	24.5%	12	21.6%	11	0.0%	0	23.0%	23	0.0%	0
KT15 2	34.0%	34	27.5%	11	38.3%	23	41.2%	7	16.7%	5	41.5%	22	34.7%	17	33.3%	17	0.0%	0	34.0%	34	0.0%	0
KT15 3	2.0%	2	0.0%	0	3.3%	2	5.9%	1	3.3%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
KT16 0	8.0%	8	10.0%	4	6.7%	4	5.9%	1	13.3%	4	5.7%	3	4.1%	2	11.8%	6	0.0%	0	8.0%	8	0.0%	0
KT16 9	5.0%	5	5.0%	2	5.0%	3	0.0%	0	13.3%	4	1.9%	1	2.0%	1	7.8%	4	0.0%	0	5.0%	5	0.0%	0
KT17 2	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
KT24 4	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
KT6 6	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
SW11 1	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TW17 0	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
TW18 1	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TW18 3	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
TW20 8	2.0%	2	0.0%	0	3.3%	2	5.9%	1	0.0%	0	1.9%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
TW20 9	1.0%	1	2.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		100		40		60		17		30		53		49		51		0		100		0

Appendix 4:

Data Tabulations

By Demographics & Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Car – driver	42.0%	42	48.8%	21	36.8%	21	33.3%	7	51.7%	15	40.0%	20	53.1%	26	31.4%	16	0.0%	0	0.0%	0	42.0%	42
Car – passenger	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Bus	3.0%	3	2.3%	1	3.5%	2	4.8%	1	0.0%	0	4.0%	2	0.0%	0	5.9%	3	0.0%	0	0.0%	0	3.0%	3
Bicycle	4.0%	4	4.7%	2	3.5%	2	0.0%	0	0.0%	0	8.0%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	4.0%	4
Rail	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Taxi	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
On foot	47.0%	47	41.9%	18	50.9%	29	57.1%	12	44.8%	13	44.0%	22	42.9%	21	51.0%	26	0.0%	0	0.0%	0	47.0%	47
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		43		57		21		29		50		49		51		0		0		100

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Less than 30 minutes	28.0%	28	30.2%	13	26.3%	15	23.8%	5	37.9%	11	24.0%	12	38.8%	19	17.6%	9	0.0%	0	0.0%	0	28.0%	28
30- 59 minutes	25.0%	25	30.2%	13	21.1%	12	23.8%	5	20.7%	6	28.0%	14	20.4%	10	29.4%	15	0.0%	0	0.0%	0	25.0%	25
1 hour – 1hour 59 minutes	28.0%	28	23.3%	10	31.6%	18	19.0%	4	31.0%	9	30.0%	15	20.4%	10	35.3%	18	0.0%	0	0.0%	0	28.0%	28
2 hours – 2 hours 59 minutes	11.0%	11	7.0%	3	14.0%	8	14.3%	3	10.3%	3	10.0%	5	12.2%	6	9.8%	5	0.0%	0	0.0%	0	11.0%	11
3 hours – 3 hours 59 minutes	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
4 hours and over	7.0%	7	9.3%	4	5.3%	3	19.0%	4	0.0%	0	6.0%	3	8.2%	4	5.9%	3	0.0%	0	0.0%	0	7.0%	7
Base:		100		43		57		21		29		50		49		51		0		0		100

Q03 How often do you visit (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Every day	22.0%	22	16.3%	7	26.3%	15	38.1%	8	24.1%	7	14.0%	7	20.4%	10	23.5%	12	0.0%	0	0.0%	0	22.0%	22
4-6 days a week	29.0%	29	30.2%	13	28.1%	16	23.8%	5	17.2%	5	38.0%	19	26.5%	13	31.4%	16	0.0%	0	0.0%	0	29.0%	29
2-3 days a week	22.0%	22	25.6%	11	19.3%	11	9.5%	2	24.1%	7	26.0%	13	18.4%	9	25.5%	13	0.0%	0	0.0%	0	22.0%	22
Once a week	13.0%	13	9.3%	4	15.8%	9	4.8%	1	13.8%	4	16.0%	8	20.4%	10	5.9%	3	0.0%	0	0.0%	0	13.0%	13
Once every 2 weeks	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Once every month	6.0%	6	4.7%	2	7.0%	4	9.5%	2	6.9%	2	4.0%	2	8.2%	4	3.9%	2	0.0%	0	0.0%	0	6.0%	6
Once every 3 months	2.0%	2	2.3%	1	1.8%	1	4.8%	1	3.4%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	2
Less often than once every 3 months	2.0%	2	2.3%	1	1.8%	1	0.0%	0	6.9%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
First time today	3.0%	3	7.0%	3	0.0%	0	9.5%	2	0.0%	0	2.0%	1	2.0%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	3
Base:		100		43		57		21		29		50		49		51		0		0		100

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	52.0%	52	48.8%	21	54.4%	31	23.8%	5	55.2%	16	62.0%	31	44.9%	22	58.8%	30	0.0%	0	0.0%	0	52.0%	52
To buy non-food goods (e.g. shoes, clothes, jewellery)	2.0%	2	2.3%	1	1.8%	1	4.8%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
For services (e.g. post office, bank, building society, hairdressers)	13.0%	13	16.3%	7	10.5%	6	14.3%	3	13.8%	4	12.0%	6	12.2%	6	13.7%	7	0.0%	0	0.0%	0	13.0%	13
To use a leisure facility (eg. sports centre)	3.0%	3	0.0%	0	5.3%	3	4.8%	1	3.4%	1	2.0%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
As a day visitor to the Town Centre	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	5.0%	5	2.3%	1	7.0%	4	9.5%	2	3.4%	1	4.0%	2	6.1%	3	3.9%	2	0.0%	0	0.0%	0	5.0%	5
Work	10.0%	10	16.3%	7	5.3%	3	19.0%	4	6.9%	2	8.0%	4	10.2%	5	9.8%	5	0.0%	0	0.0%	0	10.0%	10
To meet someone	6.0%	6	2.3%	1	8.8%	5	9.5%	2	3.4%	1	6.0%	3	4.1%	2	7.8%	4	0.0%	0	0.0%	0	6.0%	6
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Events day	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going for a walk	2.0%	2	4.7%	2	0.0%	0	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Going to Church	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
School / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	3.0%	3	2.3%	1	3.5%	2	4.8%	1	3.4%	1	2.0%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Window shopping / browsing	2.0%	2	2.3%	1	1.8%	1	9.5%	2	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Base:		100		43		57		21		29		50		49		51		0		0		100

Meanscore: [£]

Q05 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?
Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	5.8%	3	9.5%	2	3.2%	1	0.0%	0	6.3%	1	6.5%	2	4.5%	1	6.7%	2	0.0%	0	0.0%	0	5.8%	3
£1-£5	9.6%	5	14.3%	3	6.5%	2	20.0%	1	0.0%	0	12.9%	4	9.1%	2	10.0%	3	0.0%	0	0.0%	0	9.6%	5
£6-10	28.8%	15	38.1%	8	22.6%	7	20.0%	1	37.5%	6	25.8%	8	31.8%	7	26.7%	8	0.0%	0	0.0%	0	28.8%	15
£11-£20	23.1%	12	23.8%	5	22.6%	7	20.0%	1	18.8%	3	25.8%	8	18.2%	4	26.7%	8	0.0%	0	0.0%	0	23.1%	12
£21-£30	17.3%	9	14.3%	3	19.4%	6	20.0%	1	25.0%	4	12.9%	4	13.6%	3	20.0%	6	0.0%	0	0.0%	0	17.3%	9
£31-£40	7.7%	4	0.0%	0	12.9%	4	0.0%	0	12.5%	2	6.5%	2	9.1%	2	6.7%	2	0.0%	0	0.0%	0	7.7%	4
£41-£50	3.8%	2	0.0%	0	6.5%	2	20.0%	1	0.0%	0	3.2%	1	4.5%	1	3.3%	1	0.0%	0	0.0%	0	3.8%	2
£51-£100	3.8%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	6.5%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*17.50*		*10.36*		*22.34*		*19.00*		*16.25*		*17.90*		*20.80*		*15.08*		*0.00*		*0.00*		*17.50*
Base:		52		21		31		5		16		31		22		30		0		0		52

Meanscore: [£]

Q06 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?
Those who said non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1-£5	50.0%	1	0.0%	0	100.0%	1	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1
£6-10	50.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1
£11-£20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41-£50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51-£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	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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	0.0%	0	0.0%	0
Over £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	0.0%	0	0.0%	0
Mean:		*5.00*		*7.50*		*2.50*		*2.50*		*0.00*		*7.50*		*2.50*		*7.50*		*0.00*		*0.00*		*5.00*
Base:		2		1		1		1		0		1		1		1		0		0		2

Q07 Which type of shop are you most likely to visit today? [MR]

Those who said food or non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Food & Grocery	92.6%	50	90.9%	20	93.8%	30	83.3%	5	100.0%	16	90.6%	29	91.3%	21	93.5%	29	0.0%	0	0.0%	0	92.6%	50
Clothing & Footwear	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc…	0.0%	0	0.0%	0	0.0%	0	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 specialist Non-Food Items	13.0%	7	22.7%	5	6.3%	2	33.3%	2	0.0%	0	15.6%	5	4.3%	1	19.4%	6	0.0%	0	0.0%	0	13.0%	7
(Don’t know)	3.7%	2	4.5%	1	3.1%	1	0.0%	0	0.0%	0	6.3%	2	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
Base:		54		22		32		6		16		32		23		31		0		0		54

Q08AWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Egham

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A & J's (DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andrew Riley (Music Shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shop (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clinton Cards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli-Rumbles (delicatessen)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Essentials (household goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodley's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M & Co (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millman Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purrfect Pet Care (pet shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robinson & Lamb Optician	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar N Spice (bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venus News (newsagent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria's Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q08B What are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
A.H Spittle (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Carpet and Bed Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Model Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Pet Supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aladins Cave (closed)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archive Records	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bella Fiori Florists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Books	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmic (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs (Bakery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J F Sawyer (Clocks and Watches)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin’s Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks Sewing & Craft Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&J Gift Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugar Sculpture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surry Cycles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Local (Off Licence)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Hardware & Motor Parts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnardo's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlo's Barbers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Golding Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	」 襚	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cutting Edge Hair Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Laundry Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vapez Club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimpy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q08CWhat are the names of the MAIN shops you have visited, or intend to visit today? [MR]

Those who said food or non food shopping at Q4and are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Birdie Bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.J Smith (Electrical Goods)	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Carlo (delicatessen	1.9%	1	4.5%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Carpetrama (Floor and Carpet Supplies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity Shops (various)	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
Chertsey Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	9.3%	5	9.1%	2	9.4%	3	0.0%	0	6.3%	1	12.5%	4	8.7%	2	9.7%	3	0.0%	0	0.0%	0	9.3%	5
Cycle Surgery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D’Eyncourt Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Centre (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essential Pet Supplies	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Full of Surprises (stationary and gifts)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games Room Company (Furniture)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Health	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heaters Bakery	7.4%	4	9.1%	2	6.3%	2	16.7%	1	12.5%	2	3.1%	1	13.0%	3	3.2%	1	0.0%	0	0.0%	0	7.4%	4
Honeycomb Pharmacy	7.4%	4	13.6%	3	3.1%	1	0.0%	0	6.3%	1	9.4%	3	4.3%	1	9.7%	3	0.0%	0	0.0%	0	7.4%	4
House of Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucy’s (clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin’s Newsagent	16.7%	9	9.1%	2	21.9%	7	50.0%	3	12.5%	2	12.5%	4	21.7%	5	12.9%	4	0.0%	0	0.0%	0	16.7%	9
Music Search (Music shop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One-Stop	1.9%	1	0.0%	0	3.1%	1	0.0%	0	6.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
R & D Hitch (Electrical Goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert’s Butcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	79.6%	43	68.2%	15	87.5%	28	100.0%	6	81.3%	13	75.0%	24	82.6%	19	77.4%	24	0.0%	0	0.0%	0	79.6%	43
Sam’s News (newsagent)	1.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Snow & Rock	3.7%	2	4.5%	1	3.1%	1	0.0%	0	0.0%	0	6.3%	2	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
T. H. Collison Ltd Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chertsey Bookshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Y Pay More	1.9%	1	4.5%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbers	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Chertsey Café	3.7%	2	4.5%	1	3.1%	1	0.0%	0	6.3%	1	3.1%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	3.7%	2
Chertsey Post Office	1.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1
Costa	3.7%	2	0.0%	0	6.3%	2	16.7%	1	6.3%	1	0.0%	0	4.3%	1	3.2%	1	0.0%	0	0.0%	0	3.7%	2
The Green Shop	1.9%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Base:		54		22		32		6		16		32		23		31		0		0		54

Q09 Which other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatchwarren Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddocks Retail Park, Weybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Two Rivers Retail Park, Staines	8.0%	8	7.0%	3	8.8%	5	0.0%	0	6.9%	2	12.0%	6	8.2%	4	7.8%	4	0.0%	0	0.0%	0	8.0%	8
Westgate Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	13.0%	13	14.0%	6	12.3%	7	4.8%	1	6.9%	2	20.0%	10	0.0%	0	25.5%	13	0.0%	0	0.0%	0	13.0%	13
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brooklands	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Egham	3.0%	3	2.3%	1	3.5%	2	0.0%	0	3.4%	1	4.0%	2	2.0%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	3
Englefield Gree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	4.0%	4	4.7%	2	3.5%	2	14.3%	3	3.4%	1	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Kingston	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Haw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Royal Holloway 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	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
of London (Campus), Egham																						
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-Upon-Thames	30.0%	30	18.6%	8	38.6%	22	42.9%	9	24.1%	7	28.0%	14	38.8%	19	21.6%	11	0.0%	0	0.0%	0	30.0%	30
Sunbury	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Sunningdale/ Sunninghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on Thames	6.0%	6	2.3%	1	8.8%	5	4.8%	1	6.9%	2	6.0%	3	8.2%	4	3.9%	2	0.0%	0	0.0%	0	6.0%	6
Weybridge	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	3.0%	3	4.7%	2	1.8%	1	9.5%	2	0.0%	0	2.0%	1	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I do not visit any other centre regularly	18.0%	18	27.9%	12	10.5%	6	4.8%	1	20.7%	6	22.0%	11	18.4%	9	17.6%	9	0.0%	0	0.0%	0	18.0%	18
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton	4.0%	4	7.0%	3	1.8%	1	0.0%	0	10.3%	3	2.0%	1	2.0%	1	5.9%	3	0.0%	0	0.0%	0	4.0%	4
Stoke on Trent	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Torbay	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Base:		100		43		57		21		29		50		49		51		0		0		100

Q10 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 9)
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
To buy food items (not take-away / café / restaurant)	32.9%	27	41.9%	13	27.5%	14	20.0%	4	30.4%	7	41.0%	16	17.5%	7	47.6%	20	0.0%	0	0.0%	0	32.9%	27
To buy non-food goods (e.g. shoes, clothes, jewellery)	58.5%	48	41.9%	13	68.6%	35	75.0%	15	56.5%	13	51.3%	20	70.0%	28	47.6%	20	0.0%	0	0.0%	0	58.5%	48
For services (e.g. bank, building society, hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	1.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.2%	1	3.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
To meet someone	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No specific purpose it's where I live	0.0%	0	0.0%	0	0.0%	0	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)	4.9%	4	9.7%	3	2.0%	1	5.0%	1	8.7%	2	2.6%	1	10.0%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Base:		82		31		51		20		23		39		40		42		0		0		82

Q11 What do you like about the centre (MENTIONED IN Q.9)?
Those who mentioned a location at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Better choice of shops	51.2%	42	51.6%	16	51.0%	26	60.0%	12	47.8%	11	48.7%	19	57.5%	23	45.2%	19	0.0%	0	0.0%	0	51.2%	42
Better quality of shops	14.6%	12	6.5%	2	19.6%	10	15.0%	3	17.4%	4	12.8%	5	25.0%	10	4.8%	2	0.0%	0	0.0%	0	14.6%	12
Better non-food shopping	0.0%	0	0.0%	0	0.0%	0	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 food shopping	4.9%	4	3.2%	1	5.9%	3	5.0%	1	4.3%	1	5.1%	2	2.5%	1	7.1%	3	0.0%	0	0.0%	0	4.9%	4
Better range of places to eat and drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market/ farmers market	0.0%	0	0.0%	0	0.0%	0	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 available car parking	1.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Cheaper car parking	1.2%	1	3.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambience	1.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	7.3%	6	12.9%	4	3.9%	2	10.0%	2	8.7%	2	5.1%	2	2.5%	1	11.9%	5	0.0%	0	0.0%	0	7.3%	6
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Dog friendly cafes	1.2%	1	0.0%	0	2.0%	1	0.0%	0	4.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Good bus service	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Maks and Spencer	1.2%	1	0.0%	0	2.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	2.4%	2	0.0%	0	3.9%	2	5.0%	1	4.3%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	2.4%	2
On one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury’s	2.4%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Shop staff are very friendly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tatters fabric shop	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco	4.9%	4	6.5%	2	3.9%	2	0.0%	0	8.7%	2	5.1%	2	0.0%	0	9.5%	4	0.0%	0	0.0%	0	4.9%	4
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1
Base:		82		31		51		20		23		39		40		42		0		0		82

Q12 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Near / convenient	42.0%	42	34.9%	15	47.4%	27	33.3%	7	41.4%	12	46.0%	23	38.8%	19	45.1%	23	0.0%	0	0.0%	0	42.0%	42
Good public transport links	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Parking is easy	11.0%	11	9.3%	4	12.3%	7	9.5%	2	10.3%	3	12.0%	6	16.3%	8	5.9%	3	0.0%	0	0.0%	0	11.0%	11
Parking is cheap	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	2.0%	2	4.7%	2	0.0%	0	0.0%	0	3.4%	1	2.0%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	2
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ease of access to all (with pushchairs, wheelchairs, etc)	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Feels safe / absence of threatening individuals / groups	3.0%	3	2.3%	1	3.5%	2	4.8%	1	3.4%	1	2.0%	1	2.0%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	3
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Not too crowded	12.0%	12	9.3%	4	14.0%	8	0.0%	0	17.2%	5	14.0%	7	14.3%	7	9.8%	5	0.0%	0	0.0%	0	12.0%	12
Character / atmosphere	25.0%	25	27.9%	12	22.8%	13	19.0%	4	31.0%	9	24.0%	12	32.7%	16	17.6%	9	0.0%	0	0.0%	0	25.0%	25
Historic buildings / tourist attractions	5.0%	5	2.3%	1	7.0%	4	0.0%	0	6.9%	2	6.0%	3	6.1%	3	3.9%	2	0.0%	0	0.0%	0	5.0%	5
Selection / choice of independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of an outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a large supermarket	3.0%	3	2.3%	1	3.5%	2	0.0%	0	6.9%	2	2.0%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	2.0%	2	0.0%	0	3.5%	2	4.8%	1	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Range of places to eat	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Range of pubs / bars	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Range of services (banks, insurance, hairdressers, etc)	2.0%	2	2.3%	1	1.8%	1	0.0%	0	0.0%	0	4.0%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Range of leisure facilities	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	9.0%	9	14.0%	6	5.3%	3	14.3%	3	6.9%	2	8.0%	4	10.2%	5	7.8%	4	0.0%	0	0.0%	0	9.0%	9
Costa Coffee	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cutting Edge (Hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is together	3.0%	3	2.3%	1	3.5%	2	4.8%	1	6.9%	2	0.0%	0	2.0%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	3
Good variety	2.0%	2	2.3%	1	1.8%	1	4.8%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Half an hour free 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	0.0%	0	0.0%	0
Iceland	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Model shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice walks nearby	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Quiet / peaceful area	8.0%	8	11.6%	5	5.3%	3	9.5%	2	10.3%	3	6.0%	3	12.2%	6	3.9%	2	0.0%	0	0.0%	0	8.0%	8
Sainsbury's	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
The people are friendly	11.0%	11	9.3%	4	12.3%	7	4.8%	1	6.9%	2	16.0%	8	8.2%	4	13.7%	7	0.0%	0	0.0%	0	11.0%	11
The river	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wide pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimpy	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(No opinion)	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
(Nothing in particular)	9.0%	9	7.0%	3	10.5%	6	14.3%	3	0.0%	0	12.0%	6	2.0%	1	15.7%	8	0.0%	0	0.0%	0	9.0%	9
Base:		100		43		57		21		29		50		49		51		0		0		100

Q13 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough Pedestrianisation	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Difficulties in parking	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Location of parking	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Parking is expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	3.0%	3	4.7%	2	1.8%	1	9.5%	2	0.0%	0	2.0%	1	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Road congestion	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	3.0%	3	2.3%	1	3.5%	2	4.8%	1	0.0%	0	4.0%	2	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Feels unsafe / presence of threatening individuals / groups	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lack of police presence / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	3.0%	3	0.0%	0	5.3%	3	0.0%	0	3.4%	1	4.0%	2	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Not busy enough	3.0%	3	0.0%	0	5.3%	3	4.8%	1	3.4%	1	2.0%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	25.0%	25	14.0%	6	33.3%	19	28.6%	6	24.1%	7	24.0%	12	28.6%	14	21.6%	11	0.0%	0	0.0%	0	25.0%	25
General lack of independent / specialist shops	16.0%	16	9.3%	4	21.1%	12	19.0%	4	10.3%	3	18.0%	9	22.4%	11	9.8%	5	0.0%	0	0.0%	0	16.0%	16
Quality of shops is inadequate (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	3.0%	3	2.3%	1	3.5%	2	9.5%	2	3.4%	1	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	3.0%	3
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	9.0%	9	7.0%	3	10.5%	6	19.0%	4	6.9%	2	6.0%	3	14.3%	7	3.9%	2	0.0%	0	0.0%	0	9.0%	9
Inadequate range of services	2.0%	2	2.3%	1	1.8%	1	4.8%	1	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Inadequate range of leisure 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	0.0%	0	0.0%	0
Absence of play areas for children	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I dislike everything about the Town Centre	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes and Shoe shops	3.0%	3	2.3%	1	3.5%	2	0.0%	0	0.0%	0	6.0%	3	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of dog friendly places	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough variety of shops	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Nothing for young people to do	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Scruffy / rundown / needs renovating	6.0%	6	2.3%	1	8.8%	5	0.0%	0	10.3%	3	6.0%	3	8.2%	4	3.9%	2	0.0%	0	0.0%	0	6.0%	6
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The flooding	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
The people	4.0%	4	2.3%	1	5.3%	3	4.8%	1	3.4%	1	4.0%	2	2.0%	1	5.9%	3	0.0%	0	0.0%	0	4.0%	4
Too many charity shops	7.0%	7	0.0%	0	12.3%	7	0.0%	0	13.8%	4	6.0%	3	6.1%	3	7.8%	4	0.0%	0	0.0%	0	7.0%	7
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too many hairdressers	2.0%	2	0.0%	0	3.5%	2	4.8%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Too many takeaway food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	2.0%	2	4.7%	2	0.0%	0	0.0%	0	3.4%	1	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Nothing in particular)	36.0%	36	55.8%	24	21.1%	12	23.8%	5	41.4%	12	38.0%	19	20.4%	10	51.0%	26	0.0%	0	0.0%	0	36.0%	36
Base:		100		43		57		21		29		50		49		51		0		0		100

Q14 How could (STUDY CENTRE) be improved for shopping? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of shops in general	46.0%	46	37.2%	16	52.6%	30	61.9%	13	44.8%	13	40.0%	20	51.0%	25	41.2%	21	0.0%	0	0.0%	0	46.0%	46
Better quality shops	24.0%	24	16.3%	7	29.8%	17	52.4%	11	20.7%	6	14.0%	7	30.6%	15	17.6%	9	0.0%	0	0.0%	0	24.0%	24
Better choice of leisure destination in general	0.0%	0	0.0%	0	0.0%	0	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 quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of restaurants/ cafes	7.0%	7	4.7%	2	8.8%	5	9.5%	2	6.9%	2	6.0%	3	12.2%	6	2.0%	1	0.0%	0	0.0%	0	7.0%	7
Better quality restaurants/ cafes	6.0%	6	7.0%	3	5.3%	3	14.3%	3	6.9%	2	2.0%	1	10.2%	5	2.0%	1	0.0%	0	0.0%	0	6.0%	6
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 priority of pedestrians / Pedestrianisation	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 shelter from wind / rain	2.0%	2	2.3%	1	1.8%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	2
Improve appearance / environment of centre	6.0%	6	4.7%	2	7.0%	4	0.0%	0	3.4%	1	10.0%	5	6.1%	3	5.9%	3	0.0%	0	0.0%	0	6.0%	6
Remove litter more often	2.0%	2	0.0%	0	3.5%	2	4.8%	1	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More parking	3.0%	3	4.7%	2	1.8%	1	4.8%	1	3.4%	1	2.0%	1	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Cheaper 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	0.0%	0	0.0%	0
More accessible car parking	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakery	2.0%	2	2.3%	1	1.8%	1	0.0%	0	0.0%	0	4.0%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shops	9.0%	9	2.3%	1	14.0%	8	4.8%	1	13.8%	4	8.0%	4	10.2%	5	7.8%	4	0.0%	0	0.0%	0	9.0%	9
Dog friendly places	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farmers market	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Fill the empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H & 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
Hardware shop	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Health food shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	4.0%	4	4.7%	2	3.5%	2	0.0%	0	6.9%	2	4.0%	2	2.0%	1	5.9%	3	0.0%	0	0.0%	0	4.0%	4
Make it undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market at weekends	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer	3.0%	3	4.7%	2	1.8%	1	0.0%	0	3.4%	1	4.0%	2	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Matalan	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
McDonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved toilets	2.0%	2	2.3%	1	1.8%	1	0.0%	0	3.4%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Poundshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Precinct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pret a manger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	2.0%	2	0.0%	0	3.5%	2	4.8%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Shoe shops	7.0%	7	0.0%	0	12.3%	7	0.0%	0	3.4%	1	12.0%	6	4.1%	2	9.8%	5	0.0%	0	0.0%	0	7.0%	7
Top Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagamama	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wetherspoons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons	0.0%	0	0.0%	0	0.0%	0	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)	8.0%	8	16.3%	7	1.8%	1	9.5%	2	3.4%	1	10.0%	5	0.0%	0	15.7%	8	0.0%	0	0.0%	0	8.0%	8
(None mentioned)	13.0%	13	18.6%	8	8.8%	5	4.8%	1	20.7%	6	12.0%	6	6.1%	3	19.6%	10	0.0%	0	0.0%	0	13.0%	13
Base:		100		43		57		21		29		50		49		51		0		0		100

Q15 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	45.0%	45	67.4%	29	28.1%	16	42.9%	9	58.6%	17	38.0%	19	36.7%	18	52.9%	27	0.0%	0	0.0%	0	45.0%	45
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Bakers	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ben Sherman	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Clothes shops	16.0%	16	4.7%	2	24.6%	14	14.3%	3	13.8%	4	18.0%	9	18.4%	9	13.7%	7	0.0%	0	0.0%	0	16.0%	16
Computer games	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delicatessen	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Department store	4.0%	4	2.3%	1	5.3%	3	4.8%	1	3.4%	1	4.0%	2	4.1%	2	3.9%	2	0.0%	0	0.0%	0	4.0%	4
Electronics shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fabic shops	2.0%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	4.0%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haberdashery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardware shop	2.0%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Health food shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
JD Sports	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local retailers / independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	7.0%	7	4.7%	2	8.8%	5	4.8%	1	6.9%	2	8.0%	4	12.2%	6	2.0%	1	0.0%	0	0.0%	0	7.0%	7
Matalan	3.0%	3	2.3%	1	3.5%	2	4.8%	1	0.0%	0	4.0%	2	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	2.0%	2	0.0%	0	3.5%	2	4.8%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Robert Dyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe shops	6.0%	6	2.3%	1	8.8%	5	0.0%	0	3.4%	1	10.0%	5	4.1%	2	7.8%	4	0.0%	0	0.0%	0	6.0%	6
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Shop	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Wagamama	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wetherspoons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wine Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	2.0%	2	2.3%	1	1.8%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	2
Base:		100		43		57		21		29		50		49		51		0		0		100

Q16 Would an improved street market (eg. A larger market to the one currently operating every Saturday) in Chertsey Town Centre encourage you to visit the centre more often?
Respondents who are in Chertsey

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	37.0%	37	37.2%	16	36.8%	21	33.3%	7	34.5%	10	40.0%	20	44.9%	22	29.4%	15	0.0%	0	0.0%	0	37.0%	37
No	24.0%	24	27.9%	12	21.1%	12	23.8%	5	34.5%	10	18.0%	9	28.6%	14	19.6%	10	0.0%	0	0.0%	0	24.0%	24
Maybe	10.0%	10	2.3%	1	15.8%	9	9.5%	2	10.3%	3	10.0%	5	12.2%	6	7.8%	4	0.0%	0	0.0%	0	10.0%	10
(Don't know)	29.0%	29	32.6%	14	26.3%	15	33.3%	7	20.7%	6	32.0%	16	14.3%	7	43.1%	22	0.0%	0	0.0%	0	29.0%	29
Base:		100		43		57		21		29		50		49		51		0		0		100

Q17 Would a new street market (eg. A farmers market or food market) in the Town Centre encourage you to visit the centre more often?
Respondents who are in Addlestone

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Yes	23.0%	23	16.3%	7	28.1%	16	19.0%	4	27.6%	8	22.0%	11	26.5%	13	19.6%	10	0.0%	0	0.0%	0	23.0%	23
No	71.0%	71	72.1%	31	70.2%	40	71.4%	15	62.1%	18	76.0%	38	63.3%	31	78.4%	40	0.0%	0	0.0%	0	71.0%	71
(Don't know)	6.0%	6	11.6%	5	1.8%	1	9.5%	2	10.3%	3	2.0%	1	10.2%	5	2.0%	1	0.0%	0	0.0%	0	6.0%	6
Base:		100		43		57		21		29		50		49		51		0		0		100

Q19 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]

Those who said yes or don't know at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Cinema	27.6%	8	25.0%	3	29.4%	5	16.7%	1	18.2%	2	41.7%	5	22.2%	4	36.4%	4	0.0%	0	0.0%	0	27.6%	8
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	6.9%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	16.7%	2	11.1%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Pubs / bars	3.4%	1	8.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.4%	1
Restaurants / cafes	17.2%	5	16.7%	2	17.6%	3	16.7%	1	9.1%	1	25.0%	3	22.2%	4	9.1%	1	0.0%	0	0.0%	0	17.2%	5
Nightclubs / music venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night music venues	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	48.3%	14	41.7%	5	52.9%	9	50.0%	3	63.6%	7	33.3%	4	50.0%	9	45.5%	5	0.0%	0	0.0%	0	48.3%	14
Don’t know	3.4%	1	8.3%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soft play	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth 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	0.0%	0	0.0%	0
Base:		29		12		17		6		11		12		18		11		0		0		29

Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]
Those who said yes or don't know at Q18

	Total %	Total n	Male %	Male n	Female %	Female n	16 - 34 %	16 - 34 n	35 - 54 %	35 - 54 n	55 + %	55 + n	ABC1 %	ABC1 n	C2DE %	C2DE n	Egham %	Egham n	Addlestone %	Addlestone n	Chertsey %	Chertsey n
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 choice of leisure destination in general	3.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	8.3%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Better quality of leisure uses	3.4%	1	0.0%	0	5.9%	1	0.0%	0	9.1%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
More choice of restaurants/ cafes	13.8%	4	16.7%	2	11.8%	2	16.7%	1	9.1%	1	16.7%	2	16.7%	3	9.1%	1	0.0%	0	0.0%	0	13.8%	4
Better quality restaurants/ cafes	13.8%	4	16.7%	2	11.8%	2	16.7%	1	9.1%	1	16.7%	2	22.2%	4	0.0%	0	0.0%	0	0.0%	0	13.8%	4
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	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 quality pubs/ bars	3.4%	1	8.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.4%	1
More priority of pedestrians / pedestrianisation	3.4%	1	0.0%	0	5.9%	1	0.0%	0	9.1%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	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 shelter from wind / rain	6.9%	2	8.3%	1	5.9%	1	0.0%	0	0.0%	0	16.7%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	6.9%	2
Improve appearance / environment of centre	3.4%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.4%	1
Remove litter more often	3.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	8.3%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
More parking	3.4%	1	0.0%	0	5.9%	1	0.0%	0	9.1%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Cheaper 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	0.0%	0	0.0%	0
More accessible car 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	0.0%	0	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	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 signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	3.4%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.4%	1
Other (PLEASE WRITE IN)	31.0%	9	8.3%	1	47.1%	8	33.3%	2	36.4%	4	25.0%	3	16.7%	3	54.5%	6	0.0%	0	0.0%	0	31.0%	9
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	31.0%	9	50.0%	6	17.6%	3	50.0%	3	36.4%	4	16.7%	2	44.4%	8	9.1%	1	0.0%	0	0.0%	0	31.0%	9
(None mentioned	6.9%	2	8.3%	1	5.9%	1	0.0%	0	0.0%	0	16.7%	2	5.6%	1	9.1%	1	0.0%	0	0.0%	0	6.9%	2
Base:		29		12		17		6		11		12		18		11		0		0		29

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
GEN Gender																						
Male	43.0%	43	100.0%	43	0.0%	0	38.1%	8	34.5%	10	50.0%	25	38.8%	19	47.1%	24	0.0%	0	0.0%	0	43.0%	43
Female	57.0%	57	0.0%	0	100.0%	57	61.9%	13	65.5%	19	50.0%	25	61.2%	30	52.9%	27	0.0%	0	0.0%	0	57.0%	57
Base:		100		43		57		21		29		50		49		51		0		0		100
AGE Age																						
16 - 24 years	10.0%	10	4.7%	2	14.0%	8	47.6%	10	0.0%	0	0.0%	0	10.2%	5	9.8%	5	0.0%	0	0.0%	0	10.0%	10
25 - 34 years	11.0%	11	14.0%	6	8.8%	5	52.4%	11	0.0%	0	0.0%	0	10.2%	5	11.8%	6	0.0%	0	0.0%	0	11.0%	11
35 - 44 years	17.0%	17	14.0%	6	19.3%	11	0.0%	0	58.6%	17	0.0%	0	18.4%	9	15.7%	8	0.0%	0	0.0%	0	17.0%	17
45 - 54 years	12.0%	12	9.3%	4	14.0%	8	0.0%	0	41.4%	12	0.0%	0	14.3%	7	9.8%	5	0.0%	0	0.0%	0	12.0%	12
55 - 64 years	22.0%	22	27.9%	12	17.5%	10	0.0%	0	0.0%	0	44.0%	22	22.4%	11	21.6%	11	0.0%	0	0.0%	0	22.0%	22
65+ years	28.0%	28	30.2%	13	26.3%	15	0.0%	0	0.0%	0	56.0%	28	24.5%	12	31.4%	16	0.0%	0	0.0%	0	28.0%	28
Base:		100		43		57		21		29		50		49		51		0		0		100
EMP Are you in paid employment																						
YES	48.0%	48	55.8%	24	42.1%	24	57.1%	12	75.9%	22	28.0%	14	63.3%	31	33.3%	17	0.0%	0	0.0%	0	48.0%	48
NO	52.0%	52	44.2%	19	57.9%	33	42.9%	9	24.1%	7	72.0%	36	36.7%	18	66.7%	34	0.0%	0	0.0%	0	52.0%	52
Base:		100		43		57		21		29		50		49		51		0		0		100
WORK Location of workplace *Those who said yes at EMP*																						
INSIDE (STUDY CENTRE) TOWN CENTRE	45.8%	22	33.3%	8	58.3%	14	75.0%	9	31.8%	7	42.9%	6	45.2%	14	47.1%	8	0.0%	0	0.0%	0	45.8%	22
OUTSIDE (STUDY CENTRE) TOWN CENTRE	54.2%	26	66.7%	16	41.7%	10	25.0%	3	68.2%	15	57.1%	8	54.8%	17	52.9%	9	0.0%	0	0.0%	0	54.2%	26
Base:		48		24		24		12		22		14		31		17		0		0		48
SEG Socio-Economic Group:																						
AB	28.0%	28	27.9%	12	28.1%	16	23.8%	5	34.5%	10	26.0%	13	57.1%	28	0.0%	0	0.0%	0	0.0%	0	28.0%	28
C1	21.0%	21	16.3%	7	24.6%	14	23.8%	5	20.7%	6	20.0%	10	42.9%	21	0.0%	0	0.0%	0	0.0%	0	21.0%	21
C2	21.0%	21	34.9%	15	10.5%	6	4.8%	1	24.1%	7	26.0%	13	0.0%	0	41.2%	21	0.0%	0	0.0%	0	21.0%	21
DE	30.0%	30	20.9%	9	36.8%	21	47.6%	10	20.7%	6	28.0%	14	0.0%	0	58.8%	30	0.0%	0	0.0%	0	30.0%	30
Base:		100		43		57		21		29		50		49		51		0		0		100

ADU Adults in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 adult	38.0%	38	46.5%	20	31.6%	18	28.6%	6	17.2%	5	54.0%	27	20.4%	10	54.9%	28	0.0%	0	0.0%	0	38.0%	38
2 adults	49.0%	49	44.2%	19	52.6%	30	42.9%	9	65.5%	19	42.0%	21	63.3%	31	35.3%	18	0.0%	0	0.0%	0	49.0%	49
3 adults	6.0%	6	4.7%	2	7.0%	4	9.5%	2	10.3%	3	2.0%	1	6.1%	3	5.9%	3	0.0%	0	0.0%	0	6.0%	6
4 adults	6.0%	6	4.7%	2	7.0%	4	14.3%	3	6.9%	2	2.0%	1	8.2%	4	3.9%	2	0.0%	0	0.0%	0	6.0%	6
5 adults	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		100		43		57		21		29		50		49		51		0		0		100

CHI Children in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 child (Under 16)	11.0%	11	11.6%	5	10.5%	6	19.0%	4	20.7%	6	2.0%	1	12.2%	6	9.8%	5	0.0%	0	0.0%	0	11.0%	11
2 children (Under 16)	10.0%	10	11.6%	5	8.8%	5	19.0%	4	17.2%	5	2.0%	1	14.3%	7	5.9%	3	0.0%	0	0.0%	0	10.0%	10
3 children (Under 16)	3.0%	3	0.0%	0	5.3%	3	4.8%	1	6.9%	2	0.0%	0	4.1%	2	2.0%	1	0.0%	0	0.0%	0	3.0%	3
4 children (Under 16)	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
No children (Under 16)	75.0%	75	76.7%	33	73.7%	42	57.1%	12	51.7%	15	96.0%	48	69.4%	34	80.4%	41	0.0%	0	0.0%	0	75.0%	75
Base:		100		43		57		21		29		50		49		51		0		0		100

CAR Cars in Hhold

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
1 car in Hhold	31.0%	31	27.9%	12	33.3%	19	23.8%	5	34.5%	10	32.0%	16	26.5%	13	35.3%	18	0.0%	0	0.0%	0	31.0%	31
2 cars in Hhold	32.0%	32	34.9%	15	29.8%	17	28.6%	6	48.3%	14	24.0%	12	46.9%	23	17.6%	9	0.0%	0	0.0%	0	32.0%	32
3 cars in Hhold	6.0%	6	7.0%	3	5.3%	3	4.8%	1	10.3%	3	4.0%	2	10.2%	5	2.0%	1	0.0%	0	0.0%	0	6.0%	6
4 cars in Hhold	4.0%	4	2.3%	1	5.3%	3	4.8%	1	6.9%	2	2.0%	1	6.1%	3	2.0%	1	0.0%	0	0.0%	0	4.0%	4
5 cars in Hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cars in Hhold	27.0%	27	27.9%	12	26.3%	15	38.1%	8	0.0%	0	38.0%	19	10.2%	5	43.1%	22	0.0%	0	0.0%	0	27.0%	27
Base:		100		43		57		21		29		50		49		51		0		0		100

DAY Day

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Monday	25.0%	25	27.9%	12	22.8%	13	33.3%	7	17.2%	5	26.0%	13	12.2%	6	37.3%	19	0.0%	0	0.0%	0	25.0%	25
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	25.0%	25	25.6%	11	24.6%	14	4.8%	1	27.6%	8	32.0%	16	28.6%	14	21.6%	11	0.0%	0	0.0%	0	25.0%	25
Friday	25.0%	25	14.0%	6	33.3%	19	28.6%	6	24.1%	7	24.0%	12	30.6%	15	19.6%	10	0.0%	0	0.0%	0	25.0%	25
Saturday	25.0%	25	32.6%	14	19.3%	11	33.3%	7	31.0%	9	18.0%	9	28.6%	14	21.6%	11	0.0%	0	0.0%	0	25.0%	25
Base:		100		43		57		21		29		50		49		51		0		0		100

TOWN Town

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	100.0%	100	100.0%	43	100.0%	57	100.0%	21	100.0%	29	100.0%	50	100.0%	49	100.0%	51	0.0%	0	0.0%	0	100.0%	100
Base:		100		43		57		21		29		50		49		51		0		0		100

PC Postcode Sector

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Egham		Addlestone		Chertsey	
GU11 3	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
GU24	2.0%	2	2.3%	1	1.8%	1	4.8%	1	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
GU25 4	3.0%	3	2.3%	1	3.5%	2	4.8%	1	0.0%	0	4.0%	2	6.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
GU3	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
GU4 7	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT11	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT11 1	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT12	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
KT12 3	2.0%	2	4.7%	2	0.0%	0	4.8%	1	3.4%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
KT13	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
KT13 8	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT15 1	2.0%	2	0.0%	0	3.5%	2	0.0%	0	3.4%	1	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
KT15 9	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
KT16	6.0%	6	2.3%	1	8.8%	5	9.5%	2	0.0%	0	8.0%	4	6.1%	3	5.9%	3	0.0%	0	0.0%	0	6.0%	6
KT16 0	4.0%	4	4.7%	2	3.5%	2	0.0%	0	3.4%	1	6.0%	3	2.0%	1	5.9%	3	0.0%	0	0.0%	0	4.0%	4
KT16 7	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT16 8	23.0%	23	18.6%	8	26.3%	15	9.5%	2	34.5%	10	22.0%	11	20.4%	10	25.5%	13	0.0%	0	0.0%	0	23.0%	23
KT16 9	30.0%	30	23.3%	10	35.1%	20	33.3%	7	20.7%	6	34.0%	17	26.5%	13	33.3%	17	0.0%	0	0.0%	0	30.0%	30
KT24	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
KT5 9	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
SM3 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
ST6 7	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TA2 6	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TS16 8	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TW16 6	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW17 0	1.0%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW17 8	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW17 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW18 1	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TW18 2	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TW18 3	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW18 4	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW20 0	1.0%	1	0.0%	0	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
TW20 8	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
W12	1.0%	1	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1
W14 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		100		43		57		21		29		50		49		51		0		0		100

APPENDIX 5: CONVENIENCE GOODS MARKET SHARE ANALYSIS

TABLE 1: ALL FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	44.3%	28.9%	1.3%	5.0%	32.4%	6.7%	0.0%	1.8%	1.4%	0.0%	7.9%
Other stores in Addlestone	2.7%	1.0%	0.6%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	3.7%	28.2%	0.8%	0.4%	15.1%	0.0%	0.2%	0.4%	0.0%	0.0%	2.8%
Other stores in Chertsey	0.2%	2.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%
Egham Town Centre:											
Budgens, Station Road, Egham	0.0%	0.0%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco Superstore, High Street, Egham	0.0%	0.2%	24.8%	7.9%	0.2%	0.0%	1.0%	0.0%	0.0%	2.7%	4.4%
Waitrose, Church Road, Egham	0.0%	0.5%	18.8%	14.0%	0.8%	0.0%	0.3%	0.0%	0.0%	4.6%	3.8%
Other stores in Egham	0.0%	0.7%	4.1%	0.9%	0.1%	0.0%	0.1%	0.0%	0.0%	0.5%	0.7%
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	0.0%	0.0%	0.9%	11.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Other stores in Virginia Water	0.0%	0.0%	0.0%	1.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
				13.4%							
Local Stores:											
Co-op, Green Lane, Addlestone	3.0%	3.3%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Co-op, Ashley Down Road, Chertsey	0.0%	1.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, The Broadway, New Haw	2.6%	0.0%	0.1%	0.0%	0.7%	8.9%	0.0%	0.0%	0.0%	0.0%	0.7%
Morrisons M Local, New Haw Road, Addlestone	2.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.3%	0.0%	0.0%	0.4%
Tesco Express, Eastworth Road, Chertsey	0.8%	3.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other local stores	1.2%	0.5%	1.2%	0.4%	7.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.6%
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	0.6%	2.3%	23.8%	14.8%	0.8%	0.0%	10.5%	0.0%	0.0%	9.7%	7.2%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	1.5%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
SUB-TOTAL - BOROUGH	**61.6%**	**72.5%**	**79.4%**	**57.4%**	**64.0%**	**20.4%**	**12.0%**	**2.5%**	**1.8%**	**17.5%**	**31.1%**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	0.5%	0.4%	1.8%	0.5%	0.3%	0.0%	5.5%	0.0%	0.0%	0.8%	1.5%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.1%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	0.4%	4.4%	1.3%	0.1%	0.0%	9.7%	0.0%	0.0%	2.4%	2.9%
Other out of centre stores, Staines-upon-Thames	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.5%
Waitrose, High Street, Sunningdale	0.0%	0.0%	0.1%	12.1%	3.4%	0.0%	0.0%	0.0%	6.0%	25.7%	3.5%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%
Waitrose, Station Approach	3.1%	0.1%	0.0%	0.4%	4.8%	13.2%	0.1%	8.4%	5.6%	0.0%	3.3%
Stores in Weybridge Town Centre	1.3%	0.0%	0.0%	0.3%	1.1%	0.0%	0.5%	20.2%	0.0%	0.0%	4.0%
Morrisons, Monument Hill, Weybridge	5.8%	2.4%	0.0%	0.1%	0.8%	0.5%	0.3%	5.7%	0.0%	0.0%	1.8%
Tesco Extra, Brooklands, Weybridge	7.7%	0.4%	0.0%	0.3%	2.1%	26.6%	0.0%	22.1%	4.6%	0.0%	6.7%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	0.1%	1.4%	0.0%	5.8%	0.0%	0.0%	1.2%
Stores in Woking Town Centre	0.0%	0.1%	0.0%	0.0%	2.6%	0.6%	0.0%	0.0%	1.7%	0.0%	0.3%
Asda, Albert Drive, Woking	0.5%	0.0%	0.0%	0.0%	0.9%	5.7%	0.0%	0.4%	7.8%	0.0%	1.3%
Asda, Lion Retail Park, Woking	3.8%	0.1%	0.0%	0.0%	0.4%	0.2%	0.0%	0.0%	5.7%	0.0%	1.0%
Morrisons, Goldsworth Road	0.9%	1.0%	0.4%	0.6%	1.2%	4.8%	0.0%	0.7%	15.0%	0.0%	2.3%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	0.2%	2.8%	0.0%	0.0%	12.3%	0.0%	1.5%
Other out of centre stores, Woking	0.0%	2.8%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	13.6%	0.0%	1.8%
Other Centres:											
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.9%	1.5%
Cobham	0.9%	0.5%	0.0%	0.0%	0.5%	8.5%	0.8%	2.5%	1.1%	0.0%	1.3%
Feltham	0.0%	1.0%	0.0%	0.6%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	1.6%
Sunbury	0.4%	1.1%	0.9%	0.0%	0.0%	0.0%	21.6%	0.0%	0.0%	0.0%	4.5%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%
Walton upon Thames	2.9%	6.0%	0.0%	0.5%	0.8%	0.5%	9.3%	8.2%	0.0%	0.0%	4.1%
Other	6.0%	6.1%	1.8%	3.6%	2.8%	6.8%	13.4%	18.3%	20.1%	48.3%	14.4%
SUB-TOTAL OUTSIDE OF BOROUGH	**34.1%**	**22.5%**	**12.2%**	**20.3%**	**22.2%**	**71.7%**	**82.0%**	**92.6%**	**93.5%**	**79.3%**	**62.4%**
INTERNET	4.3%	5.0%	8.4%	22.3%	13.8%	7.9%	6.1%	4.9%	4.7%	3.2%	6.4%
TOTAL MARKET SHARE	100.00%	100.00%	100.00%	100.00%	100.01%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE 2: MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	55.7%	36.5%	1.7%	6.1%	46.8%	5.9%	0.0%	1.7%	1.5%	0.0%	9.9%
Other stores in Addlestone	0.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	3.0%	29.1%	1.1%	0.0%	16.8%	0.0%	0.0%	0.6%	0.0%	0.0%	2.9%
Other stores in Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Egham Town Centre:											
Budgens, Station Road, Egham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tesco Superstore, High Street, Egham	0.0%	0.0%	27.5%	8.7%	0.0%	0.0%	1.5%	0.0%	0.0%	3.7%	4.9%
Waitrose, Church Road, Egham	0.0%	0.6%	18.8%	15.2%	0.6%	0.0%	0.0%	0.0%	0.0%	6.8%	3.9%
Other stores in Egham	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other stores in Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores:											
Co-op, Green Lane, Addlestone	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Ashley Down Road, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Broadway, New Haw	0.6%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Morrisons M Local, New Haw Road, Addlestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Eastworth Road, Chertsey	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other local stores	0.7%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	0.7%	3.1%	25.9%	18.1%	1.1%	0.0%	12.6%	0.0%	0.0%	11.4%	8.2%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL - BOROUGH	**61.2%**	**69.8%**	**76.1%**	**50.6%**	**66.9%**	**7.9%**	**14.1%**	**2.2%**	**1.5%**	**21.8%**	**30.5%**
	61.2%										
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.2%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	0.0%	6.1%	1.0%	0.0%	0.0%	6.9%	0.0%	0.0%	2.6%	2.5%
Other out of centre stores, Staines-upon-Thames	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, Sunningdale	0.0%	0.0%	0.0%	14.5%	4.5%	0.0%	0.0%	0.0%	7.6%	32.5%	4.4%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Station Approach	3.7%	0.0%	0.0%	0.5%	4.9%	13.2%	0.0%	9.0%	6.2%	0.0%	3.5%
Stores in Weybridge Town Centre	0.6%	0.0%	0.0%	0.4%	1.1%	0.0%	0.6%	23.8%	0.0%	0.0%	4.7%
Morrisons, Monument Hill, Weybridge	6.8%	3.4%	0.0%	0.0%	0.6%	0.0%	0.0%	4.3%	0.0%	0.0%	
Tesco Extra, Brooklands, Weybridge	11.9%	0.5%	0.0%	0.4%	2.6%	34.2%	0.0%	27.3%	6.4%	0.0%	8.6%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.6%	0.0%	0.0%	0.2%
Stores in Woking Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Albert Drive, Woking	0.0%	0.0%	0.0%	0.0%	1.2%	6.8%	0.0%	0.0%	6.6%	0.0%	1.1%
Asda, Lion Retail Park, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.8%
Morrisons, Goldsworth Road	1.2%	1.0%	0.0%	0.4%	1.2%	5.2%	0.0%	1.1%	19.6%	0.0%	2.9%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	15.7%	0.0%	2.0%
Other out of centre stores, Woking	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	1.9%
Other Centres:											
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	1.4%	2.3%
Cobham	1.2%	0.0%	0.0%	0.0%	0.5%	12.7%	1.0%	2.9%	0.0%	0.0%	1.5%
Feltham	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	1.7%
Sunbury	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	31.5%	0.0%	0.0%	0.0%	6.4%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton upon Thames	3.2%	9.2%	0.0%	0.4%	1.1%	0.7%	13.5%	9.8%	0.0%	0.0%	5.5%
Other	3.8%	2.2%	0.6%	1.9%	1.7%	1.3%	1.5%	12.3%	8.2%	37.8%	7.7%
SUB-TOTAL OUTSIDE OF BOROUGH	**32.3%**	**22.9%**	**11.8%**	**20.1%**	**19.3%**	**80.1%**	**77.2%**	**91.1%**	**92.1%**	**74.2%**	**60.7%**
INTERNET	6.5%	7.3%	12.1%	29.3%	13.8%	12.0%	8.7%	6.6%	6.4%	4.0%	8.8%
TOTAL MARKET SHARE	100.01%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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TABLE 3: OTHER MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	21.7%	24.3%	2.3%	6.6%	13.4%	9.7%	0.0%	4.2%	1.3%	0.0%	5.8%
Other stores in Addlestone	5.2%	8.9%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Chertsey Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sainsbury's Superstore, Sainsbury Centre, Chertsey	12.1%	28.7%	0.8%	2.8%	30.1%	0.0%	1.7%	0.0%	0.0%	0.0%	4.4%
Other stores in Chertsey	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Egham Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Budgens, Station Road, Egham	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Tesco Superstore, High Street, Egham	0.0%	0.0%	20.2%	9.1%	2.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.5%
Waitrose, Church Road, Egham	0.0%	0.8%	17.5%	19.7%	1.0%	0.0%	1.6%	0.0%	0.0%	2.3%	3.8%
Other stores in Egham	0.0%	0.8%	0.0%	0.0%	1.2%	0.0%	0.8%	0.0%	0.0%	1.2%	0.3%
Virgina Water Local Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Budgens, Station Approach, Virginia Water	0.0%	0.0%	0.8%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other stores in Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Co-op, Green Lane, Addlestone	2.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Co-op, Ashley Down Road, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Broadway, New Haw	0.0%	0.0%	0.7%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.3%
Morrisons M Local, New Haw Road, Addlestone	2.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.3%
Tesco Express, Eastworth Road, Chertsey	0.0%	2.5%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other local stores	0.0%	0.0%	1.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	0.0%	1.7%	34.3%	25.1%	1.0%	0.0%	8.3%	0.0%	0.0%	18.3%	9.3%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB-TOTAL - BOROUGH	**43.5%**	**70.0%**	**80.9%**	**73.6%**	**53.6%**	**15.6%**	**12.4%**	**4.2%**	**1.3%**	**23.1%**	**30.5%**
Key competing stores/ centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Stores in Staines-upon-Thames Town Centre	3.0%	1.5%	7.3%	1.3%	1.0%	0.0%	15.6%	0.0%	0.0%	1.3%	4.7%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	1.5%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	2.4%	2.8%	2.3%	1.2%	0.0%	5.9%	0.0%	0.0%	5.8%	2.4%
Other out of centre stores, Staines-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.5%
Waitrose, High Street, Sunningdale	0.0%	0.0%	0.8%	8.2%	3.3%	0.0%	0.0%	0.0%	4.2%	7.5%	1.6%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Station Approach	5.2%	0.0%	0.0%	0.0%	5.1%	18.2%	0.8%	8.8%	4.2%	0.0%	3.8%
Stores in Weybridge Town Centre	3.2%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	13.2%	0.0%	0.0%	2.8%
Morrisons, Monument Hill, Weybridge	11.8%	2.3%	0.0%	1.3%	2.3%	4.9%	0.0%	14.1%	0.0%	0.0%	
Tesco Extra, Brooklands, Weybridge	0.0%	0.8%	0.0%	0.0%	4.1%	27.5%	0.0%	13.4%	4.4%	0.0%	4.5%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stores in Woking Town Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Albert Drive, Woking	1.2%	0.0%	0.0%	0.0%	1.2%	4.6%	0.0%	2.3%	16.9%	0.0%	2.7%
Asda, Lion Retail Park, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.5%
Morrisons, Goldsworth Road	1.2%	0.0%	3.6%	0.0%	4.3%	8.6%	0.0%	0.0%	10.0%	0.0%	2.3%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	2.0%	2.6%	0.0%	0.0%	12.4%	0.0%	1.6%
Other out of centre stores, Woking	0.0%	0.0%	0.0%	0.0%	3.3%	1.1%	0.0%	0.0%	22.6%	0.0%	2.7%
Other Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%
Cobham	1.0%	2.5%	0.0%	0.0%	0.0%	2.6%	1.6%	4.2%	4.3%	0.0%	2.0%
Feltham	0.0%	6.6%	0.0%	2.5%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	3.7%
Sunbury	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	1.7%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton upon Thames	2.3%	0.0%	0.0%	0.0%	1.0%	0.0%	0.8%	8.5%	0.0%	0.0%	2.0%
Other	26.5%	10.4%	0.8%	9.3%	12.4%	12.9%	28.1%	28.0%	12.9%	55.9%	21.7%
SUB-TOTAL OUTSIDE OF BOROUGH	**55.4%**	**27.5%**	**17.7%**	**24.9%**	**44.2%**	**83.1%**	**86.7%**	**92.5%**	**96.0%**	**70.6%**	**67.2%**
INTERNET	1.2%	2.5%	1.4%	1.5%	2.2%	1.3%	0.9%	3.3%	2.6%	6.3%	2.3%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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TABLE 4: TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	39.8%	15.6%	0.0%	0.0%	4.5%	1.8%	0.0%	2.2%	0.0%	0.0%	5.1%
Other stores in Addlestone	9.1%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	1.9%	38.6%	0.0%	0.6%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Other stores in Chertsey	0.0%	6.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.7%
Egham Town Centre:											
Budgens, Station Road, Egham	0.0%	0.0%	8.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Tesco Superstore, High Street, Egham	0.0%	0.0%	21.9%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.4%
Waitrose, Church Road, Egham	0.0%	0.0%	19.8%	11.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	3.4%
Other stores in Egham	0.0%	0.0%	7.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.2%
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	0.0%	0.0%	2.7%	54.9%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Other stores in Virginia Water	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local Stores:											
Co-op, Green Lane, Addlestone	12.0%	0.7%	0.0%	0.0%	1.8%	0.8%	0.0%	0.0%	0.0%	0.0%	1.2%
Co-op, Ashley Down Road, Chertsey	0.0%	2.1%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Co-op, The Broadway, New Haw	14.9%	0.0%	0.0%	0.0%	0.0%	39.1%	0.0%	0.0%	0.0%	0.0%	3.1%
Morrisons M Local, New Haw Road, Addlestone	5.8%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.8%
Tesco Express, Eastworth Road, Chertsey	3.7%	20.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Other local stores	3.7%	2.2%	6.1%	0.0%	40.6%	2.3%	0.0%	0.0%	0.0%	0.0%	2.8%
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	1.0%	0.7%	16.5%	1.2%	0.0%	0.0%	4.2%	0.0%	0.0%	2.0%	3.6%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
SUB-TOTAL - BOROUGH	**92.0%**	**87.3%**	**87.9%**	**82.3%**	**71.8%**	**50.4%**	**5.0%**	**2.2%**	**2.1%**	**4.1%**	**35.9%**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	0.0%	1.3%	1.0%	2.8%	0.0%	0.0%	15.6%	0.0%	0.0%	3.1%	3.7%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	1.2%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	1.0%	2.5%
Other out of centre stores, Staines-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	1.4%
Waitrose, High Street, Sunningdale	0.0%	0.0%	0.0%	12.0%	1.0%	0.0%	0.0%	0.0%	4.5%	16.4%	2.4%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%
Waitrose, Station Approach	1.0%	0.8%	0.0%	0.7%	5.6%	13.8%	0.0%	10.0%	7.5%	0.0%	3.7%
Stores in Weybridge Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	19.3%	0.0%	0.0%	3.8%
Morrisons, Monument Hill, Weybridge	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.8%	0.8%	0.0%	0.0%	0.3%
Tesco Extra, Brooklands, Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	19.1%	0.0%	0.0%	4.0%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.4%	0.0%	0.0%	3.4%
Stores in Woking Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.2%	0.0%	0.4%
Asda, Albert Drive, Woking	1.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	12.4%	0.0%	1.7%
Asda, Lion Retail Park, Woking	0.0%	0.8%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	3.3%	0.0%	0.5%
Morrisons, Goldsworth Road	0.0%	0.7%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.4%
Other out of centre stores, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	1.1%
Other Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%
Cobham	0.0%	1.3%	0.0%	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.4%
Feltham	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%
Sunbury	2.9%	0.0%	4.5%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.4%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.4%
Walton upon Thames	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	4.6%	0.0%	0.0%	1.6%
Other	1.0%	7.8%	4.8%	1.2%	2.8%	21.4%	43.5%	23.3%	54.5%	71.2%	28.1%
SUB-TOTAL OUTSIDE OF BOROUGH	**8.0%**	**12.7%**	**11.1%**	**17.7%**	**14.3%**	**49.6%**	**92.9%**	**97.8%**	**97.9%**	**95.9%**	**63.1%**
INTERNET	0.0%	0.0%	1.0%	0.0%	13.9%	0.0%	2.1%	0.0%	0.0%	0.0%	1.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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TABLE 5: OTHER TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	0.0%	4.3%	0.0%	4.0%	0.0%	16.6%	0.0%	0.0%	3.5%	0.0%	1.6%
Other stores in Addlestone	4.6%	0.0%	6.4%	0.0%	3.3%	1.7%	0.0%	0.0%	0.0%	0.0%	1.5%
Chertsey Town Centre:											
Sainsbury’s Superstore, Sainsbury Centre, Chertsey	2.6%	6.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other stores in Chertsey	2.3%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Egham Town Centre:											
Budgens, Station Road, Egham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, High Street, Egham	0.0%	2.0%	16.4%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Waitrose, Church Road, Egham	0.0%	0.0%	18.6%	4.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Other stores in Egham	0.0%	6.5%	22.1%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	4.1%
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	0.0%	0.0%	3.9%	10.6%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Other stores in Virginia Water	0.0%	0.0%	0.0%	4.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local Stores:											
Co-op, Green Lane, Addlestone	9.5%	31.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Co-op, Ashley Down Road, Chertsey	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Co-op, The Broadway, New Haw	0.0%	0.0%	0.0%	0.0%	7.2%	17.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Morrisons M Local, New Haw Road, Addlestone	12.5%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	2.9%	0.0%	0.0%	2.6%
Tesco Express, Eastworth Road, Chertsey	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other local stores	2.3%	2.0%	1.9%	2.3%	10.3%	5.2%	0.0%	0.0%	0.0%	0.0%	1.3%
Out of Centre:											
Sainsbury’s Superstore, The Causeway, Staines-upon-Thames	0.0%	0.0%	10.5%	4.0%	0.0%	0.0%	8.4%	0.0%	0.0%	1.8%	3.5%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	6.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
SUB-TOTAL - BOROUGH	**36.0%**	**70.7%**	**86.2%**	**48.0%**	**43.5%**	**60.8%**	**8.4%**	**2.9%**	**3.5%**	**3.9%**	**29.1%**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	2.3%	0.0%	5.4%	0.0%	1.6%	0.0%	12.2%	0.0%	0.0%	1.8%	3.6%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.3%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	2.0%	0.0%	4.0%	0.0%	0.0%	29.0%	0.0%	0.0%	0.0%	6.0%
Other out of centre stores, Staines-upon-Thames	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	2.2%
Waitrose, High Street, Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	1.2%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Station Approach	0.0%	0.0%	0.0%	0.0%	1.9%	7.2%	0.0%	1.7%	0.0%	0.0%	0.7%
Stores in Weybridge Town Centre	4.6%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	5.1%	0.0%	0.0%	1.4%
Morrisons, Monument Hill, Weybridge	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	13.9%	0.0%	0.0%	3.1%
Tesco Extra, Brooklands, Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	1.5%	0.0%	0.0%	0.4%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.2%	0.0%	0.0%	5.1%
Stores in Woking Town Centre	0.0%	0.0%	0.0%	0.0%	25.5%	3.1%	0.0%	0.0%	12.0%	0.0%	2.3%
Asda, Albert Drive, Woking	2.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	1.7%	0.0%	0.0%	0.6%
Asda, Lion Retail Park, Woking	38.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	3.4%
Morrisons, Goldsworth Road	0.0%	2.3%	0.0%	2.0%	0.0%	5.7%	0.0%	0.0%	12.4%	0.0%	1.9%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.4%
Other out of centre stores, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.7%
Other Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.3%
Cobham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.7%
Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	1.0%
Sunbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.5%
Walton upon Thames	4.6%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	1.0%
Other	7.2%	25.0%	6.1%	12.7%	0.0%	14.4%	30.8%	40.2%	53.3%	74.7%	30.6%
SUB-TOTAL OUTSIDE OF BOROUGH	**64.0%**	**29.3%**	**11.6%**	**20.7%**	**31.0%**	**39.2%**	**91.6%**	**94.1%**	**93.6%**	**96.1%**	**67.8%**
INTERNET	0.0%	0.0%	2.2%	31.3%	25.5%	0.0%	0.0%	2.9%	3.0%	0.0%	3.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 6: COMPARISON GOODS MARKET SHARE ANALYSIS

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TABLE 1: ALL COMPARISON GOOODS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY
Addlestone Town Centre	26.4%	12.0%	0.6%	1.8%	10.2%	3.9%	0.2%	1.4%	1.1%	0.0%	4.3%
Chertsey Town Centre	0.2%	6.4%	0.0%	0.2%	0.9%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%
Egham Town Centre	0.1%	0.5%	6.5%	5.3%	0.3%	0.0%	0.5%	0.0%	0.0%	0.5%	1.2%
Local Centres and stores	1.0%	0.0%	1.9%	4.8%	2.2%	3.1%	0.1%	0.2%	0.4%	0.2%	0.9%
Out of centre stores (incl The Causeway)	0.7%	2.5%	4.1%	2.1%	0.9%	0.0%	2.0%	0.1%	0.2%	0.8%	1.4%
SUB-TOTAL - BOROUGH	**28.5%**	**21.4%**	**13.1%**	**14.1%**	**14.6%**	**7.1%**	**2.7%**	**1.8%**	**1.7%**	**1.5%**	**8.4%**
Other centres:											
Brooklands (including Marks and Spencer)	4.6%	4.8%	0.1%	1.0%	3.6%	11.3%	0.5%	9.0%	3.3%	0.0%	3.6%
Camberley	0.0%	0.2%	0.8%	1.2%	0.2%	0.1%	0.0%	0.1%	1.7%	2.4%	0.6%
Central London	0.9%	0.3%	0.8%	4.9%	0.5%	0.8%	0.8%	1.9%	3.1%	1.0%	1.4%
Guildford Town Centre	2.4%	1.3%	0.2%	4.9%	4.4%	4.9%	0.1%	4.2%	7.5%	0.1%	2.6%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.3%	0.5%	0.0%	0.0%	0.9%	1.3%	0.1%	1.5%	1.3%	0.0%	0.6%
Kingston upon Thames	3.4%	3.0%	2.8%	3.3%	3.3%	12.3%	12.2%	14.8%	3.0%	0.5%	7.2%
Staines upon Thames Town Centre	10.6%	27.8%	42.7%	28.3%	13.0%	2.2%	43.5%	3.9%	0.6%	11.8%	20.8%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	2.5%	3.1%	10.4%	8.4%	1.5%	0.6%	7.7%	0.2%	0.0%	1.6%	3.9%
Walton upon Thames Town Centre	0.9%	2.1%	0.0%	0.1%	0.6%	0.1%	2.9%	5.0%	0.3%	0.0%	1.7%
Walton upon Thames Out of Centre	0.9%	0.1%	0.0%	0.0%	0.0%	0.6%	0.6%	1.1%	0.2%	0.0%	0.5%
Woking Town Centre	16.1%	11.4%	1.3%	0.6%	25.0%	28.2%	0.2%	8.0%	33.9%	2.2%	10.8%
Woking Out of Centre (e.g. Lion Retail Park)	2.3%	0.6%	0.4%	0.0%	4.1%	1.7%	0.0%	1.3%	13.8%	0.3%	2.6%
Weybridge	3.0%	5.1%	0.3%	0.2%	3.9%	4.3%	0.1%	17.1%	0.5%	0.4%	4.1%
Other	6.7%	3.4%	8.2%	12.6%	4.6%	8.9%	11.1%	10.6%	8.9%	58.6%	12.8%
SUB-TOTAL OUTSIDE OF BOROUGH	**54.6%**	**63.7%**	**68.0%**	**65.5%**	**65.6%**	**77.4%**	**79.8%**	**78.8%**	**77.9%**	**78.9%**	**73.3%**
INTERNET	16.9%	14.9%	18.9%	20.4%	19.8%	15.6%	17.5%	19.4%	20.4%	19.6%	18.4%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: **CLOTHING AND FOOTWEAR - 2014 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	6.0%	4.0%	0.0%	0.5%	6.2%	1.4%	0.0%	1.2%	0.7%	0.0%	1.4%
Chertsey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
Local Centres and stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Out of centre stores (incl The Causeway)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL - BOROUGH	**6.0%**	**4.0%**	**0.0%**	**0.5%**	**6.2%**	**1.4%**	**0.6%**	**1.9%**	**0.7%**	**0.0%**	**1.7%**
Other centres:											
Brooklands (including Marks and Spencer)	7.3%	9.0%	0.0%	0.9%	10.8%	15.0%	1.5%	9.9%	4.4%	0.0%	5.1%
Camberley	0.0%	0.5%	3.1%	3.4%	0.5%	0.0%	0.0%	0.0%	5.0%	5.1%	1.6%
Central London	1.8%	0.5%	2.5%	2.4%	1.2%	1.4%	0.5%	4.3%	4.1%	2.1%	2.3%
Guildford Town Centre	5.0%	1.6%	0.0%	8.6%	14.1%	8.6%	0.0%	5.6%	15.4%	0.0%	4.7%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	6.1%	1.5%	6.6%	0.0%	0.5%	13.5%	16.7%	21.0%	4.5%	0.8%	9.9%
Staines upon Thames Town Centre	19.0%	43.5%	56.4%	52.8%	17.7%	5.3%	57.7%	10.1%	1.7%	19.8%	30.3%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	2.1%	0.0%	4.2%	8.7%	0.5%	0.0%	1.7%	0.0%	0.0%	0.0%	1.4%
Walton upon Thames Town Centre	0.7%	1.7%	0.0%	0.0%	0.0%	0.0%	4.3%	5.5%	0.0%	0.0%	2.0%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	32.5%	18.2%	2.6%	0.9%	38.2%	48.0%	0.0%	14.7%	35.7%	0.0%	15.7%
Woking Out of Centre (e.g. Lion Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.8%
Weybridge	0.0%	1.6%	0.7%	0.0%	1.6%	1.3%	0.0%	3.0%	0.7%	0.0%	1.0%
Other	9.3%	1.7%	9.1%	14.5%	2.7%	1.9%	2.7%	6.2%	3.8%	56.2%	9.3%
SUB-TOTAL OUTSIDE OF BOROUGH	**83.8%**	**79.8%**	**85.2%**	**92.3%**	**88.0%**	**95.0%**	**85.1%**	**80.3%**	**81.7%**	**84.1%**	**84.1%**
INTERNET	10.2%	16.2%	14.8%	7.3%	5.8%	3.6%	14.4%	17.8%	17.6%	15.9%	14.3%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: **RECORDING MEDIA - 2015 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	17.3%	12.3%	0.0%	0.7%	9.0%	2.9%	0.0%	2.0%	1.5%	0.0%	3.5%
Chertsey Town Centre	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Egham Town Centre	0.0%	0.0%	5.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.9%
Local Centres and stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre stores (incl The Causeway)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL - BOROUGH	**17.3%**	**23.0%**	**5.2%**	**2.1%**	**9.0%**	**2.9%**	**0.0%**	**2.0%**	**1.5%**	**1.5%**	**5.2%**
Other centres:											
Brooklands (including Marks and Spencer)	0.0%	0.0%	0.0%	0.7%	0.9%	11.6%	0.0%	1.1%	0.0%	0.0%	0.8%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Guildford Town Centre	0.0%	0.0%	0.0%	1.3%	0.0%	9.5%	0.0%	2.9%	0.0%	1.3%	1.1%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	2.4%	0.0%	0.0%	0.0%	2.9%	0.0%	11.9%	2.9%	0.0%	0.0%	3.0%
Staines upon Thames Town Centre	8.0%	12.9%	33.5%	15.0%	9.2%	0.9%	29.7%	14.5%	1.5%	18.9%	17.3%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	2.7%	0.0%	0.0%	11.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Walton upon Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.3%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	21.2%	1.1%	0.0%	0.0%	3.5%	5.6%	0.0%	1.1%	18.1%	0.0%	4.9%
Woking Out of Centre (e.g. Lion Retail Park)	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	4.2%	0.0%	0.6%
Weybridge	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	2.2%
Other	0.8%	3.1%	3.9%	0.7%	0.0%	0.0%	6.6%	1.9%	1.5%	25.1%	4.7%
SUB-TOTAL OUTSIDE OF BOROUGH	**35.1%**	**18.1%**	**37.4%**	**30.0%**	**20.0%**	**28.7%**	**48.2%**	**38.6%**	**25.2%**	**45.2%**	**35.7%**
INTERNET	47.6%	58.9%	57.5%	67.9%	71.0%	68.4%	51.8%	59.4%	73.3%	53.3%	59.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: **AUDIO VISUAL- 2015 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	35.3%	12.7%	1.3%	1.8%	12.5%	6.0%	0.0%	2.5%	1.6%	0.0%	5.5%
Chertsey Town Centre	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
Local Centres and stores	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of centre stores (incl The Causeway)	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
SUB-TOTAL - BOROUGH	**35.3%**	**13.9%**	**3.5%**	**1.8%**	**13.2%**	**6.7%**	**0.6%**	**2.5%**	**1.6%**	**0.0%**	**6.1%**
Other centres:											
Brooklands (including Marks and Spencer)	11.5%	9.1%	0.8%	8.8%	2.6%	24.3%	0.0%	15.8%	4.2%	0.0%	6.8%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Central London	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.6%	0.9%	0.0%	0.4%
Guildford Town Centre	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%	0.6%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.6%
Kingston upon Thames	2.0%	13.4%	0.0%	12.9%	16.4%	18.9%	21.0%	8.4%	2.5%	0.0%	8.9%
Staines upon Thames Town Centre	2.6%	13.0%	21.8%	8.3%	0.8%	0.0%	14.4%	0.9%	0.0%	2.8%	7.7%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	3.9%	4.8%	34.3%	21.3%	5.0%	1.6%	21.6%	0.9%	0.0%	2.9%	10.9%
Walton upon Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	3.7%	3.3%	0.0%	0.0%	6.3%	5.5%	0.7%	1.6%	12.3%	0.0%	3.1%
Woking Out of Centre (e.g. Lion Retail Park)	1.0%	0.0%	0.0%	0.0%	20.0%	0.7%	0.0%	0.9%	34.6%	0.0%	5.7%
Weybridge	1.7%	12.8%	1.6%	1.7%	8.6%	12.7%	0.0%	46.1%	0.9%	2.9%	10.9%
Other	0.9%	1.3%	6.3%	5.4%	4.1%	5.4%	6.9%	0.9%	5.2%	62.7%	8.8%
SUB-TOTAL OUTSIDE OF BOROUGH	**27.2%**	**57.6%**	**64.8%**	**68.8%**	**63.9%**	**69.1%**	**64.5%**	**78.7%**	**67.2%**	**73.0%**	**64.9%**
INTERNET	37.6%	28.5%	31.7%	29.4%	23.0%	24.2%	34.9%	18.8%	31.2%	27.0%	29.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: DOMESTIC ELECTRICAL APPLIANCES - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	34.7%	23.5%	5.2%	13.1%	13.3%	15.0%	0.6%	2.2%	1.5%	0.0%	7.9%
Chertsey Town Centre	0.0%	5.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.6%
Egham Town Centre	0.0%	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.3%
Local Centres and stores	0.7%	0.6%	1.2%	1.1%	1.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%
Out of centre stores (incl The Causeway)	0.0%	0.6%	3.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
SUB-TOTAL - BOROUGH	**35.5%**	**29.9%**	**11.0%**	**16.3%**	**16.3%**	**15.7%**	**0.6%**	**2.2%**	**3.0%**	**1.6%**	**9.8%**
Other centres:											
Brooklands (including Marks and Spencer)	17.7%	9.8%	0.7%	0.5%	0.6%	25.4%	1.7%	24.3%	1.5%	0.0%	8.6%
Camberley	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.6%	0.1%
Central London	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	0.9%	0.7%
Guildford Town Centre	0.0%	0.0%	0.0%	8.8%	0.0%	0.7%	0.0%	1.6%	2.2%	0.0%	0.8%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	3.0%	0.0%	0.4%
Kingston upon Thames	3.9%	4.2%	2.7%	3.8%	16.0%	15.0%	20.2%	8.1%	3.7%	0.8%	8.6%
Staines upon Thames Town Centre	1.5%	8.9%	23.3%	10.3%	1.1%	0.0%	14.2%	0.0%	0.0%	2.5%	7.7%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	1.7%	9.0%	15.6%	14.2%	1.9%	1.5%	30.7%	0.7%	0.0%	7.4%	10.7%
Walton upon Thames Town Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	2.3%	2.4%	0.7%	0.0%	4.7%	5.8%	0.0%	0.8%	9.7%	0.0%	2.2%
Woking Out of Centre (e.g. Lion Retail Park)	13.2%	0.7%	1.4%	0.0%	19.8%	4.3%	0.0%	4.6%	38.6%	2.6%	7.8%
Weybridge	0.9%	11.2%	0.6%	0.0%	3.7%	16.8%	0.6%	36.6%	0.0%	0.0%	8.5%
Other	3.9%	1.2%	3.9%	3.3%	3.5%	2.8%	10.1%	4.0%	8.4%	54.6%	9.3%
SUB-TOTAL OUTSIDE OF BOROUGH	**45.0%**	**48.6%**	**50.2%**	**42.0%**	**51.8%**	**73.7%**	**77.5%**	**80.7%**	**70.4%**	**70.5%**	**65.6%**
INTERNET	19.5%	21.6%	38.8%	41.7%	31.9%	10.6%	21.9%	17.1%	26.6%	27.9%	24.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: **BOOKS AND STATIONARY - 2015 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	24.5%	11.0%	0.0%	1.7%	10.1%	6.5%	0.0%	0.8%	2.8%	0.0%	4.1%
Chertsey Town Centre	0.8%	11.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Egham Town Centre	0.0%	0.0%	14.3%	12.9%	1.2%	0.0%	1.1%	0.0%	0.0%	3.3%	2.8%
Local Centres and stores	0.0%	0.0%	0.0%	2.9%	1.2%	6.3%	0.0%	0.0%	0.0%	0.0%	0.5%
Out of centre stores (incl The Causeway)	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL - BOROUGH	**25.3%**	**22.8%**	**14.3%**	**17.5%**	**13.2%**	**12.8%**	**1.1%**	**0.8%**	**2.8%**	**3.3%**	**8.4%**
Other centres:											
Brooklands (including Marks and Spencer)	0.0%	2.0%	0.0%	0.0%	1.1%	13.0%	0.0%	6.0%	3.7%	0.0%	2.5%
Camberley	0.0%	0.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%
Central London	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Town Centre	1.4%	0.0%	0.0%	1.1%	1.9%	3.4%	0.0%	2.1%	4.8%	0.9%	1.5%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	0.7%	0.6%	0.0%	0.0%	0.0%	11.4%	2.8%	0.0%	0.0%	0.0%	1.3%
Staines upon Thames Town Centre	6.5%	27.1%	33.2%	24.1%	10.5%	0.0%	40.9%	10.5%	0.0%	5.9%	18.6%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	0.0%	0.7%	2.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Walton upon Thames Town Centre	1.5%	2.6%	0.0%	0.0%	0.0%	0.0%	3.0%	6.7%	0.0%	0.0%	2.0%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	7.4%	1.8%	0.8%	0.0%	39.7%	23.3%	0.0%	7.2%	48.6%	0.0%	11.5%
Woking Out of Centre (e.g. Lion Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weybridge	13.2%	0.6%	0.0%	0.0%	3.2%	2.4%	0.0%	33.6%	0.0%	0.0%	7.0%
Other	1.4%	2.4%	3.9%	8.0%	0.6%	3.6%	10.5%	5.0%	3.4%	48.7%	8.7%
SUB-TOTAL OUTSIDE OF BOROUGH	**32.1%**	**38.5%**	**40.3%**	**37.2%**	**57.1%**	**57.1%**	**57.2%**	**71.2%**	**60.4%**	**56.2%**	**53.7%**
INTERNET	42.5%	38.7%	45.4%	45.3%	29.8%	30.1%	41.7%	28.1%	36.8%	40.5%	37.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: **GAMES, TOYS, HOBBIES, PETS, ETC - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	37.7%	9.2%	0.0%	1.3%	4.3%	3.1%	0.0%	2.3%	3.5%	0.0%	5.2%
Chertsey Town Centre	0.0%	3.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Egham Town Centre	0.9%	2.3%	6.7%	1.3%	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%
Local Centres and stores	0.0%	0.0%	0.8%	0.7%	0.7%	3.0%	0.0%	0.0%	1.2%	0.0%	0.5%
Out of centre stores (incl The Causeway)	0.0%	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB-TOTAL - BOROUGH	**38.6%**	**14.6%**	**7.4%**	**3.9%**	**8.1%**	**6.1%**	**1.3%**	**2.3%**	**4.7%**	**0.0%**	**7.5%**
Other centres:											
Brooklands (including Marks and Spencer)	0.0%	1.4%	0.0%	0.0%	0.0%	2.0%	0.0%	14.7%	0.0%	0.0%	2.8%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Town Centre	0.0%	0.0%	0.0%	1.3%	0.0%	2.8%	0.0%	2.3%	2.3%	0.0%	0.9%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%
Kingston upon Thames	1.9%	0.0%	0.9%	0.0%	0.0%	0.9%	3.3%	11.6%	0.0%	0.0%	3.0%
Staines upon Thames Town Centre	10.1%	34.4%	46.7%	21.4%	12.3%	0.0%	47.3%	0.9%	0.0%	14.2%	21.7%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	1.1%	6.9%	14.4%	20.4%	2.3%	0.0%	0.7%	0.0%	0.0%	0.0%	3.5%
Walton upon Thames Town Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	26.7%	29.0%	1.5%	1.3%	25.0%	32.3%	0.8%	10.5%	31.2%	14.3%	14.6%
Woking Out of Centre (e.g. Lion Retail Park)	5.2%	1.6%	2.5%	0.0%	9.8%	3.9%	0.0%	7.2%	23.1%	1.1%	5.8%
Weybridge	0.9%	0.0%	0.0%	0.0%	11.0%	2.0%	0.0%	6.5%	0.0%	0.0%	1.7%
Other	3.1%	3.7%	7.7%	8.2%	5.8%	5.3%	11.6%	11.1%	8.8%	44.2%	11.3%
SUB-TOTAL OUTSIDE OF BOROUGH	**50.0%**	**77.0%**	**73.7%**	**52.7%**	**66.2%**	**49.4%**	**65.6%**	**65.6%**	**65.4%**	**75.0%**	**65.9%**
INTERNET	11.4%	8.4%	18.9%	43.4%	25.7%	44.5%	33.1%	32.1%	29.9%	25.0%	26.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: **FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2015 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	25.0%	13.6%	0.0%	0.7%	6.7%	3.5%	0.0%	0.0%	0.0%	0.0%	3.6%
Chertsey Town Centre	0.0%	5.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Egham Town Centre	0.0%	0.0%	1.9%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local Centres and stores	1.0%	0.0%	4.7%	5.7%	0.0%	1.0%	0.7%	0.0%	0.0%	2.2%	1.3%
Out of centre stores (incl The Causeway)	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.8%
SUB-TOTAL - BOROUGH	**26.0%**	**19.4%**	**9.5%**	**7.8%**	**7.7%**	**4.5%**	**2.4%**	**0.0%**	**0.0%**	**2.2%**	**6.4%**
Other centres:											
Brooklands (including Marks and Spencer)	3.7%	2.2%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.3%	0.0%	0.7%
Camberley	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.3%
Central London	0.0%	0.0%	0.0%	4.9%	0.0%	0.8%	0.0%	0.0%	6.1%	1.1%	1.0%
Guildford Town Centre	1.0%	4.3%	1.8%	1.4%	0.9%	5.3%	0.0%	6.1%	8.1%	0.0%	3.1%
Guilford Out of Centre (e.g. Ladymead Retail Park)	1.0%	3.1%	0.0%	0.0%	6.5%	6.3%	0.0%	4.2%	4.6%	0.0%	2.2%
Kingston upon Thames	4.0%	6.3%	4.8%	15.5%	6.5%	22.8%	17.0%	22.1%	8.2%	1.1%	11.8%
Staines upon Thames Town Centre	14.4%	13.9%	43.3%	13.1%	20.7%	3.6%	32.4%	2.0%	0.0%	2.5%	16.8%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	8.4%	8.8%	18.1%	2.0%	2.4%	2.7%	23.8%	1.1%	0.0%	8.3%	9.9%
Walton upon Thames Town Centre	1.0%	2.8%	0.0%	0.0%	3.1%	0.0%	1.6%	5.0%	2.3%	0.0%	1.9%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	3.7%	1.4%	1.0%	0.0%	8.8%	13.7%	0.0%	3.0%	17.3%	0.0%	4.3%
Woking Out of Centre (e.g. Lion Retail Park)	2.8%	2.2%	0.0%	0.0%	1.8%	6.7%	0.0%	0.0%	16.7%	0.0%	2.9%
Weybridge	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	1.1%	1.1%	3.5%
Other	9.0%	4.5%	9.2%	26.6%	5.8%	16.7%	11.6%	27.0%	11.2%	61.6%	17.6%
SUB-TOTAL OUTSIDE OF BOROUGH	**48.9%**	**63.9%**	**78.3%**	**64.1%**	**56.6%**	**80.3%**	**86.4%**	**84.0%**	**77.0%**	**76.7%**	**76.0%**
INTERNET	25.1%	16.7%	12.3%	28.1%	35.8%	15.2%	11.2%	16.0%	23.1%	21.1%	17.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: **DIY, GARDENING, ETC - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	6.7%	2.6%	0.0%	0.0%	4.0%	1.7%	0.0%	2.1%	0.0%	0.0%	1.4%
Chertsey Town Centre	0.0%	5.1%	0.0%	2.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Egham Town Centre	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local Centres and stores	2.9%	0.0%	0.0%	13.1%	0.7%	13.7%	0.0%	1.5%	1.9%	0.0%	1.9%
Out of centre stores (incl The Causeway)	18.2%	53.5%	64.6%	45.4%	16.1%	0.9%	40.3%	2.8%	5.0%	18.0%	27.3%
SUB-TOTAL - BOROUGH	**27.8%**	**61.2%**	**67.2%**	**60.6%**	**22.1%**	**16.3%**	**40.3%**	**6.4%**	**6.9%**	**18.0%**	**31.4%**
Other centres:											
Brooklands (including Marks and Spencer)	0.7%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	7.9%	0.0%	1.2%
Camberley	0.0%	0.0%	0.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.0%	0.2%
Guildford Town Centre	0.0%	2.6%	0.0%	0.7%	2.6%	12.0%	0.0%	4.6%	1.6%	0.0%	2.0%
Guilford Out of Centre (e.g. Ladymead Retail Park)	4.5%	2.5%	0.0%	0.0%	3.9%	10.1%	1.8%	20.5%	6.0%	0.0%	5.9%
Kingston upon Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines upon Thames Town Centre	0.7%	6.6%	14.5%	14.6%	19.2%	0.0%	11.9%	0.0%	0.0%	6.1%	6.6%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	1.4%	1.3%	0.7%	0.8%	2.1%	2.5%	2.3%	0.0%	0.0%	3.7%	1.3%
Walton upon Thames Town Centre	4.4%	8.3%	0.0%	0.0%	1.3%	1.7%	3.7%	16.2%	0.0%	0.0%	4.7%
Walton upon Thames Out of Centre	22.9%	3.2%	0.0%	0.0%	0.6%	14.0%	13.7%	26.9%	3.6%	0.0%	10.7%
Woking Town Centre	4.3%	1.2%	2.5%	1.4%	6.6%	10.2%	0.0%	5.4%	25.1%	1.7%	5.8%
Woking Out of Centre (e.g. Lion Retail Park)	0.8%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	20.4%	0.0%	2.7%
Weybridge	4.9%	1.2%	0.0%	0.0%	3.3%	3.3%	0.0%	6.5%	0.0%	0.0%	1.9%
Other	12.0%	11.3%	11.6%	18.4%	13.3%	22.9%	16.4%	12.7%	27.5%	63.2%	19.9%
SUB-TOTAL OUTSIDE OF BOROUGH	**56.6%**	**38.2%**	**29.3%**	**36.6%**	**54.2%**	**82.1%**	**49.9%**	**93.6%**	**92.1%**	**75.6%**	**63.1%**
INTERNET	15.6%	0.6%	3.5%	2.8%	23.7%	1.6%	9.8%	0.0%	1.0%	6.4%	5.5%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: **PERSONAL CARE - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	58.2%	39.5%	1.9%	6.6%	32.2%	8.0%	1.7%	1.9%	0.0%	0.0%	10.4%
Chertsey Town Centre	0.0%	16.2%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Egham Town Centre	0.0%	0.6%	16.9%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.1%
Local Centres and stores	0.7%	0.0%	1.1%	6.4%	5.4%	6.7%	0.0%	0.0%	0.0%	0.0%	0.9%
Out of centre stores (incl The Causeway)	0.0%	0.5%	6.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
SUB-TOTAL - BOROUGH	**58.9%**	**56.9%**	**26.7%**	**37.2%**	**41.8%**	**14.8%**	**1.7%**	**1.9%**	**0.0%**	**0.9%**	**16.9%**
Other centres:											
Brooklands (including Marks and Spencer)	2.6%	3.9%	0.0%	0.0%	0.5%	17.7%	0.0%	8.4%	7.0%	0.0%	3.8%
Camberley	0.0%	0.0%	0.0%	1.1%	0.0%	0.7%	0.0%	0.0%	2.2%	2.3%	0.5%
Central London	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.7%	3.1%	0.0%	0.6%
Guildford Town Centre	2.6%	0.0%	0.0%	8.9%	0.6%	0.7%	1.0%	0.7%	3.1%	0.0%	1.3%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	1.9%	1.8%	0.0%	0.0%	0.5%	11.9%	1.1%	16.9%	0.0%	0.0%	4.1%
Staines upon Thames Town Centre	4.2%	16.1%	42.5%	34.9%	9.3%	0.0%	44.8%	0.0%	0.0%	17.0%	19.3%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	0.7%	1.8%	12.3%	0.6%	1.8%	0.0%	10.3%	0.0%	0.0%	0.0%	4.1%
Walton upon Thames Town Centre	1.9%	5.0%	0.0%	1.1%	1.1%	0.0%	8.3%	7.7%	0.0%	0.0%	3.6%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	5.4%	4.5%	0.7%	0.0%	21.3%	19.0%	0.0%	3.8%	56.2%	0.0%	10.5%
Woking Out of Centre (e.g. Lion Retail Park)	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	1.2%
Weybridge	13.7%	0.0%	0.0%	0.5%	4.6%	9.4%	0.6%	31.9%	0.8%	0.0%	7.5%
Other	2.6%	4.4%	3.8%	5.8%	6.8%	19.4%	27.2%	13.9%	9.3%	68.2%	17.2%
SUB-TOTAL OUTSIDE OF BOROUGH	**37.7%**	**37.5%**	**59.3%**	**53.4%**	**47.1%**	**78.6%**	**93.3%**	**83.9%**	**89.5%**	**87.6%**	**73.7%**
INTERNET	3.4%	5.6%	14.0%	9.4%	11.2%	6.6%	5.1%	14.2%	10.6%	11.5%	9.4%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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TABLE 11: MEDICAL GOODS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	59.4%	24.7%	3.0%	1.4%	21.2%	6.2%	0.0%	0.6%	0.0%	0.0%	9.0%
Chertsey Town Centre	3.2%	57.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Egham Town Centre	0.0%	1.1%	42.4%	11.2%	0.5%	0.0%	0.5%	0.0%	0.0%	0.9%	6.4%
Local Centres and stores	12.1%	0.0%	22.9%	61.6%	27.7%	22.5%	0.0%	0.0%	2.2%	0.0%	8.2%
Out of centre stores (incl The Causeway)	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
SUB-TOTAL - BOROUGH	**74.7%**	**82.8%**	**70.1%**	**74.2%**	**55.3%**	**28.7%**	**0.5%**	**0.6%**	**2.2%**	**0.9%**	**28.6%**
Other centres:											
Brooklands (including Marks and Spencer)	0.0%	1.1%	0.0%	0.0%	0.0%	9.9%	0.0%	11.0%	4.4%	0.0%	3.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.5%	0.4%
Central London	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%	0.0%	0.4%
Guildford Town Centre	0.0%	1.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.8%	0.0%	0.3%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.0%	0.4%
Staines upon Thames Town Centre	6.0%	3.9%	22.6%	20.0%	10.8%	0.0%	46.2%	0.0%	0.0%	8.9%	15.6%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	0.0%	1.7%	0.7%	0.5%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	2.1%
Walton upon Thames Town Centre	0.0%	4.4%	0.0%	0.0%	1.1%	0.0%	2.2%	4.3%	0.0%	0.0%	1.6%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	2.0%	0.0%	0.0%	0.0%	16.4%	15.7%	0.0%	3.1%	48.2%	0.0%	7.8%
Woking Out of Centre (e.g. Lion Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	1.0%
Weybridge	10.8%	1.1%	0.0%	0.0%	3.4%	6.4%	0.0%	49.2%	0.0%	0.0%	10.0%
Other	2.6%	3.3%	5.4%	4.3%	2.9%	36.1%	39.6%	30.5%	29.9%	83.0%	26.9%
SUB-TOTAL OUTSIDE OF BOROUGH	**22.1%**	**17.2%**	**29.3%**	**24.8%**	**34.6%**	**68.7%**	**98.9%**	**99.4%**	**93.3%**	**93.5%**	**69.4%**
INTERNET	3.2%	0.0%	0.6%	0.9%	10.1%	2.6%	0.6%	0.0%	4.5%	5.6%	2.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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TABLE 12: OTHER COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Addlestone Town Centre	16.7%	4.2%	0.0%	0.0%	7.0%	1.8%	0.0%	1.1%	0.0%	0.0%	2.2%
Chertsey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Egham Town Centre	0.0%	0.0%	9.2%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%
Local Centres and stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre stores (incl The Causeway)	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL - BOROUGH	**16.7%**	**4.2%**	**9.2%**	**17.1%**	**7.0%**	**1.8%**	**0.0%**	**1.1%**	**0.0%**	**1.1%**	**4.1%**
Other centres:											
Brooklands (including Marks and Spencer)	2.4%	3.2%	0.0%	0.0%	2.3%	6.5%	0.0%	3.4%	1.2%	0.0%	1.6%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.2%
Central London	4.3%	1.9%	0.0%	35.1%	0.9%	2.9%	5.9%	5.3%	7.9%	2.2%	5.0%
Guildford Town Centre	6.6%	1.9%	0.0%	1.5%	0.9%	5.3%	0.0%	11.2%	12.5%	0.0%	4.6%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston upon Thames	4.3%	3.9%	2.0%	3.0%	4.0%	19.7%	23.5%	21.5%	5.0%	1.1%	11.5%
Staines upon Thames Town Centre	9.4%	45.0%	52.4%	18.1%	9.4%	2.9%	60.0%	0.0%	1.4%	7.4%	25.7%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Walton upon Thames Town Centre	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	1.7%
Walton upon Thames Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	11.3%	9.1%	0.0%	0.8%	46.5%	42.9%	0.0%	9.8%	50.8%	0.0%	13.6%
Woking Out of Centre (e.g. Lion Retail Park)	3.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.9%
Weybridge	0.8%	15.1%	0.0%	0.0%	0.9%	5.0%	0.0%	13.6%	0.0%	0.0%	3.9%
Other	15.4%	5.0%	16.0%	19.7%	4.7%	4.7%	4.1%	3.2%	10.8%	70.2%	13.1%
SUB-TOTAL OUTSIDE OF BOROUGH	**61.6%**	**87.3%**	**70.4%**	**78.2%**	**69.7%**	**89.9%**	**93.4%**	**77.2%**	**93.5%**	**83.3%**	**82.1%**
INTERNET	21.7%	8.6%	20.3%	4.7%	23.4%	8.3%	6.6%	21.7%	6.5%	15.6%	13.8%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 7: CONVENIENCE CAPACITY ASSESSMENT

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TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2035) — **GROWTH 2015 to 2035:**

ZONE:		2015	2020	2025	2031	2035	%	2015-35
Zone 1	Addlestone	19,311	20,293	21,218	22,117	23,021	19.2%	3,710
Zone 2	Chertsey	13,613	14,268	14,892	15,494	16,089	18.2%	2,476
Zone 3	Egham	30,759	32,286	33,732	35,123	36,484	18.6%	5,725
Zone 4	Virginia Water, Wentworth	6,111	6,413	6,700	6,981	7,256	18.7%	1,145
Zone 5	Longcross/ Lyne	5,932	6,244	6,530	6,807	7,090	19.5%	1,158
Zone 6	Woodham, New Haw	9,492	9,969	10,416	10,848	11,281	18.8%	1,789
Zone 7	Staines-upon-Thames, Shepperton	40,619	42,587	44,513	46,285	48,154	18.6%	7,535
Zone 8	Weybridge	35,660	36,776	37,899	38,847	39,833	11.7%	4,173
Zone 9	Chobam	23,464	24,224	24,938	25,514	26,147	11.4%	2,683
Zone 10	Ascot, Sunningdale	16,605	17,354	18,043	18,625	19,265	16.0%	2,660
Study Area		201,566	210,414	218,881	226,641	234,621	16.4%	33,055

Source: The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest '*Retail Area Planner*' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT) — **% GROWTH:**

ZONE:		2015 (incl SFT)	2015	2020	2025	2030	2035	2015-35
EXPERIAN - SPECIAL FORMS OF TRADING (%):			**2.8%**	**4.0%**	**4.9%**	**5.6%**	**3.5%**	100.0%
REVISED SPECIAL FORMS OF TRADING (%):			**1.6%**	**2.3%**	**2.8%**	**3.2%**	**3.5%**	96.8%
Zone 1	Addlestone	£2,040	£2,007	£2,050	£2,101	£2,158	£2,216	10.4%
Zone 2	Chertsey	£2,134	£2,100	£2,144	£2,198	£2,258	£2,318	10.4%
Zone 3	Egham	£2,175	£2,140	£2,185	£2,240	£2,301	£2,362	10.4%
Zone 4	Virginia Water, Wentworth	£2,480	£2,440	£2,491	£2,554	£2,623	£2,693	10.4%
Zone 5	Longcross/ Lyne	£2,463	£2,424	£2,475	£2,537	£2,606	£2,675	10.4%
Zone 6	Woodham, New Haw	£2,286	£2,250	£2,297	£2,355	£2,419	£2,483	10.4%
Zone 7	Staines-upon-Thames, Shepperton	£2,242	£2,206	£2,252	£2,309	£2,371	£2,434	10.4%
Zone 8	Weybridge	£2,388	£2,350	£2,399	£2,460	£2,526	£2,593	10.4%
Zone 9	Chobam	£2,220	£2,184	£2,230	£2,287	£2,349	£2,411	10.4%
Zone 10	Ascot, Sunningdale	£2,451	£2,412	£2,463	£2,525	£2,593	£2,662	10.4%
Study Area		£2,288	£2,251	£2,298	£2,357	£2,420	£2,485	10.4%

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2015) TO 2035 (£m) — **GROWTH: 2015-35**

ZONE:		2015 (incl SFT)	2015	2020	2025	2030	2035	%	£m
Zone 1	Addlestone	£39.4	£38.8	£41.6	£44.6	£47.7	£51.0	31.6%	£12.2
Zone 2	Chertsey	£29.1	£28.6	£30.6	£32.7	£35.0	£37.3	30.4%	£8.7
Zone 3	Egham	£66.9	£65.8	£70.5	£75.6	£80.8	£86.2	30.9%	£20.3
Zone 4	Virginia Water, Wentworth	£15.2	£14.9	£16.0	£17.1	£18.3	£19.5	31.0%	£4.6
Zone 5	Longcross/ Lyne	£14.6	£14.4	£15.5	£16.6	£17.7	£19.0	31.9%	£4.6
Zone 6	Woodham, New Haw	£21.7	£21.4	£22.9	£24.5	£26.2	£28.0	31.2%	£6.7
Zone 7	Staines-upon-Thames, Shepperton	£91.1	£89.6	£95.9	£102.8	£109.8	£117.2	30.8%	£27.6
Zone 8	Weybridge	£85.2	£83.8	£88.2	£93.2	£98.1	£103.3	23.3%	£19.5
Zone 9	Chobam	£52.1	£51.3	£54.0	£57.0	£59.9	£63.0	23.0%	£11.8
Zone 10	Ascot, Sunningdale	£40.7	£40.1	£42.7	£45.6	£48.3	£51.3	28.0%	£11.2
Study Area		£455.8	**£448.5**	**£477.9**	**£509.7**	**£541.9**	**£575.8**	**28.4%**	**£127.3**

TABLE 4: ALL CONVENIENCE GOODS - 2015 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	46.3%	30.5%	1.4%	6.5%	37.6%	7.3%	0.0%	1.9%	1.5%	0.0%	8.5%
Other stores in Addlestone	2.8%	1.0%	0.7%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	3.9%	29.6%	0.8%	0.5%	17.5%	0.0%	0.2%	0.4%	0.0%	0.0%	3.0%
Other stores in Chertsey	0.2%	2.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%
Egham Town Centre:											
Budgens, Station Road, Egham	0.0%	0.0%	1.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco Superstore, High Street, Egham	0.0%	0.2%	27.1%	10.1%	0.2%	0.0%	1.0%	0.0%	0.0%	2.8%	4.8%
Waitrose, Church Road, Egham	0.0%	0.5%	20.5%	18.0%	1.0%	0.0%	0.3%	0.0%	0.0%	4.8%	4.2%
Other stores in Egham	0.0%	0.8%	4.4%	1.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.5%	0.8%
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	0.0%	0.0%	1.0%	15.2%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other stores in Virginia Water	0.0%	0.0%	0.0%	2.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local Stores:											
Co-op, Green Lane, Addlestone	3.1%	3.5%	0.0%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Co-op, Ashley Down Road, Chertsey	0.0%	1.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, The Broadway, New Haw	2.7%	0.0%	0.1%	0.0%	0.8%	9.6%	0.0%	0.0%	0.0%	0.0%	0.7%
Morrisons M Local, New Haw Road, Addlestone	2.5%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.3%	0.0%	0.0%	0.4%
Tesco Express, Eastworth Road, Chertsey	0.8%	3.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other local stores	1.3%	0.6%	1.4%	0.5%	9.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	0.6%	2.4%	26.0%	19.1%	0.9%	0.0%	11.2%	0.0%	0.0%	10.0%	7.8%
M&S Simply Food, Egham Hill BP petrol station, Egham	0.0%	0.0%	1.6%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
SUB-TOTAL - BOROUGH	**64.3%**	**76.4%**	**86.6%**	**73.9%**	**74.2%**	**22.1%**	**12.7%**	**2.6%**	**1.9%**	**18.0%**	**33.9%**
Key competing stores/ centres:											
											0.0%
Stores in Staines-upon-Thames Town Centre	0.6%	0.4%	1.9%	0.7%	0.3%	0.0%	5.8%	0.0%	0.0%	0.8%	1.6%
Tesco Extra, Stanwell, Staines-upon-Thames	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	1.2%
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	0.0%	0.5%	4.8%	1.6%	0.1%	0.0%	10.3%	0.0%	0.0%	2.5%	3.1%
Other out of centre stores, Staines-upon-Thames	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.5%
Waitrose, High Street, Sunningdale	0.0%	0.0%	0.1%	15.5%	3.9%	0.0%	0.0%	0.0%	6.3%	26.5%	3.7%
Stores in West Byfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%
Waitrose, Station Approach	3.2%	0.1%	0.0%	0.6%	5.5%	14.3%	0.1%	8.8%	5.8%	0.0%	3.5%
Stores in Weybridge Town Centre	1.4%	0.0%	0.0%	0.4%	1.3%	0.0%	0.5%	21.3%	0.0%	0.0%	4.2%
Morrisons, Monument Hill, Weybridge	6.1%	2.6%	0.0%	0.2%	0.9%	0.5%	0.3%	6.0%	0.0%	0.0%	1.9%
Tesco Extra, Brooklands, Weybridge	8.1%	0.4%	0.0%	0.4%	2.4%	28.9%	0.0%	23.3%	4.8%	0.0%	7.1%
Other out of centre stores, Weybridge	0.0%	0.0%	0.0%	0.0%	0.1%	1.5%	0.0%	6.1%	0.0%	0.0%	1.2%
Stores in Woking Town Centre	0.0%	0.1%	0.0%	0.0%	3.0%	0.6%	0.0%	0.0%	1.8%	0.0%	0.3%
Asda, Albert Drive, Woking	0.5%	0.0%	0.0%	0.0%	1.1%	6.2%	0.0%	0.4%	8.2%	0.0%	1.4%
Asda, Lion Retail Park, Woking	4.0%	0.1%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	6.0%	0.0%	1.1%
Morrisons, Goldsworth Road	0.9%	1.1%	0.4%	0.7%	1.4%	5.2%	0.0%	0.8%	15.7%	0.0%	2.5%
Sainsbury's Superstore, Knaphill	0.0%	0.0%	0.0%	0.0%	0.2%	3.0%	0.0%	0.0%	12.9%	0.0%	1.6%
Other out of centre stores, Woking	0.0%	3.0%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	14.3%	0.0%	1.8%
Other Centres:											
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.9%	1.6%
Cobham	0.9%	0.5%	0.0%	0.0%	0.6%	9.2%	0.9%	2.6%	1.1%	0.0%	1.4%
Feltham	0.0%	1.0%	0.0%	0.8%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	1.7%
Sunbury	0.5%	1.2%	1.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	4.8%
Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%
Walton upon Thames	3.0%	6.3%	0.0%	0.6%	0.9%	0.5%	9.9%	8.6%	0.0%	0.0%	4.3%
Other	6.2%	6.5%	2.0%	4.6%	3.2%	7.3%	14.2%	19.3%	21.1%	49.9%	15.2%
SUB-TOTAL OUTSIDE OF BOROUGH	**35.7%**	**23.6%**	**13.4%**	**26.1%**	**25.8%**	**77.9%**	**87.3%**	**97.4%**	**98.1%**	**82.0%**	**66.1%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£38.8	£28.6	£65.8	£14.9	£14.4	£21.4	£89.6	£83.8	£51.3	£40.1	£448.5
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	£18.0	£8.7	£0.9	£1.0	£5.4	£1.6	£0.0	£1.6	£0.8	£0.0	£37.9
Other stores in Addlestone	£1.1	£0.3	£0.5	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.1
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	£1.5	£8.5	£0.6	£0.1	£2.5	£0.0	£0.2	£0.3	£0.0	£0.0	£13.6
Other stores in Chertsey	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.0
Egham Town Centre:											
Budgens, Station Road, Egham	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Tesco Superstore, High Street, Egham	£0.0	£0.1	£17.8	£1.5	£0.0	£0.0	£0.9	£0.0	£0.0	£1.1	£21.5
Waitrose, Church Road, Egham	£0.0	£0.1	£13.5	£2.7	£0.1	£0.0	£0.3	£0.0	£0.0	£1.9	£18.7
Other stores in Egham	£0.0	£0.2	£2.9	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£3.6
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	£0.0	£0.0	£0.6	£2.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Other stores in Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Local Stores:											
Co-op, Green Lane, Addlestone	£1.2	£1.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Co-op, Ashley Down Road, Chertsey	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Co-op, The Broadway, New Haw	£1.1	£0.0	£0.1	£0.0	£0.1	£2.1	£0.0	£0.0	£0.0	£0.0	£3.3
Morrisons M Local, New Haw Road, Addlestone	£1.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£1.9
Tesco Express, Eastworth Road, Chertsey	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Other local stores	£0.5	£0.2	£0.9	£0.1	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£3.1
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	£0.2	£0.7	£17.1	£2.8	£0.1	£0.0	£10.0	£0.0	£0.0	£4.0	£35.0
M&S Simply Food, Egham Hill BP petrol station, Egham	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
SUB-TOTAL - BOROUGH	**£24.9**	**£21.8**	**£57.0**	**£11.0**	**£10.7**	**£4.7**	**£11.4**	**£2.2**	**£0.9**	**£7.2**	**£152.0**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	£0.2	£0.1	£1.3	£0.1	£0.0	£0.0	£5.2	£0.0	£0.0	£0.3	£7.3
Tesco Extra, Stanwell, Staines-upon-Thames	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£5.5
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	£0.0	£0.1	£3.1	£0.2	£0.0	£0.0	£9.2	£0.0	£0.0	£1.0	£13.8
Other out of centre stores, Staines-upon-Thames	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£2.3
Waitrose, High Street, Sunningdale	£0.0	£0.0	£0.1	£2.3	£0.6	£0.0	£0.0	£0.0	£3.2	£10.6	£16.8
Stores in West Byfleet Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Waitrose, Station Approach	£1.2	£0.0	£0.0	£0.1	£0.8	£3.1	£0.1	£7.4	£3.0	£0.0	£15.7
Stores in Weybridge Town Centre	£0.5	£0.0	£0.0	£0.1	£0.2	£0.0	£0.4	£17.8	£0.0	£0.0	£19.0
Morrisons, Monument Hill, Weybridge	£2.4	£0.7	£0.0	£0.0	£0.1	£0.1	£0.3	£5.1	£0.0	£0.0	£8.7
Tesco Extra, Brooklands, Weybridge	£3.1	£0.1	£0.0	£0.1	£0.3	£6.2	£0.0	£19.5	£2.5	£0.0	£31.8
Other out of centre stores, Weybridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£5.1	£0.0	£0.0	£5.5
Stores in Woking Town Centre	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.9	£0.0	£1.5
Asda, Albert Drive, Woking	£0.2	£0.0	£0.0	£0.0	£0.2	£1.3	£0.0	£0.4	£4.2	£0.0	£6.2
Asda, Lion Retail Park, Woking	£1.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.1	£0.0	£4.8
Morrisons, Goldsworth Road	£0.4	£0.3	£0.3	£0.1	£0.2	£1.1	£0.0	£0.6	£8.0	£0.0	£11.0
Sainsbury's Superstore, Knaphill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£6.6	£0.0	£7.3
Other out of centre stores, Woking	£0.0	£0.9	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£7.3	£0.0	£8.3
Other Centres:											
Ashford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.4	£7.4
Cobham	£0.4	£0.1	£0.0	£0.0	£0.1	£2.0	£0.8	£2.2	£0.6	£0.0	£6.1
Feltham	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.7
Sunbury	£0.2	£0.3	£0.6	£0.0	£0.0	£0.0	£20.6	£0.0	£0.0	£0.0	£21.7
Sunningdale	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Walton upon Thames	£1.2	£1.8	£0.0	£0.1	£0.1	£0.1	£8.9	£7.2	£0.0	£0.0	£19.4
Other	£2.4	£1.8	£1.3	£0.7	£0.5	£1.6	£12.8	£16.2	£10.8	£20.0	£68.0
SUB-TOTAL OUTSIDE OF BOROUGH	**£13.8**	**£6.8**	**£8.8**	**£3.9**	**£3.7**	**£16.6**	**£78.2**	**£81.6**	**£50.3**	**£32.8**	**£296.5**
TOTAL MARKET SHARE	£38.8	£28.6	£65.8	£14.9	£14.4	£21.4	£89.6	£83.8	£51.3	£40.1	£448.5

TABLE 6: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£41.6	£30.6	£70.5	£16.0	£15.5	£22.9	£95.9	£88.2	£54.0	£42.7	£477.9
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	£19.3	£9.3	£1.0	£1.0	£5.8	£1.7	£0.0	£1.7	£0.8	£0.0	£40.6
Other stores in Addlestone	£1.2	£0.3	£0.5	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.3
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	£1.6	£9.1	£0.6	£0.1	£2.7	£0.0	£0.2	£0.3	£0.0	£0.0	£14.6
Other stores in Chertsey	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.1
Egham Town Centre:											
Budgens, Station Road, Egham	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Tesco Superstore, High Street, Egham	£0.0	£0.1	£19.1	£1.6	£0.0	£0.0	£1.0	£0.0	£0.0	£1.2	£23.0
Waitrose, Church Road, Egham	£0.0	£0.2	£14.5	£2.9	£0.1	£0.0	£0.3	£0.0	£0.0	£2.04	£20.0
Other stores in Egham	£0.0	£0.2	£3.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.21	£3.9
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	£0.0	£0.0	£0.7	£2.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Other stores in Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Local Stores:											
Co-op, Green Lane, Addlestone	£1.29	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Co-op, Ashley Down Road, Chertsey	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Co-op, The Broadway, New Haw	£1.1	£0.0	£0.1	£0.0	£0.1	£2.2	£0.0	£0.0	£0.0	£0.0	£3.5
Morrisons M Local, New Haw Road, Addlestone	£1.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£2.0
Tesco Express, Eastworth Road, Chertsey	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Other local stores	£0.5	£0.2	£1.0	£0.1	£1.4	£0.2	£0.0	£0.0	£0.0	£0.0	£3.4
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	£0.3	£0.7	£18.3	£3.0	£0.1	£0.0	£10.7	£0.0	£0.0	£4.3	£37.5
M&S Simply Food, Egham Hill BP petrol station, Egham	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
SUB-TOTAL - BOROUGH	**£26.8**	**£23.4**	**£61.1**	**£11.8**	**£11.5**	**£5.1**	**£12.2**	**£2.3**	**£1.0**	**£7.7**	**£162.8**
	£26.8										
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	£0.2	£0.1	£1.4	£0.1	£0.0	£0.0	£5.6	£0.0	£0.0	£0.3	£7.8
Tesco Extra, Stanwell, Staines-upon-Thames	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£5.9
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	£0.0	£0.1	£3.4	£0.3	£0.0	£0.0	£9.9	£0.0	£0.0	£1.1	£14.8
Other out of centre stores, Staines-upon-Thames	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£2.5
Waitrose, High Street, Sunningdale	£0.0	£0.0	£0.1	£2.5	£0.6	£0.0	£0.0	£0.0	£3.4	£11.3	£17.9
Stores in West Byfleet Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Waitrose, Station Approach	£1.3	£0.0	£0.0	£0.1	£0.9	£3.3	£0.1	£7.8	£3.2	£0.0	£16.6
Stores in Weybridge Town Centre	£0.6	£0.0	£0.0	£0.1	£0.2	£0.0	£0.5	£18.8	£0.0	£0.0	£20.1
Morrisons, Monument Hill, Weybridge	£2.5	£0.8	£0.0	£0.0	£0.1	£0.1	£0.3	£5.3	£0.0	£0.0	£9.2
Tesco Extra, Brooklands, Weybridge	£3.4	£0.1	£0.0	£0.1	£0.4	£6.6	£0.0	£20.5	£2.6	£0.0	£33.7
Other out of centre stores, Weybridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£5.4	£0.0	£0.0	£5.8
Stores in Woking Town Centre	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.9	£0.0	£1.6
Asda, Albert Drive, Woking	£0.2	£0.0	£0.0	£0.0	£0.2	£1.4	£0.0	£0.4	£4.4	£0.0	£6.6
Asda, Lion Retail Park, Woking	£1.7	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.2	£0.0	£5.1
Morrisons, Goldsworth Road	£0.4	£0.3	£0.3	£0.1	£0.2	£1.2	£0.0	£0.7	£8.5	£0.0	£11.7
Sainsbury's Superstore, Knaphill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£7.0	£0.0	£7.7
Other out of centre stores, Woking	£0.0	£0.9	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£7.7	£0.0	£8.7
Other Centres:											
Ashford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5	£0.0	£0.0	£0.4	£7.9
Cobham	£0.4	£0.1	£0.0	£0.0	£0.1	£2.1	£0.8	£2.3	£0.6	£0.0	£6.5
Feltham	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£7.8	£0.0	£0.0	£0.0	£8.3
Sunbury	£0.2	£0.4	£0.7	£0.0	£0.0	£0.0	£22.0	£0.0	£0.0	£0.0	£23.3
Sunningdale	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Walton upon Thames	£1.3	£1.9	£0.0	£0.1	£0.1	£0.1	£9.5	£7.6	£0.0	£0.0	£20.7
Other	£2.6	£2.0	£1.4	£0.7	£0.5	£1.7	£13.7	£17.0	£11.4	£21.3	£72.3
SUB-TOTAL OUTSIDE OF BOROUGH	**£14.8**	**£7.2**	**£9.4**	**£4.2**	**£4.0**	**£17.8**	**£83.7**	**£85.9**	**£53.0**	**£35.0**	**£315.1**
TOTAL MARKET SHARE	£41.6	£30.6	£70.5	£16.0	£15.5	£22.9	£95.9	£88.2	£54.0	£42.7	£477.9

TABLE 7: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£44.6	£32.7	£75.6	£17.1	£16.6	£24.5	£102.8	£93.2	£57.0	£45.6	£509.7
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	£20.7	£10.0	£1.1	£1.1	£6.2	£1.8	£0.0	£1.8	£0.9	£0.0	£43.5
Other stores in Addlestone	£1.3	£0.3	£0.5	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.5
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	£1.7	£9.7	£0.6	£0.1	£2.9	£0.0	£0.2	£0.4	£0.0	£0.0	£15.6
Other stores in Chertsey	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.1
Egham Town Centre:											
Budgens, Station Road, Egham	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Tesco Superstore, High Street, Egham	£0.0	£0.1	£20.5	£1.7	£0.0	£0.0	£1.1	£0.0	£0.0	£1.3	£24.6
Waitrose, Church Road, Egham	£0.0	£0.2	£15.5	£3.1	£0.2	£0.0	£0.3	£0.0	£0.0	£2.2	£21.4
Other stores in Egham	£0.0	£0.3	£3.4	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£4.1
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	£0.0	£0.0	£0.7	£2.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
Other stores in Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Local Stores:											
Co-op, Green Lane, Addlestone	£1.38	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Co-op, Ashley Down Road, Chertsey	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Co-op, The Broadway, New Haw	£1.2	£0.0	£0.1	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£3.8
Morrisons M Local, New Haw Road, Addlestone	£1.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£2.2
Tesco Express, Eastworth Road, Chertsey	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Other local stores	£0.6	£0.2	£1.0	£0.1	£1.5	£0.2	£0.0	£0.0	£0.0	£0.0	£3.6
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	£0.3	£0.8	£19.6	£3.3	£0.2	£0.0	£11.5	£0.0	£0.0	£4.6	£40.1
M&S Simply Food, Egham Hill BP petrol station, Egham	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
SUB-TOTAL - BOROUGH	**£28.7**	**£25.0**	**£65.5**	**£12.6**	**£12.3**	**£5.4**	**£13.1**	**£2.4**	**£1.1**	**£8.2**	**£174.3**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	£0.2	£0.1	£1.5	£0.1	£0.1	£0.0	£6.0	£0.0	£0.0	£0.4	£8.4
Tesco Extra, Stanwell, Staines-upon-Thames	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£6.3
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	£0.0	£0.2	£3.6	£0.3	£0.0	£0.0	£10.6	£0.0	£0.0	£1.1	£15.8
Other out of centre stores, Staines-upon-Thames	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£2.6
Waitrose, High Street, Sunningdale	£0.0	£0.0	£0.1	£2.7	£0.7	£0.0	£0.0	£0.0	£3.6	£12.1	£19.1
Stores in West Byfleet Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Waitrose, Station Approach	£1.4	£0.0	£0.0	£0.1	£0.9	£3.5	£0.1	£8.2	£3.3	£0.0	£17.6
Stores in Weybridge Town Centre	£0.6	£0.0	£0.0	£0.1	£0.2	£0.0	£0.5	£19.8	£0.0	£0.0	£21.2
Morrisons, Monument Hill, Weybridge	£2.7	£0.8	£0.0	£0.0	£0.2	£0.1	£0.3	£5.6	£0.0	£0.0	£9.8
Tesco Extra, Brooklands, Weybridge	£3.6	£0.1	£0.0	£0.1	£0.4	£7.1	£0.0	£21.7	£2.8	£0.0	£35.7
Other out of centre stores, Weybridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£5.7	£0.0	£0.0	£6.1
Stores in Woking Town Centre	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£1.0	£0.0	£1.7
Asda, Albert Drive, Woking	£0.2	£0.0	£0.0	£0.0	£0.2	£1.5	£0.0	£0.4	£4.7	£0.0	£7.0
Asda, Lion Retail Park, Woking	£1.8	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.4	£0.0	£5.4
Morrisons, Goldsworth Road	£0.4	£0.3	£0.3	£0.1	£0.2	£1.3	£0.0	£0.7	£9.0	£0.0	£12.4
Sainsbury's Superstore, Knaphill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£7.4	£0.0	£8.1
Other out of centre stores, Woking	£0.0	£1.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£8.1	£0.0	£9.2
Other Centres:											
Ashford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0	£0.0	£0.0	£0.4	£8.5
Cobham	£0.4	£0.2	£0.0	£0.0	£0.1	£2.3	£0.9	£2.5	£0.6	£0.0	£6.9
Feltham	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£8.4	£0.0	£0.0	£0.0	£8.9
Sunbury	£0.2	£0.4	£0.7	£0.0	£0.0	£0.0	£23.6	£0.0	£0.0	£0.0	£24.9
Sunningdale	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Walton upon Thames	£1.3	£2.1	£0.0	£0.1	£0.2	£0.1	£10.2	£8.0	£0.0	£0.0	£22.0
Other	£2.8	£2.1	£1.5	£0.8	£0.5	£1.8	£14.6	£18.0	£12.1	£22.7	£76.9
SUB-TOTAL OUTSIDE OF BOROUGH	**£15.9**	**£7.7**	**£10.1**	**£4.5**	**£4.3**	**£19.1**	**£89.7**	**£90.8**	**£56.0**	**£37.3**	**£335.3**
TOTAL MARKET SHARE	£44.6	£32.7	£75.6	£17.1	£16.6	£24.5	£102.8	£93.2	£57.0	£45.6	£509.7

TABLE 8: ALL CONVENIENCE GOODS - 2030 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£47.7	£35.0	£80.8	£18.3	£17.7	£26.2	£109.8	£98.1	£59.9	£48.3	£541.9
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	£22.1	£10.7	£1.2	£1.2	£6.7	£1.9	£0.0	£1.9	£0.9	£0.0	£46.5
Other stores in Addlestone	£1.4	£0.4	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.6
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	£1.8	£10.4	£0.7	£0.1	£3.1	£0.0	£0.2	£0.4	£0.0	£0.0	£16.7
Other stores in Chertsey	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.2
Egham Town Centre:											
Budgens, Station Road, Egham	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Tesco Superstore, High Street, Egham	£0.0	£0.1	£21.9	£1.9	£0.0	£0.0	£1.1	£0.0	£0.0	£1.3	£26.3
Waitrose, Church Road, Egham	£0.0	£0.2	£16.6	£3.3	£0.2	£0.0	£0.3	£0.0	£0.0	£2.3	£22.9
Other stores in Egham	£0.0	£0.3	£3.6	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£4.4
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	£0.0	£0.0	£0.8	£2.8	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
Other stores in Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Local Stores:											
Co-op, Green Lane, Addlestone	£1.48	£1.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Co-op, Ashley Down Road, Chertsey	£0.0	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Co-op, The Broadway, New Haw	£1.3	£0.0	£0.1	£0.0	£0.1	£2.5	£0.0	£0.0	£0.0	£0.0	£4.0
Morrisons M Local, New Haw Road, Addlestone	£1.2	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£2.3
Tesco Express, Eastworth Road, Chertsey	£0.4	£1.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Other local stores	£0.6	£0.2	£1.1	£0.1	£1.6	£0.2	£0.0	£0.0	£0.0	£0.0	£3.9
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	£0.3	£0.8	£21.0	£3.5	£0.2	£0.0	£12.2	£0.0	£0.0	£4.8	£42.9
M&S Simply Food, Egham Hill BP petrol station, Egham	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
SUB-TOTAL - BOROUGH	**£30.7**	**£26.7**	**£70.0**	**£13.5**	**£13.2**	**£5.8**	**£14.0**	**£2.6**	**£1.1**	**£8.7**	**£186.3**
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	£0.3	£0.1	£1.6	£0.1	£0.1	£0.0	£6.4	£0.0	£0.0	£0.4	£8.9
Tesco Extra, Stanwell, Staines-upon-Thames	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£6.7
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	£0.0	£0.2	£3.9	£0.3	£0.0	£0.0	£11.3	£0.0	£0.0	£1.2	£16.9
Other out of centre stores, Staines-upon-Thames	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.8
Waitrose, High Street, Sunningdale	£0.0	£0.0	£0.1	£2.8	£0.7	£0.0	£0.0	£0.0	£3.8	£12.8	£20.2
Stores in West Byfleet Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Waitrose, Station Approach	£1.5	£0.0	£0.0	£0.1	£1.0	£3.7	£0.1	£8.7	£3.5	£0.0	£18.7
Stores in Weybridge Town Centre	£0.7	£0.0	£0.0	£0.1	£0.2	£0.0	£0.5	£20.9	£0.0	£0.0	£22.4
Morrisons, Monument Hill, Weybridge	£2.9	£0.9	£0.0	£0.0	£0.2	£0.1	£0.3	£5.9	£0.0	£0.0	£10.4
Tesco Extra, Brooklands, Weybridge	£3.9	£0.2	£0.0	£0.1	£0.4	£7.6	£0.0	£22.8	£2.9	£0.0	£37.8
Other out of centre stores, Weybridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£6.0	£0.0	£0.0	£6.4
Stores in Woking Town Centre	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£1.1	£0.0	£1.8
Asda, Albert Drive, Woking	£0.2	£0.0	£0.0	£0.0	£0.2	£1.6	£0.0	£0.4	£4.9	£0.0	£7.4
Asda, Lion Retail Park, Woking	£1.9	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.6	£0.0	£5.7
Morrisons, Goldsworth Road	£0.4	£0.4	£0.3	£0.1	£0.2	£1.4	£0.0	£0.8	£9.4	£0.0	£13.0
Sainsbury's Superstore, Knaphill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£7.7	£0.0	£8.6
Other out of centre stores, Woking	£0.0	£1.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£8.6	£0.0	£9.7
Other Centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ashford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£0.0	£0.4	£9.0
Cobham	£0.4	£0.2	£0.0	£0.0	£0.1	£2.4	£0.9	£2.6	£0.7	£0.0	£7.3
Feltham	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£9.0	£0.0	£0.0	£0.0	£9.5
Sunbury	£0.2	£0.4	£0.8	£0.0	£0.0	£0.0	£25.2	£0.0	£0.0	£0.0	£26.6
Sunningdale	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Walton upon Thames	£1.4	£2.2	£0.0	£0.1	£0.2	£0.1	£10.9	£8.4	£0.0	£0.0	£23.4
Other	£3.0	£2.3	£1.6	£0.8	£0.6	£1.9	£15.6	£18.9	£12.7	£24.1	£81.5
SUB-TOTAL OUTSIDE OF BOROUGH	**£17.0**	**£8.3**	**£10.8**	**£4.8**	**£4.6**	**£20.4**	**£95.8**	**£95.6**	**£58.8**	**£39.6**	**£355.6**
TOTAL MARKET SHARE	£47.7	£35.0	£80.8	£18.3	£17.7	£26.2	£109.8	£98.1	£59.9	£48.3	£541.9

TABLE 9: ALL CONVENIENCE GOODS - 2035 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£51.0	£37.3	£86.2	£19.5	£19.0	£28.0	£117.2	£103.3	£63.0	£51.3	£575.8
Addlestone Town Centre:											
Tesco Extra, Station Road, Addlestone	£23.6	£11.4	£1.2	£1.3	£7.1	£2.1	£0.0	£2.0	£1.0	£0.0	£49.6
Other stores in Addlestone	£1.5	£0.4	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.8
Chertsey Town Centre:											
Sainsbury's Superstore, Sainsbury Centre, Chertsey	£2.0	£11.0	£0.7	£0.1	£3.3	£0.0	£0.2	£0.4	£0.0	£0.0	£17.8
Other stores in Chertsey	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.3
Egham Town Centre:											
Budgens, Station Road, Egham	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
Tesco Superstore, High Street, Egham	£0.0	£0.1	£23.3	£2.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.4	£28.1
Waitrose, Church Road, Egham	£0.0	£0.2	£17.7	£3.5	£0.2	£0.0	£0.3	£0.0	£0.0	£2.5	£24.4
Other stores in Egham	£0.0	£0.3	£3.8	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£4.7
Virgina Water Local Centre:											
Budgens, Station Approach, Virginia Water	£0.0	£0.0	£0.8	£3.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Other stores in Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Local Stores:											
Co-op, Green Lane, Addlestone	£1.6	£1.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Co-op, Ashley Down Road, Chertsey	£0.0	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Co-op, The Broadway, New Haw	£1.4	£0.0	£0.1	£0.0	£0.2	£2.7	£0.0	£0.0	£0.0	£0.0	£4.3
Morrisons M Local, New Haw Road, Addlestone	£1.3	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£2.5
Tesco Express, Eastworth Road, Chertsey	£0.4	£1.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Other local stores	£0.7	£0.2	£1.2	£0.1	£1.7	£0.3	£0.0	£0.0	£0.0	£0.0	£4.1
Out of Centre:											
Sainsbury's Superstore, The Causeway, Staines-upon-Thame	£0.3	£0.9	£22.4	£3.7	£0.2	£0.0	£13.1	£0.0	£0.0	£5.1	£45.7
M&S Simply Food, Egham Hill BP petrol station, Egham	£0.0	£0.0	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
SUB-TOTAL - BOROUGH	£32.8	£28.5	£74.6	£14.4	£14.1	£6.2	£14.9	£2.7	£1.2	£9.3	£198.7
Key competing stores/ centres:											
Stores in Staines-upon-Thames Town Centre	£0.3	£0.1	£1.7	£0.1	£0.1	£0.0	£6.8	£0.0	£0.0	£0.4	£9.5
Tesco Extra, Stanwell, Staines-upon-Thames	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£7.2
Waitrose, Two Rivers Retail Park, Staines-upon-Thames	£0.0	£0.2	£4.1	£0.3	£0.0	£0.0	£12.1	£0.0	£0.0	£1.3	£18.0
Other out of centre stores, Staines-upon-Thames	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	£0.0	£3.0
Waitrose, High Street, Sunningdale	£0.0	£0.0	£0.1	£3.0	£0.7	£0.0	£0.0	£0.0	£4.0	£13.6	£21.5
Stores in West Byfleet Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.2
Waitrose, Station Approach	£1.6	£0.0	£0.0	£0.1	£1.0	£4.0	£0.1	£9.1	£3.7	£0.0	£19.7
Stores in Weybridge Town Centre	£0.7	£0.0	£0.0	£0.1	£0.2	£0.0	£0.6	£22.0	£0.0	£0.0	£23.6
Morrisons, Monument Hill, Weybridge	£3.1	£1.0	£0.0	£0.0	£0.2	£0.1	£0.3	£6.2	£0.0	£0.0	£11.0
Tesco Extra, Brooklands, Weybridge	£4.1	£0.2	£0.0	£0.1	£0.5	£8.1	£0.0	£24.0	£3.0	£0.0	£40.0
Other out of centre stores, Weybridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£6.3	£0.0	£0.0	£6.8
Stores in Woking Town Centre	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£1.1	£0.0	£1.9
Asda, Albert Drive, Woking	£0.3	£0.0	£0.0	£0.0	£0.2	£1.7	£0.0	£0.4	£5.2	£0.0	£7.8
Asda, Lion Retail Park, Woking	£2.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£3.8	£0.0	£6.0
Morrisons, Goldsworth Road	£0.5	£0.4	£0.3	£0.1	£0.3	£1.5	£0.0	£0.8	£9.9	£0.0	£13.8
Sainsbury's Superstore, Knaphill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£8.1	£0.0	£9.0
Other out of centre stores, Woking	£0.0	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£9.0	£0.0	£10.2
Other Centres:											
Ashford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2	£0.0	£0.0	£0.5	£9.7
Cobham	£0.5	£0.2	£0.0	£0.0	£0.1	£2.6	£1.0	£2.7	£0.7	£0.0	£7.8
Feltham	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£9.6	£0.0	£0.0	£0.0	£10.1
Sunbury	£0.2	£0.4	£0.9	£0.0	£0.0	£0.0	£26.9	£0.0	£0.0	£0.0	£28.4
Sunningdale	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Walton upon Thames	£1.5	£2.3	£0.0	£0.1	£0.2	£0.1	£11.6	£8.9	£0.0	£0.0	£24.9
Other	£3.2	£2.4	£1.7	£0.9	£0.6	£2.1	£16.7	£19.9	£13.3	£25.6	£86.4
SUB-TOTAL OUTSIDE OF BOROUGH	**£18.2**	**£8.8**	**£11.5**	**£5.1**	**£4.9**	**£21.8**	**£102.3**	**£100.6**	**£61.9**	**£42.0**	**£377.1**
TOTAL MARKET SHARE	£51.0	£37.3	£86.2	£19.5	£19.0	£28.0	£117.2	£103.3	£63.0	£51.3	£575.8

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2030	2035
Addlestone Town Centre	0%	£40.1	£42.9	£46.0	£49.1	£52.4
Chertsey Town Centre	0%	£14.6	£15.6	£16.7	£17.9	£19.1
Egham Town Centre	0%	£44.8	£48.0	£51.4	£55.0	£58.6
Local Centres and stores	0%	£16.3	£17.5	£18.8	£20.1	£21.4
Out of Centre	0%	£36.1	£38.7	£41.4	£44.3	£47.2
TOTAL:		**£152.0**	**£162.8**	**£174.3**	**£186.3**	**£198.7**

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in the Borough who live outside the defined study area (i.e. beyond Zones 1-10).

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED CONVENIENCE GOODS SALES AREAS & BENCHMARK TURNOVERS

	Location	2015	2020	2025	2030	2035
Addlestone Town Centre:						
(1) Waitrose, Addlestone One - Land at Station Road, Addlestone	In Centre	£7.3	£7.2	£7.2	£7.3	£7.3
Local Centres:						
(2) Foodstore - 1 Station Parade, Virginia Water	In Centre	£11.9	£11.8	£11.8	£11.8	£11.9
(3) Retail unit - 302 Woodham Lane, New Haw	In Centre	£2.6	£2.6	£2.6	£2.6	£2.6
Other:						
(4) Redevelopment of DERA site including A1 Retail	New Centre	£3.0	£2.9	£3.0	£3.0	£3.0
TOTAL TURNOVER OF COMMITTED CONVENIENCE RETAIL FLOORSPACE (£m):		**£24.8**	**£24.5**	**£24.6**	**£24.7**	**£24.8**

TABLE 11: RUNNYMEDE BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£152.0	£162.8	£174.3	£186.3	£198.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) (1):	£152.0	£150.2	£150.5	£151.2	£152.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.6	£23.8	£35.1	£46.7
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£24.8	£24.5	£24.6	£24.7	£24.8
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£11.9**	**-£0.7**	**£10.4**	**£21.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**-940**	**-57**	**816**	**1,712**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,343	-81	1,166	1,007
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,005**	**-121**	**1,741**	**3,652**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-2,865	-173	2,487	2,148

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2020 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different

TABLE 12: ADDLESTONE TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ADDLESTONE TOWN CENTRE (£m):	£40.1	£42.9	£46.0	£49.1	£52.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ADDLESTONE TOWN CENTRE (£m):	£40.1	£39.6	£39.7	£39.9	£40.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.3	£6.3	£9.3	£12.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£7.3	£7.2	£7.2	£7.3	£7.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£3.9**	**-£1.0**	**£2.0**	**£5.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**-308**	**-75**	**156**	**394**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	-440	-108	223	232
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**-657**	**-161**	**332**	**840**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-938	-229	475	494

TABLE 13: CHERTSEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CHERTSEY TOWN CENTRE (£m):	£14.6	£15.6	£16.7	£17.9	£19.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CHERTSEY TOWN CENTRE (£m):	£14.6	£14.4	£14.4	£14.5	£14.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.2	£2.3	£3.4	£4.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£1.2**	**£2.3**	**£3.4**	**£4.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**95**	**180**	**263**	**349**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	136	256	376	205
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**203**	**383**	**561**	**744**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		291	547	802	438

TABLE 14: EGHAM TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£44.8	£48.0	£51.4	£55.0	£58.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£44.8	£44.3	£44.4	£44.6	£44.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.7	£7.0	£10.4	£13.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.7**	**£7.0**	**£10.4**	**£13.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**295**	**556**	**814**	**1,076**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	421	794	1,162	633
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**629**	**1,186**	**1,736**	**2,295**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		899	1,694	2,479	1,350

Carter Jonas

TABLE 15: LOCAL/ VILLAGE CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL/VILLAGE CENTRES (£m):	£16.3	£17.5	£18.8	£20.1	£21.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL/VILLAGE CENTRES (£m):	£16.3	£16.1	£16.2	£16.3	£16.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.4	£2.6	£3.8	£5.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£14.5	£14.3	£14.4	£14.4	£14.5
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£13.0**	**-£11.8**	**-£10.6**	**-£9.4**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,026**	**-930**	**-835**	**-737**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,465	-1,329	-1,193	-434
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,188**	**-1,984**	**-1,781**	**-1,573**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-3,126	-2,835	-2,544	-925

TABLE 15: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£36.1	£38.7	£41.4	£44.3	£47.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£36.1	£35.7	£35.8	£36.0	£36.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£5.7	£8.3	£11.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£3.0	£2.9	£3.0	£3.0	£3.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£2.7**	**£5.3**	**£8.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	Superstore					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,800	£12,647	£12,672	£12,736	£12,800
	(ii) Net Floorspace Capacity (sq m):	**-**	**3**	**213**	**418**	**631**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):	-	5	305	598	371
	Supermarket/ Deep Discounter					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,970	£6,000
	(ii) Net Floorspace Capacity (sq m):	**-**	**7**	**455**	**893**	**1,345**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		10	650	1,275	791

APPENDIX 8: COMPARISON CAPACITY ASSESSMENT

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2035)

ZONE:		2015	2020	2025	2030	2035	GROWTH: 2015-2035 %	GROWTH: 2015-2035 2015-35
Zone 1	Addlestone	19,311	20,293	21,218	22,117	23,021	19.2%	3,710
Zone 2	Chertsey	13,613	14,268	14,892	15,494	16,089	18.2%	2,476
Zone 3	Egham	30,759	32,286	33,732	35,123	36,484	18.6%	5,725
Zone 4	Virginia Water, Wentworth	6,111	6,413	6,700	6,981	7,256	18.7%	1,145
Zone 5	Longcross/ Lyne	5,932	6,244	6,530	6,807	7,090	19.5%	1,158
Zone 6	Woodham, New Haw	9,492	9,969	10,416	10,848	11,281	18.8%	1,789
Zone 7	Staines-upon-Thames, Shepperton	40,619	42,587	44,513	46,285	48,154	18.6%	7,535
Zone 8	Weybridge	35,660	36,776	37,899	38,847	39,833	11.7%	4,173
Zone 9	Chobam	23,464	24,224	24,938	25,514	26,147	11.4%	2,683
Zone 10	Ascot, Sunningdale	16,605	17,354	18,043	18,625	19,265	16.0%	2,660
Study Area		201,566	210,414	218,881	226,641	234,621	**16.4%**	**33,055**

Source: The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:		2015 (incl SFT)	2015	2020	2025	2030	2035	% GROWTH: 2015-35
EXPERIAN - SPECIAL FORMS OF TRADING (%):			**12.5%**	**15.7%**	**15.9%**	**15.6%**	**15.1%**	20.8%
REVISED SPECIAL FORMS OF TRADING (%):			**12.9%**	**16.3%**	**16.4%**	**16.1%**	**15.7%**	22.3%
Zone 1	Addlestone	£3,681	£3,208	£3,590	£4,207	£4,967	£5,869	83.0%
Zone 2	Chertsey	£4,879	£4,251	£4,758	£5,576	£6,583	£7,779	83.0%
Zone 3	Egham	£3,903	£3,401	£3,806	£4,460	£5,266	£6,223	83.0%
Zone 4	Virginia Water, Wentworth	£3,927	£3,422	£3,830	£4,488	£5,298	£6,261	83.0%
Zone 5	Longcross/ Lyne	£5,070	£4,418	£4,945	£5,795	£6,842	£8,085	83.0%
Zone 6	Woodham, New Haw	£4,844	£4,221	£4,725	£5,536	£6,536	£7,724	83.0%
Zone 7	Staines-upon-Thames, Shepperton	£4,186	£3,648	£4,083	£4,784	£5,648	£6,675	83.0%
Zone 8	Weybridge	£4,145	£3,612	£4,043	£4,738	£5,594	£6,610	83.0%
Zone 9	Chobam	£4,654	£4,055	£4,539	£5,319	£6,280	£7,421	83.0%
Zone 10	Ascot, Sunningdale	£4,086	£3,561	£3,986	£4,670	£5,514	£6,516	83.0%
Study Area		£4,337	£3,780	£4,231	£4,957	£5,853	£6,916	83.0%

Source: Average spend per capita estimates (2013 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 12.1 published by Experian Business Strategies (October 2014).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2014 - 2035 (£m)

ZONE:		2015 (incl SFT)	2015	2020	2025	2030	2035	GROWTH: 2015-35 %	GROWTH: 2015-35 £m
Zone 1	Addlestone	£71.1	£61.9	£72.9	£89.3	£109.9	£135.1	100.4%	£73.2
Zone 2	Chertsey	£66.4	£57.9	£67.9	£83.0	£102.0	£125.2	99.1%	£67.3
Zone 3	Egham	£120.0	£104.6	£122.9	£150.5	£185.0	£227.0	99.6%	£122.4
Zone 4	Virginia Water, Wentworth	£24.0	£20.9	£24.6	£30.1	£37.0	£45.4	99.8%	£24.5
Zone 5	Longcross/ Lyne	£30.1	£26.2	£30.9	£37.8	£46.6	£57.3	100.7%	£31.1
Zone 6	Woodham, New Haw	£46.0	£40.1	£47.1	£57.7	£70.9	£87.1	99.9%	£47.1
Zone 7	Staines-upon-Thames, Shepperton	£170.0	£148.2	£173.9	£213.0	£261.4	£321.4	99.6%	£173.3
Zone 8	Weybridge	£147.8	£128.8	£148.7	£179.6	£217.3	£263.3	90.4%	£134.5
Zone 9	Chobam	£109.2	£95.2	£110.0	£132.6	£160.2	£194.0	89.9%	£98.9
Zone 10	Ascot, Sunningdale	£67.9	£59.1	£69.2	£84.3	£102.7	£125.5	96.0%	£66.4
Study Area		£874.3	£742.8	£867.9	£1,057.8	£1,292.9	£1,581.4	96.6%	£838.6

Notes: Table 1 and Table 2

TABLE 4: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
Addlestone Town Centre	31.8%	14.1%	0.8%	2.3%	12.7%	4.7%	0.2%	1.8%	1.3%	0.0%	5.2%
Chertsey Town Centre	0.2%	7.6%	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.7%
Egham Town Centre	0.2%	0.5%	8.0%	6.6%	0.4%	0.0%	0.5%	0.0%	0.0%	0.6%	1.5%
Local Centres and stores	1.2%	0.0%	2.3%	6.0%	2.8%	3.7%	0.1%	0.3%	0.5%	0.3%	1.0%
Out of centre stores (incl The Causeway)	0.9%	2.9%	5.1%	2.6%	1.2%	0.0%	2.4%	0.1%	0.3%	1.0%	1.8%
SUB-TOTAL - BOROUGH	**34.3%**	**25.2%**	**16.2%**	**17.7%**	**18.2%**	**8.4%**	**3.3%**	**2.2%**	**2.1%**	**1.9%**	**10.1%**
Other centres:											
Brooklands (including Marks and Spencer)	5.5%	5.7%	0.1%	1.3%	4.5%	13.4%	0.6%	11.2%	4.1%	0.0%	4.4%
Camberley	0.0%	0.2%	1.0%	1.5%	0.3%	0.1%	0.0%	0.2%	2.1%	3.0%	0.8%
Central London	1.1%	0.4%	0.9%	6.2%	0.6%	0.9%	1.0%	2.4%	3.9%	1.2%	1.7%
Guildford Town Centre	2.9%	1.5%	0.3%	6.2%	5.5%	5.8%	0.1%	5.2%	9.4%	0.1%	3.2%
Guilford Out of Centre (e.g. Ladymead Retail Park)	0.4%	0.5%	0.0%	0.0%	1.2%	1.5%	0.1%	1.8%	1.6%	0.0%	0.7%
Kingston upon Thames	4.1%	3.5%	3.4%	4.1%	4.2%	14.6%	14.8%	18.4%	3.8%	0.6%	8.8%
Staines upon Thames Town Centre	12.7%	32.6%	52.6%	35.5%	16.2%	2.6%	52.8%	4.8%	0.8%	14.7%	25.4%
Staines upon Thames Out of Centre (incl. Two Rivers RP)	3.1%	3.6%	12.8%	10.6%	1.9%	0.8%	9.4%	0.3%	0.0%	2.0%	4.8%
Walton upon Thames Town Centre	1.1%	2.4%	0.0%	0.1%	0.7%	0.1%	3.5%	6.2%	0.3%	0.0%	2.1%
Walton upon Thames Out of Centre	1.1%	0.2%	0.0%	0.0%	0.0%	0.8%	0.7%	1.4%	0.2%	0.0%	0.6%
Woking Town Centre	19.3%	13.4%	1.6%	0.7%	31.2%	33.4%	0.2%	10.0%	42.5%	2.8%	13.2%
Woking Out of Centre (e.g. Lion Retail Park)	2.8%	0.7%	0.5%	0.0%	5.1%	2.0%	0.0%	1.6%	17.3%	0.3%	3.2%
Weybridge	3.6%	6.0%	0.4%	0.2%	4.8%	5.0%	0.1%	21.2%	0.6%	0.5%	5.1%
Other	8.1%	4.0%	10.1%	15.8%	5.7%	10.5%	13.5%	13.2%	11.2%	72.9%	15.8%
SUB-TOTAL OUTSIDE OF BOROUGH	**65.7%**	**74.8%**	**83.8%**	**82.3%**	**81.8%**	**91.6%**	**96.7%**	**97.8%**	**97.9%**	**98.1%**	**89.9%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£61.9	£57.9	£104.6	£20.9	£26.2	£40.1	£148.2	£128.8	£95.2	£59.1	£742.8
Addlestone Town Centre	£19.71	£8.2	£0.8	£0.5	£3.3	£1.9	£0.3	£2.3	£1.3	£0.0	£38.3
Chertsey Town Centre	£0.1	£4.4	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£4.9
Egham Town Centre	£0.1	£0.3	£8.3	£1.4	£0.1	£0.0	£0.8	£0.0	£0.0	£0.3	£11.4
Local Centres and stores	£0.7	£0.0	£2.4	£1.2	£0.7	£1.5	£0.2	£0.4	£0.4	£0.2	£7.7
Out of centre stores (incl The Causeway)	£0.6	£1.7	£5.3	£0.5	£0.3	£0.0	£3.5	£0.2	£0.2	£0.6	£13.0
SUB-TOTAL - BOROUGH	**£21.2**	**£14.6**	**£16.9**	**£3.7**	**£4.8**	**£3.4**	**£4.9**	**£2.9**	**£2.0**	**£1.1**	**£75.4**
Other centres:											
Brooklands (including Marks and Spencer)	£3.39	£3.3	£0.1	£0.3	£1.2	£5.4	£0.9	£14.4	£3.9	£0.0	£32.8
Camberley	£0.0	£0.1	£1.1	£0.3	£0.1	£0.0	£0.0	£0.2	£2.0	£1.8	£5.6
Central London	£0.7	£0.2	£1.0	£1.3	£0.2	£0.4	£1.4	£3.1	£3.7	£0.7	£12.6
Guildford Town Centre	£1.8	£0.9	£0.3	£1.3	£1.4	£2.3	£0.2	£6.7	£9.0	£0.0	£23.9
Guilford Out of Centre (e.g. Ladymead Retail Park)	£0.2	£0.3	£0.0	£0.0	£0.3	£0.6	£0.1	£2.4	£1.5	£0.0	£5.5
Kingston upon Thames	£2.5	£2.0	£3.6	£0.9	£1.1	£5.9	£22.0	£23.7	£3.6	£0.4	£65.6
Staines upon Thames Town Centre	£7.9	£18.9	£55.1	£7.4	£4.2	£1.1	£78.2	£6.2	£0.8	£8.7	£188.3
Staines upon Thames Out of Centre (incl. Two Rivers RP)	£1.9	£2.1	£13.4	£2.2	£0.5	£0.3	£13.9	£0.4	£0.0	£1.2	£35.8
Walton upon Thames Town Centre	£0.7	£1.4	£0.0	£0.0	£0.2	£0.0	£5.2	£8.0	£0.3	£0.0	£15.8
Walton upon Thames Out of Centre	£0.7	£0.1	£0.0	£0.0	£0.0	£0.3	£1.1	£1.8	£0.2	£0.0	£4.2
Woking Town Centre	£12.0	£7.7	£1.7	£0.2	£8.2	£13.4	£0.3	£12.8	£40.5	£1.6	£98.3
Woking Out of Centre (e.g. Lion Retail Park)	£1.7	£0.4	£0.6	£0.0	£1.3	£0.8	£0.0	£2.1	£16.5	£0.2	£23.6
Weybridge	£2.2	£3.5	£0.4	£0.1	£1.3	£2.0	£0.2	£27.3	£0.6	£0.3	£37.8
Other	£5.0	£2.3	£10.6	£3.3	£1.5	£4.2	£20.0	£16.9	£10.7	£43.1	£117.7
SUB-TOTAL OUTSIDE OF BOROUGH	**£40.7**	**£43.3**	**£87.7**	**£17.2**	**£21.5**	**£36.7**	**£143.3**	**£125.9**	**£93.2**	**£58.0**	**£667.5**
TOTAL MARKET SHARE	£61.94	£57.9	£104.6	£20.9	£26.2	£40.1	£148.2	£128.8	£95.2	£59.1	£742.8

TABLE 6: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£72.9	£67.9	£122.9	£24.6	£30.9	£47.1	£173.9	£148.7	£110.0	£69.2	£867.9
Addlestone Town Centre	£23.2	£9.6	£1.0	£0.6	£3.9	£2.2	£0.4	£2.7	£1.5	£0.0	£44.9
Chertsey Town Centre	£0.2	£5.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£5.8
Egham Town Centre	£0.1	£0.4	£9.8	£1.6	£0.1	£0.0	£1.0	£0.0	£0.0	£0.4	£13.4
Local Centres and stores	£0.9	£0.0	£2.8	£1.5	£0.9	£1.7	£0.2	£0.4	£0.5	£0.2	£9.1
Out of centre stores (incl The Causeway)	£0.7	£2.0	£6.3	£0.6	£0.4	£0.0	£4.2	£0.2	£0.3	£0.7	£15.3
SUB-TOTAL - BOROUGH	**£25.0**	**£17.1**	**£19.9**	**£4.3**	**£5.6**	**£3.9**	**£5.7**	**£3.3**	**£2.3**	**£1.3**	**£88.5**
Other centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brooklands (including Marks and Spencer)	£4.0	£3.9	£0.1	£0.3	£1.4	£6.3	£1.0	£16.6	£4.5	£0.0	£38.2
Camberley	£0.0	£0.1	£1.3	£0.4	£0.1	£0.0	£0.0	£0.2	£2.3	£2.1	£6.5
Central London	£0.8	£0.3	£1.1	£1.5	£0.2	£0.4	£1.7	£3.6	£4.3	£0.9	£14.7
Guildford Town Centre	£2.1	£1.0	£0.3	£1.5	£1.7	£2.7	£0.2	£7.8	£10.4	£0.1	£27.8
Guilford Out of Centre (e.g. Ladymead Retail Park)	£0.3	£0.4	£0.0	£0.0	£0.4	£0.7	£0.2	£2.7	£1.8	£0.0	£6.4
Kingston upon Thames	£3.0	£2.4	£4.2	£1.0	£1.3	£6.9	£25.8	£27.4	£4.1	£0.4	£76.5
Staines upon Thames Town Centre	£9.3	£22.2	£64.7	£8.7	£5.0	£1.2	£91.7	£7.1	£0.9	£10.2	£221.0
Staines upon Thames Out of Centre (incl. Two Rivers RP)	£2.2	£2.4	£15.7	£2.6	£0.6	£0.4	£16.3	£0.4	£0.0	£1.4	£42.1
Walton upon Thames Town Centre	£0.8	£1.7	£0.0	£0.0	£0.2	£0.0	£6.1	£9.2	£0.4	£0.0	£18.4
Walton upon Thames Out of Centre	£0.8	£0.1	£0.0	£0.0	£0.0	£0.4	£1.3	£2.1	£0.2	£0.0	£4.9
Woking Town Centre	£14.1	£9.1	£1.9	£0.2	£9.6	£15.7	£0.3	£14.8	£46.8	£1.9	£114.4
Woking Out of Centre (e.g. Lion Retail Park)	£2.0	£0.5	£0.6	£0.0	£1.6	£1.0	£0.0	£2.4	£19.0	£0.2	£27.4
Weybridge	£2.6	£4.1	£0.5	£0.1	£1.5	£2.4	£0.2	£31.5	£0.7	£0.3	£43.8
Other	£5.9	£2.7	£12.5	£3.9	£1.8	£5.0	£23.4	£19.6	£12.4	£50.4	£137.4
SUB-TOTAL OUTSIDE OF BOROUGH	**£47.9**	**£50.8**	**£103.0**	**£20.2**	**£25.3**	**£43.2**	**£168.2**	**£145.4**	**£107.6**	**£67.9**	**£779.4**
TOTAL MARKET SHARE	£72.9	£67.9	£122.9	£24.6	£30.9	£47.1	£173.9	£148.7	£110.0	£69.2	£867.9

TABLE 7: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£89.3	£83.0	£150.5	£30.1	£37.8	£57.7	£213.0	£179.6	£132.6	£84.3	£1,057.8
Addlestone Town Centre	£28.4	£11.7	£1.2	£0.7	£4.8	£2.7	£0.5	£3.2	£1.8	£0.0	£55.0
Chertsey Town Centre	£0.2	£6.3	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£7.1
Egham Town Centre	£0.2	£0.5	£12.0	£2.0	£0.1	£0.0	£1.2	£0.0	£0.0	£0.5	£16.4
Local Centres and stores	£1.0	£0.0	£3.5	£1.8	£1.0	£2.1	£0.2	£0.5	£0.6	£0.3	£11.1
Out of centre stores (incl The Causeway)	£0.8	£2.4	£7.7	£0.8	£0.4	£0.0	£5.1	£0.3	£0.3	£0.8	£18.7
SUB-TOTAL - BOROUGH	**£30.6**	**£20.9**	**£24.3**	**£5.3**	**£6.9**	**£4.8**	**£7.0**	**£4.0**	**£2.8**	**£1.6**	**£108.2**
Other centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brooklands (including Marks and Spencer)	£4.9	£4.7	£0.2	£0.4	£1.7	£7.7	£1.2	£20.1	£5.4	£0.0	£46.4
Camberley	£0.0	£0.2	£1.5	£0.5	£0.1	£0.0	£0.0	£0.3	£2.8	£2.5	£7.9
Central London	£1.0	£0.3	£1.4	£1.9	£0.2	£0.5	£2.0	£4.3	£5.1	£1.0	£17.8
Guildford Town Centre	£2.6	£1.3	£0.4	£1.9	£2.1	£3.4	£0.3	£9.4	£12.5	£0.1	£33.8
Guilford Out of Centre (e.g. Ladymead Retail Park)	£0.3	£0.4	£0.0	£0.0	£0.4	£0.9	£0.2	£3.3	£2.1	£0.0	£7.7
Kingston upon Thames	£3.6	£2.9	£5.1	£1.2	£1.6	£8.4	£31.6	£33.1	£5.0	£0.5	£93.1
Staines upon Thames Town Centre	£11.4	£27.1	£79.2	£10.7	£6.1	£1.5	£112.3	£8.6	£1.1	£12.4	£270.4
Staines upon Thames Out of Centre (incl. Two Rivers RP)	£2.7	£3.0	£19.2	£3.2	£0.7	£0.4	£20.0	£0.5	£0.0	£1.7	£51.5
Walton upon Thames Town Centre	£1.0	£2.0	£0.0	£0.0	£0.3	£0.1	£7.4	£11.1	£0.4	£0.0	£22.4
Walton upon Thames Out of Centre	£1.0	£0.1	£0.0	£0.0	£0.0	£0.4	£1.6	£2.5	£0.3	£0.0	£5.9
Woking Town Centre	£17.2	£11.1	£2.4	£0.2	£11.8	£19.3	£0.4	£17.9	£56.4	£2.3	£139.0
Woking Out of Centre (e.g. Lion Retail Park)	£2.5	£0.6	£0.8	£0.0	£1.9	£1.2	£0.0	£2.9	£23.0	£0.3	£33.1
Weybridge	£3.2	£5.0	£0.6	£0.1	£1.8	£2.9	£0.2	£38.0	£0.8	£0.4	£53.1
Other	£7.2	£3.3	£15.2	£4.8	£2.2	£6.1	£28.7	£23.6	£14.9	£61.5	£167.4
SUB-TOTAL OUTSIDE OF BOROUGH	**£58.7**	**£62.1**	**£126.1**	**£24.7**	**£31.0**	**£52.8**	**£206.0**	**£175.6**	**£129.9**	**£82.7**	**£949.5**
TOTAL MARKET SHARE	£89.3	£83.0	£150.5	£30.1	£37.8	£57.7	£213.0	£179.6	£132.6	£84.3	£1,057.8

TABLE 8: ALL COMPARISON GOODS - 2030 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£109.9	£102.0	£185.0	£37.0	£46.6	£70.9	£261.4	£217.3	£160.2	£102.7	£1,292.9
Addlestone Town Centre	£35.0	£14.4	£1.5	£0.8	£5.9	£3.3	£0.6	£3.9	£2.1	£0.0	£67.5
Chertsey Town Centre	£0.3	£7.7	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£8.7
Egham Town Centre	£0.2	£0.6	£14.7	£2.5	£0.2	£0.0	£1.4	£0.0	£0.0	£0.6	£20.1
Local Centres and stores	£1.3	£0.0	£4.3	£2.2	£1.3	£2.6	£0.3	£0.6	£0.7	£0.3	£13.6
Out of centre stores (incl The Causeway)	£1.0	£3.0	£9.4	£1.0	£0.5	£0.0	£6.3	£0.3	£0.4	£1.0	£22.9
SUB-TOTAL - BOROUGH	**£37.7**	**£25.7**	**£29.9**	**£6.5**	**£8.5**	**£5.9**	**£8.6**	**£4.9**	**£3.4**	**£1.9**	**£132.9**
Other centres:											
Brooklands (including Marks and Spencer)	£6.0	£5.8	£0.2	£0.5	£2.1	£9.5	£1.5	£24.3	£6.6	£0.0	£56.5
Camberley	£0.0	£0.2	£1.9	£0.6	£0.1	£0.1	£0.0	£0.3	£3.4	£3.1	£9.6
Central London	£1.2	£0.4	£1.7	£2.3	£0.3	£0.7	£2.5	£5.2	£6.2	£1.3	£21.7
Guildford Town Centre	£3.2	£1.6	£0.5	£2.3	£2.6	£4.1	£0.3	£11.4	£15.1	£0.1	£41.1
Guilford Out of Centre (e.g. Ladymead Retail Park)	£0.4	£0.5	£0.0	£0.0	£0.5	£1.1	£0.3	£4.0	£2.6	£0.0	£9.4
Kingston upon Thames	£4.5	£3.6	£6.3	£1.5	£1.9	£10.4	£38.8	£40.0	£6.0	£0.6	£113.7
Staines upon Thames Town Centre	£14.0	£33.3	£97.4	£13.1	£7.5	£1.9	£137.9	£10.4	£1.3	£15.1	£331.9
Staines upon Thames Out of Centre (incl. Two Rivers RP)	£3.4	£3.7	£23.6	£3.9	£0.9	£0.5	£24.5	£0.6	£0.0	£2.1	£63.2
Walton upon Thames Town Centre	£1.2	£2.5	£0.0	£0.0	£0.3	£0.1	£9.1	£13.4	£0.5	£0.0	£27.3
Walton upon Thames Out of Centre	£1.2	£0.2	£0.0	£0.0	£0.0	£0.5	£1.9	£3.0	£0.3	£0.0	£7.2
Woking Town Centre	£21.2	£13.6	£2.9	£0.3	£14.5	£23.7	£0.5	£21.6	£68.1	£2.9	£169.4
Woking Out of Centre (e.g. Lion Retail Park)	£3.1	£0.7	£1.0	£0.0	£2.4	£1.4	£0.0	£3.5	£27.7	£0.3	£40.2
Weybridge	£3.9	£6.2	£0.8	£0.1	£2.2	£3.6	£0.3	£46.0	£1.0	£0.5	£64.5
Other	£8.9	£4.1	£18.7	£5.8	£2.7	£7.5	£35.2	£28.6	£18.0	£74.9	£204.4
SUB-TOTAL OUTSIDE OF BOROUGH	**£72.2**	**£76.3**	**£155.1**	**£30.4**	**£38.1**	**£65.0**	**£252.9**	**£212.4**	**£156.9**	**£100.8**	**£1,160.0**
TOTAL MARKET SHARE	£109.9	£102.0	£185.0	£37.0	£46.6	£70.9	£261.4	£217.3	£160.2	£102.7	£1,292.9

TABLE 9: ALL COMPARISON GOODS - 2035 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£135.1	£125.2	£227.0	£45.4	£57.3	£87.1	£321.4	£263.3	£194.0	£125.5	£1,581.4
Addlestone Town Centre	£43.0	£17.7	£1.8	£1.0	£7.3	£4.1	£0.8	£4.7	£2.6	£0.0	£82.9
Chertsey Town Centre	£0.3	£9.5	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.1	£0.0	£10.7
Egham Town Centre	£0.2	£0.7	£18.1	£3.0	£0.2	£0.0	£1.8	£0.0	£0.0	£0.7	£24.7
Local Centres and stores	£1.6	£0.0	£5.3	£2.7	£1.6	£3.2	£0.3	£0.8	£0.9	£0.4	£16.7
Out of centre stores (incl The Causeway)	£1.2	£3.7	£11.6	£1.2	£0.7	£0.0	£7.7	£0.4	£0.5	£1.2	£28.2
SUB-TOTAL - BOROUGH	**£46.3**	**£31.5**	**£36.7**	**£8.0**	**£10.4**	**£7.3**	**£10.5**	**£5.9**	**£4.1**	**£2.3**	**£163.1**
Other centres:											
Brooklands (including Marks and Spencer)	£7.4	£7.1	£0.3	£0.6	£2.6	£11.7	£1.9	£29.5	£8.0	£0.0	£68.9
Camberley	£0.0	£0.2	£2.3	£0.7	£0.1	£0.1	£0.0	£0.4	£4.1	£3.8	£11.8
Central London	£1.5	£0.5	£2.1	£2.8	£0.3	£0.8	£3.1	£6.3	£7.5	£1.6	£26.5
Guildford Town Centre	£3.9	£1.9	£0.6	£2.8	£3.2	£5.1	£0.4	£13.8	£18.3	£0.1	£50.0
Guilford Out of Centre (e.g. Ladymead Retail Park)	£0.5	£0.7	£0.0	£0.0	£0.7	£1.3	£0.3	£4.8	£3.1	£0.0	£11.4
Kingston upon Thames	£5.5	£4.4	£7.8	£1.9	£2.4	£12.7	£47.7	£48.5	£7.3	£0.8	£138.9
Staines upon Thames Town Centre	£17.2	£40.8	£119.5	£16.1	£9.3	£2.3	£169.6	£12.6	£1.5	£18.5	£407.4
Staines upon Thames Out of Centre (incl. Two Rivers RP)	£4.1	£4.5	£29.0	£4.8	£1.1	£0.7	£30.2	£0.8	£0.0	£2.5	£77.7
Walton upon Thames Town Centre	£1.5	£3.1	£0.0	£0.1	£0.4	£0.1	£11.2	£16.3	£0.6	£0.0	£33.3
Walton upon Thames Out of Centre	£1.5	£0.2	£0.0	£0.0	£0.0	£0.7	£2.4	£3.7	£0.4	£0.0	£8.8
Woking Town Centre	£26.1	£16.7	£3.6	£0.3	£17.9	£29.1	£0.6	£26.2	£82.5	£3.5	£206.5
Woking Out of Centre (e.g. Lion Retail Park)	£3.8	£0.9	£1.2	£0.0	£2.9	£1.8	£0.0	£4.3	£33.6	£0.4	£48.8
Weybridge	£4.8	£7.6	£0.9	£0.1	£2.8	£4.4	£0.3	£55.7	£1.2	£0.6	£78.4
Other	£10.9	£5.0	£23.0	£7.2	£3.3	£9.2	£43.3	£34.6	£21.8	£91.5	£249.8
SUB-TOTAL OUTSIDE OF BOROUGH	**£88.8**	**£93.6**	**£190.3**	**£37.4**	**£46.9**	**£79.8**	**£310.9**	**£257.4**	**£190.0**	**£123.2**	**£1,418.3**
TOTAL MARKET SHARE	£135.1	£125.2	£227.0	£45.4	£57.3	£87.1	£321.4	£263.3	£194.0	£125.5	£1,581.4

TABLE 10: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2030	2035
Addlestone Town Centre	5%	£40.3	£47.3	£57.9	£71.0	£87.2
Chertsey Town Centre	5%	£5.2	£6.1	£7.5	£9.2	£11.2
Egham Town Centre	5%	£12.0	£14.1	£17.2	£21.2	£26.0
Local Centres and stores	0%	£8.2	£9.6	£11.7	£14.4	£17.6
Edge and out of centre	0%	£13.7	£16.1	£19.7	£24.2	£29.7
TOTAL:		**£79.3**	**£93.1**	**£113.9**	**£139.9**	**£171.7**

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Borough's main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-10).

TABLE 11: NEW RETAIL COMMITMENTS - ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS

	2015	2020	2025	2030	2035
Addlestone Town Centre:					
(1) Mixed retail, Addlestone One - Land at Station Road, Addlestone	£5.2	£5.8	£6.4	£7.2	£8.0
Local Centres:					
(2) Foodstore - 1 Station Parade, Virginia Water	£1.3	£1.4	£1.6	£1.8	£2.0
Out of Centre:					
(3) Redevelopment of DERA site including A1 Retail	£2.2	£2.4	£2.7	£3.0	£3.4
TOTAL TURNOVER OF COMMITTED RETAIL FLOORSPACE (£m):	**£8.7**	**£9.6**	**£10.7**	**£12.0**	**£13.3**

Notes: Net floor areas based on 70% of gross floor area for each committed scheme as identified by Runnymede Borough Council or from planning application documents.
Net sales densities are based on information from the corresponding planning application or based average sales density for similar type schemes.
Annual productivitiy growth identified in Tables 4a and 4b, Retail Planner Briefing Note 12.1: Addendum (October 2014) is applied to identify forecast turnover ranging from 2% to 3.8%.

TABLE 12: RUNNYMEDE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£79.3	£93.1	£113.9	£139.9	£171.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) [1]:	£79.3	£87.9	£97.8	£106.7	£118.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.3	£16.2	£33.2	£52.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£9.6	£10.7	£12.0	£13.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£4.4**	**£5.4**	**£21.3**	**£39.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**-**	**-717**	**801**	**2,880**	**4,790**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,024	1,145	4,114	6,843

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2020 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 13: ADDLESTONE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£40.3	£47.3	£57.9	£71.0	£87.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£40.3	£44.6	£49.7	£54.2	£60.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.7	£8.2	£16.9	£26.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£5.8	£6.4	£7.2	£8.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£3.1**	**£1.7**	**£9.7**	**£18.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**-**	**-513**	**257**	**1,310**	**2,281**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-732	367	1,871	3,258

TABLE 14: CHERTSEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£5.2	£6.1	£7.5	£9.2	£11.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£5.2	£5.8	£6.4	£7.0	£7.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£1.1	£2.2	£3.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		**£0.3**	**£1.1**	**£2.2**	**£3.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**0**	**56**	**156**	**294**	**419**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	81	222	420	599

TABLE 15: EGHAM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£12.0	£14.1	£17.2	£21.2	£26.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£12.0	£13.3	£14.8	£16.1	£18.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.8	£2.5	£5.1	£8.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		**£0.8**	**£2.5**	**£5.1**	**£8.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**0**	**132**	**364**	**685**	**975**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	189	520	979	1,393

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TABLE 16: OTHER LOCAL CENTRE AND VILLAGES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£8.2	£9.6	£11.7	£14.4	£17.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£8.2	£9.0	£10.1	£11.0	£12.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.6	£3.4	£5.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.4	£1.6	£1.8	£2.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.9**	**£0.1**	**£1.6**	**£3.4**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**-**	**-144**	**11**	**222**	**416**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-206	15	316	595

TABLE 17: REST OF DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030	2035
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£13.7	£16.1	£19.7	£24.2	£29.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) :	£13.7	£15.2	£16.9	£18.4	£20.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.9	£2.8	£5.7	£9.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.4	£2.7	£3.0	£3.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£1.5**	**£0.1**	**£2.7**	**£5.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,393	£8,243
	(ii) Net Floorspace Capacity (sq m):	**-**	**-249**	**14**	**369**	**699**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-356	20	527	998

APPENDIX 9: COMMITTED RETAIL AND FOOD & BEVERAGE FLOORSPACE

TABLE 1: COMMITTED CONVENIENCE GOODS FLOORSPACE

Site Location	LPA Ref	Convenience Net Sales (m^2)	Convenience Sales Density (£ per m^2)	TURNOVER				
				2015	2020	2025	2030	2035
Addlestone Town Centre:								
(1) Waitrose, Addlestone One - Land at Station Road, Addlestone	RU.14/0435	585	£12,500	£7.3	£7.2	£7.2	£7.3	£7.3
Local Centres:								
(2) Foodstore - 1 Station Parade, Virginia Water	RU.12/1244	930	£12,800	£11.9	£11.8	£11.8	£11.8	£11.9
(3) Retail unit - 302 Woodham Lane, New Haw	RU.14/0083	235	£11,100	£2.6	£2.6	£2.6	£2.6	£2.6
Other:								
(4) Redevelopment of DERA site including A1 Retail	RU.13/0856	597	£5,000	£3.0	£2.9	£3.0	£3.0	£3.0
TOTAL		**2,347**		**£24.8**	**£24.5**	**£24.6**	**£24.7**	**£24.8**

Source: (1) Planning permission was granted in October 2014 for a mixed use scheme that includes new residential, retail and leisure uses. As well as a new cinema and hotel the scheme includes 6,966 m^2 (gross) for A1 to A5 uses. The quantum of A1-A5 floorspace has since reduced to circa 6,246 m^2 gross. We have assumed that A1 (retail) will account for one third (33%) of total A1 to A5 floorspace, equating to 2,082 m^2 (gross). We understand that Waitrose are intending to occupy a 836 m^2 (gross) store within the scheme with a net sales area of 585 m^2 (assuming 70% of gross). It is assumed that the remaining retail floorspace (1,246 m^2 or 872 m^2 net) is for comparison goods retail. Sales density is based on average sales densities for Waitrose stores.

(2) Planning permission was granted in January 2013 for the change of use to A1 (retail) including a first floor extension. The extended unit will accommodate a 1,661 m^2 (gross) foodstore; equating to a net sales are of 1,163 m^2 (assuming 70% of gross). It is assumed that 80% (930 m2) of the net sales area will be for the sale of convenience goods with the remainder (233 m^2) for ancillary comparison goods.

(3) Planning permission was granted at appeal in November 2014 for the redevelopment and extension of an existing car showroom for A1 (retail) use. The existing floorspace is 204 m2 (gross) and the extended floorspace (151 m^2 gross) will create a retail floorspace of 376 m^2 (gross). The Planning, Access and Design Statement accompanying the application identifies the net sales area of the extended unit at 235 m^2.

(4) Planning permission was granted in August 2014 for a hybrid application for the redevelopment of the DERA site at Longcross for a mixed use scheme including residential units, employment space, and up to 6,300 m^2 for retail, leisure, and community uses. The planning application form identifies 1,421 m2 (gross) for A1 (retail) use; equating to a net sales area of 995 m^2. We have assumed that 60% (597 m^2 net sales) of the net sales are will accommodate convenience goods with the remainder (398 m^2) for the sale of comparison goods.

Notes: Net floor areas based on 70% of gross floor area for each committed scheme as identified by Rugby Borough Council or from planning application documents.
Net sales densities are based on information from the corresponding planning application or based average sales density for similar type schemes.
Annual productivitiy growth identified in Tables 4a and 4b, Retail Planner Briefing Note 12.1: Addendum (October 2014) is applied to identify forecast turnover ranging from 2% to 3.8%.

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE

Site Location	LPA Ref	Comparison Net Sales (m^2)	Comparison Sales Density (£ per m^2)	TURNOVER				
				2015	2020	2025	2030	2035
Addlestone Town Centre:								
(1) Mixed retail, Addlestone One - Land at Station Road, Addlestone	RU.14/0435	872	£6,000	£5.2	£5.8	£6.4	£7.2	£8.0
Local Centres:								
(2) Foodstore - 1 Station Parade, Virginia Water	RU.12/1244	233	£5,500	£1.3	£1.4	£1.6	£1.8	£2.0
Out of Centre:								
(3) Redevelopment of DERA site including A1 Retail	RU.13/0856	398	£5,500	£2.2	£2.4	£2.7	£3.0	£3.4
TOTAL		**1,503**		**£8.7**	**£9.6**	**£10.7**	**£12.0**	**£13.3**

Notes: Where net sales area is not identified by the applicant it is assumed to be 70% of gross floor area for general comparison floorspace.
Net sales densities are based on information from the corresponding planning application or based average sales density for similar type schemes.
Annual productivitiy growth identified in Tables 4a and 4b, Retail Planner Briefing Note 12.1: Addendum (October 2014) is applied to identify forecast turnover ranging from 2% to 3.8%.

TABLE 3: COMMITTED FOOD AND BEVERAGE (A3/A4/A5) FLOORSPACE

Site Location	LPA Ref	Total Gross Floorspace (m^2)
Leisure-led scheme, Evreux Way	R14/1582	1,858
Gateway Sustainable Urban Extension	R10/1272	500
Rugby Radio Station Sustainable Urban Extension	R11/0699	3,500
The American Amusements Units, Unit 7 Junction One Retail Park	R13/2084	3,084
EFRP (development commenced)	R14/2161	327
EFRP (development commenced)	R15/0217	115
TOTAL		**9,384**

Notes: Gross floorspace sourced from planning application documents.

APPENDIX 10: LEISURE NEEDS ASSESSMENT

TABLE 1: POPULATION PROJECTIONS BY ZONE

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
2015	19,311	13,613	30,759	6,111	5,932	9,492	40,619	35,660	23,464	16,605	201,566
2020	20,293	14,268	32,286	6,413	6,244	9,969	42,587	36,776	24,224	17,354	210,414
2025	21,218	14,892	33,732	6,700	6,530	10,416	44,513	37,899	24,938	18,043	218,881
2030	22,117	15,494	35,123	6,981	6,807	10,848	46,285	38,847	25,514	18,625	226,641
2035	23,021	16,089	36,484	7,256	7,090	11,281	48,154	39,833	26,147	19,265	234,597

Source: Population projections based on ONS 2012-based Sub National Population Projections

TABLE 2: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
Accommodation services	£143	£149	£166	£223	£212	£173	£165	£194	£170	£198	£179
Cultural services	£336	£350	£346	£413	£436	£381	£375	£387	£358	£408	£379
Games of chance	£163	£160	£142	£128	£158	£159	£166	£146	£144	£155	£152
Hairdressing & personal grooming	£111	£114	£114	£162	£144	£129	£122	£148	£123	£151	£132
Recreational & sporting services	£134	£149	£149	£220	£213	£176	£161	£190	£165	£199	£175
Restaurants, cafes etc	£1,077	£1,095	£1,259	£1,537	£1,440	£1,303	£1,227	£1,400	£1,241	£1,441	£1,302
Total Commercial Leisure	£1,965	£2,016	£2,177	£2,683	£2,604	£2,321	£2,217	£2,463	£2,201	£2,552	£2,320

Source: Average spend per capita estimates for each zone are derived from Experian *'Retail Area Planner' Reports* .

TABLE 3: TOTAL LEISURE EXPENDITURE GROWTH 2011-2029 (%)

	2011	2012	2013	2014	2015	2016-20	2021-35
Expenditure growth per head (%)	-0.6	0	2.1	2.8	1.3	1.1	1.3

Notes: Annual expenditure growth forecasts are informed by Experian's *Retail Planner Briefing Note 12.1 (October 2014).*

TABLE 4: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
2015	£2,063	£2,116	£2,285	£2,816	£2,733	£2,436	£2,327	£2,585	£2,310	£2,678	£2,435
2020	£2,090	£2,144	£2,314	£2,853	£2,768	£2,467	£2,357	£2,619	£2,340	£2,713	£2,467
2025	£2,207	£2,264	£2,444	£3,014	£2,924	£2,606	£2,490	£2,766	£2,472	£2,866	£2,605
2030	£2,354	£2,415	£2,607	£3,215	£3,119	£2,780	£2,656	£2,951	£2,637	£3,057	£2,779
2035	£2,385	£2,447	£2,641	£3,256	£3,159	£2,816	£2,691	£2,989	£2,671	£3,097	£2,815

Source: Experian Business Strategies *'Retail Area Planner'* Report for each study zone.
Notes: Commercial leisure expenditure includes spend on accommodation, cultural services, eating and drinking, hairdressing & personal grooming, sports/health, and games of chance.

TABLE 5: TOTAL COMMERCIAL LEISURE EXPENDITURE BY ZONE (£M

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
2015	£39.8	£28.8	£70.3	£17.2	£16.2	£23.1	£94.5	£92.2	£54.2	£44.5	£480.9
2020	£44.3	£32.0	£78.1	£19.1	£18.1	£25.7	£104.9	£100.6	£59.2	£49.2	£531.1
2025	£49.3	£35.5	£86.8	£21.3	£20.1	£28.6	£116.7	£110.4	£64.9	£54.4	£588.1
2030	£54.8	£39.4	£96.4	£23.6	£22.4	£31.8	£129.5	£120.7	£70.8	£60.0	£649.4
2035	£60.9	£43.6	£106.9	£26.2	£24.8	£35.2	£143.7	£132.0	£77.4	£66.2	£716.9
Growth 2015-2035 (£m)	£21.0	£14.8	£36.6	£9.0	£8.6	£12.1	£49.1	£39.8	£23.2	£21.7	£236.1
Growth 2015-2035 (%)	52.8%	51.5%	52.1%	52.2%	53.2%	52.4%	52.0%	43.2%	42.9%	48.7%	49.1%

Source: Expenditure calculated from Tables 1 and 4.

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TABLE 6: EATING AND DRINKING OUT EXPENDITURE PER HEAD BY ZONE (£

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
2015	£1,131	£1,150	£1,322	£1,614	£1,511	£1,368	£1,288	£1,469	£1,303	£1,512	£1,367
2020	£1,145	£1,165	£1,339	£1,634	£1,531	£1,386	£1,305	£1,488	£1,320	£1,532	£1,384
2025	£1,210	£1,230	£1,414	£1,726	£1,617	£1,464	£1,378	£1,572	£1,394	£1,618	£1,462
2030	£1,291	£1,312	£1,509	£1,842	£1,725	£1,561	£1,470	£1,677	£1,487	£1,726	£1,560
2035	£1,307	£1,329	£1,528	£1,866	£1,747	£1,582	£1,490	£1,698	£1,506	£1,748	£1,580

Source: Experian Business Strategies *'Retail Area Planner'* Report for each study zone.

TABLE 7: TOTAL EATING AND DRINKING OUT EXPENDITURE BY ZONE (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
2015	£21.8	£15.7	£40.7	£9.9	£9.0	£13.0	£52.3	£52.4	£30.6	£25.1	£270.3
2020	£24.3	£17.4	£45.2	£11.0	£10.0	£14.4	£58.1	£57.2	£33.4	£27.8	£298.6
2025	£27.0	£19.3	£50.2	£12.2	£11.1	£16.1	£64.6	£62.7	£36.6	£30.7	£330.6
2030	£30.1	£21.4	£55.8	£13.5	£12.4	£17.8	£71.7	£68.6	£40.0	£33.8	£365.0
2035	£33.4	£23.4	£60.2	£14.4	£13.0	£18.5	£74.6	£70.3	£40.9	£35.0	£383.9
Growth 2015-2035 (£m)	£11.5	£7.8	£19.6	£4.6	£4.1	£5.6	£22.2	£17.9	£10.4	£9.9	£113.6
Growth 2015-2035 (%)	52.8%	49.6%	48.2%	46.4%	45.5%	42.8%	42.5%	34.3%	33.9%	39.4%	42.0%

Source: Calculated from Table 1 and 6.

TABLE 12: CAPACITY FOR NEW HEALTH AND FITNESS FACILITIES

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area
Population Growth 2015-2035	3,710	2,476	5,725	1,145	1,158	1,789	7,535	4,173	2,683	2,660	33,031
Participation Rate (%)	44%	23%	30%	40%	19%	14%	54%	45%	23%	30%	26%
Participation - persons	1633	579	1744	462	226	256	4071	1860	619	804	8517
Capacity - Key Chain Gym	1	0	1	0	0	0	1	1	0	0	3
Capacity - Budget Gym	0	0	1	0	0	0	1	1	0	0	2

Source: Population derived from Table 1.
Participation rate identified from the Household Telephone Interview Survey, May 2015.

Notes: Capacity for a new key chain gym(s) is based on an average membership of 2,897 persons per venue.
Capacity for a new budget gym(s) is based on an average membership of 3,452 persons per venue.

APPENDIX 11: EXISTING AND PROPOSED HOTEL FACILITIES

Runnymede Town & Local Centres Study 2015

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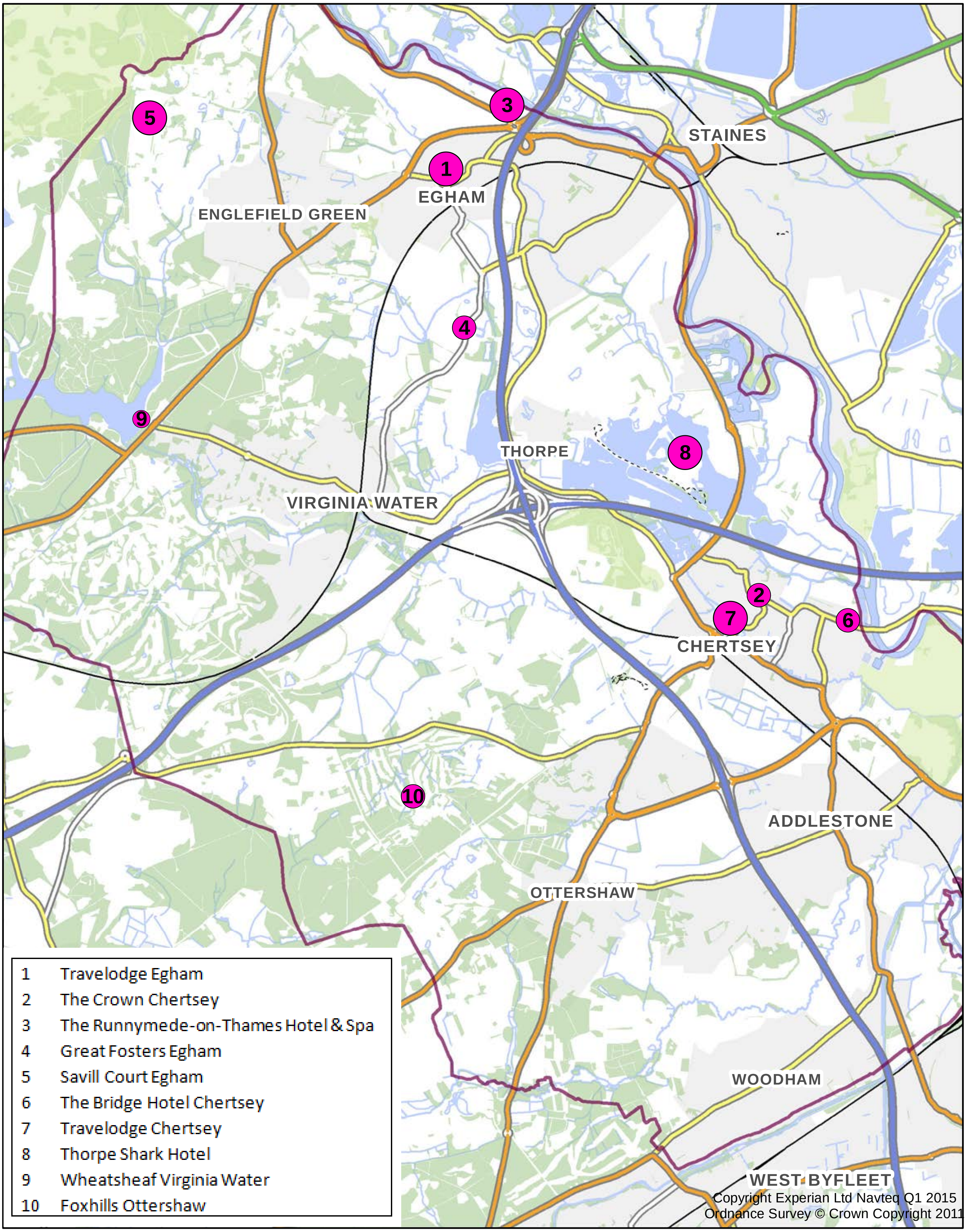
HOTEL PROVISION

Borough Boundary



APPENDIX 12: KEY COMMUNITY FACILITIES

Runnymede Town & Local Centres Study 2015

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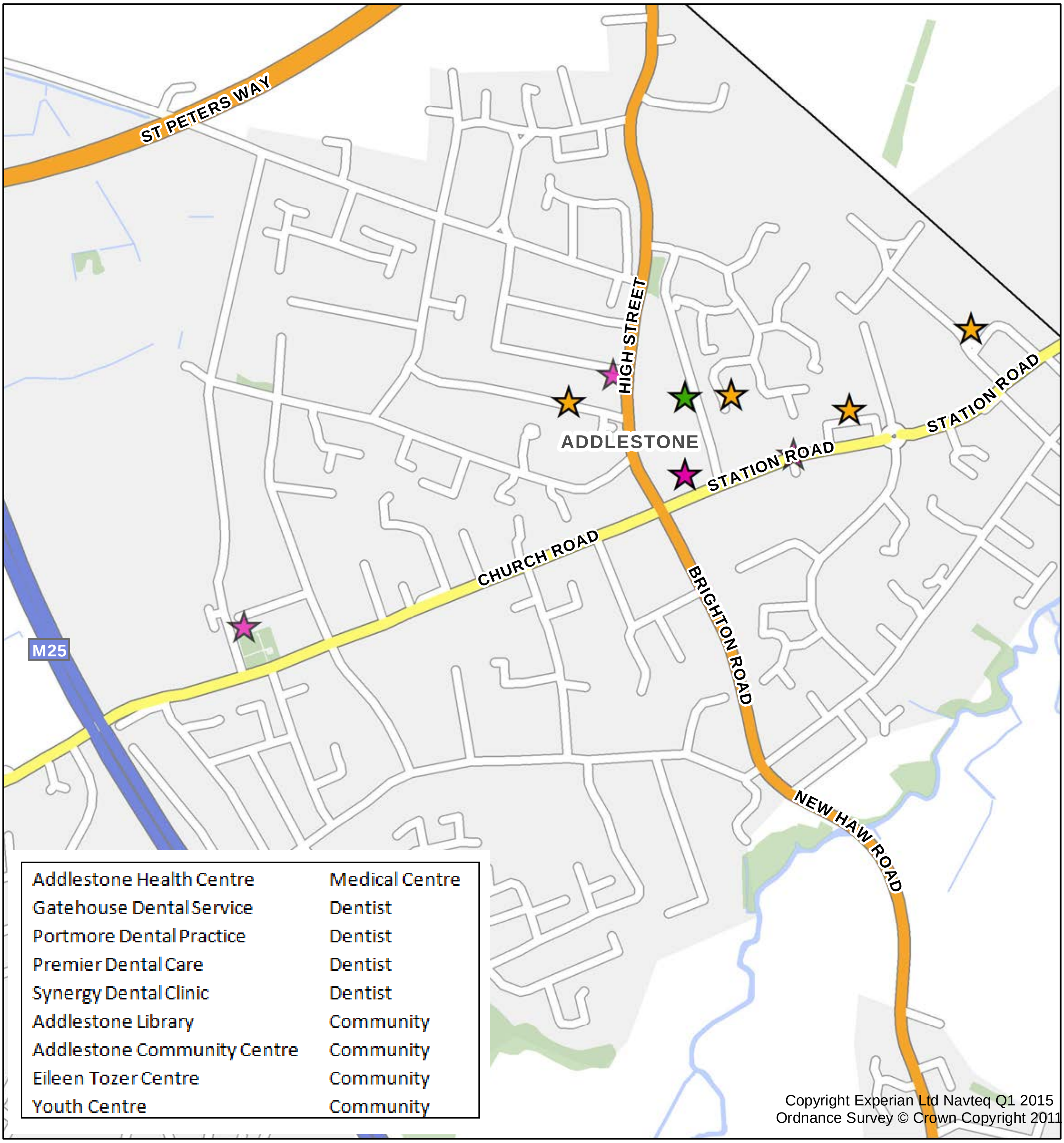
ADDLESTONE COMMUNITY PROVISION

- Borough Boundary
- Community
- Dentist
- Medical Centre



Addlestone Health Centre	Medical Centre
Gatehouse Dental Service	Dentist
Portmore Dental Practice	Dentist
Premier Dental Care	Dentist
Synergy Dental Clinic	Dentist
Addlestone Library	Community
Addlestone Community Centre	Community
Eileen Tozer Centre	Community
Youth Centre	Community

Runnymede Town & Local Centres Study 2015

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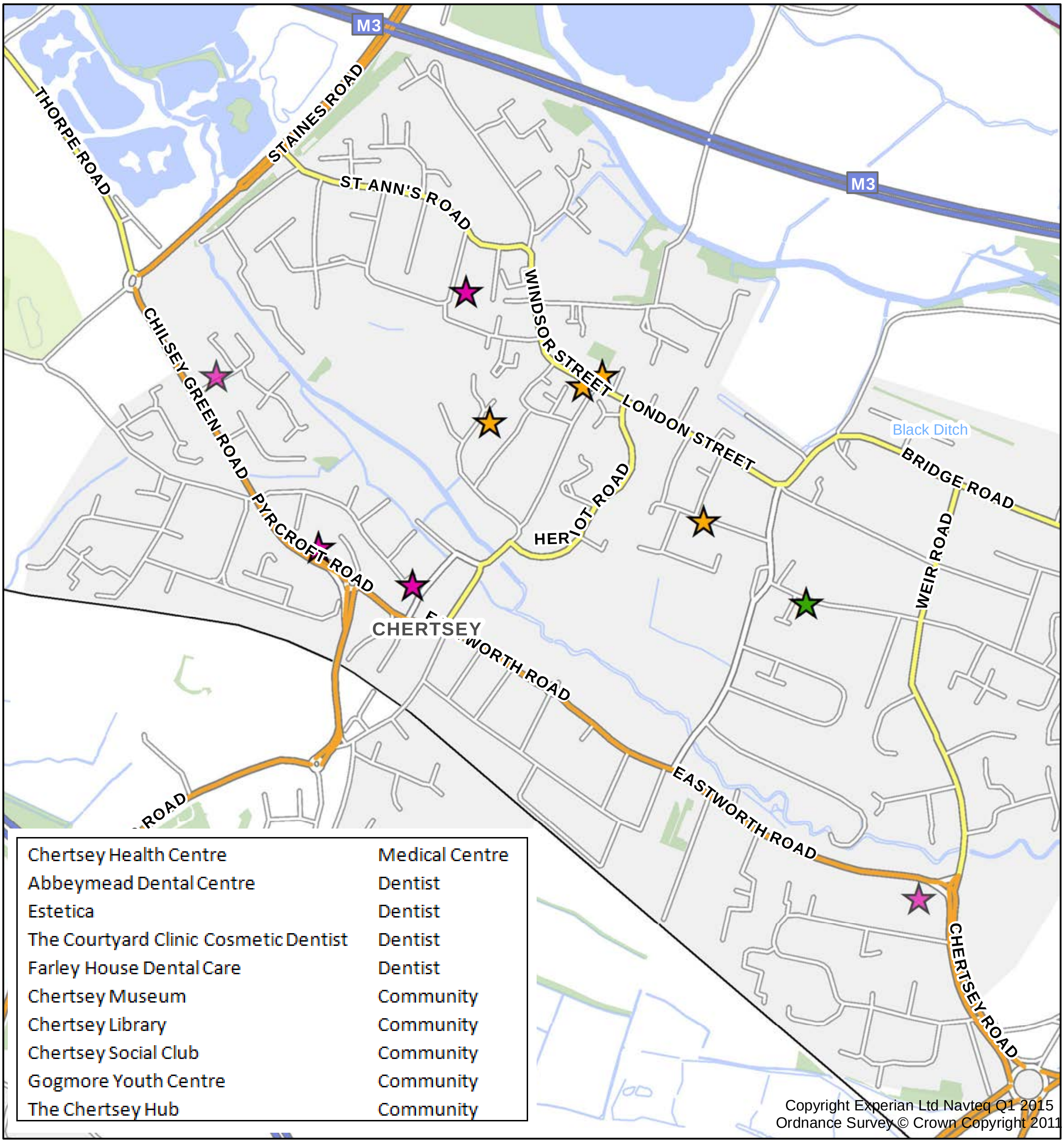
CHERTSEY COMMUNITY PROVISION

- Borough Boundary
- Community
- Dentist
- Medical Centre



Chertsey Health Centre	Medical Centre
Abbeymead Dental Centre	Dentist
Estetica	Dentist
The Courtyard Clinic Cosmetic Dentist	Dentist
Farley House Dental Care	Dentist
Chertsey Museum	Community
Chertsey Library	Community
Chertsey Social Club	Community
Gogmore Youth Centre	Community
The Chertsey Hub	Community

Runnymede Town & Local Centres Study 2015

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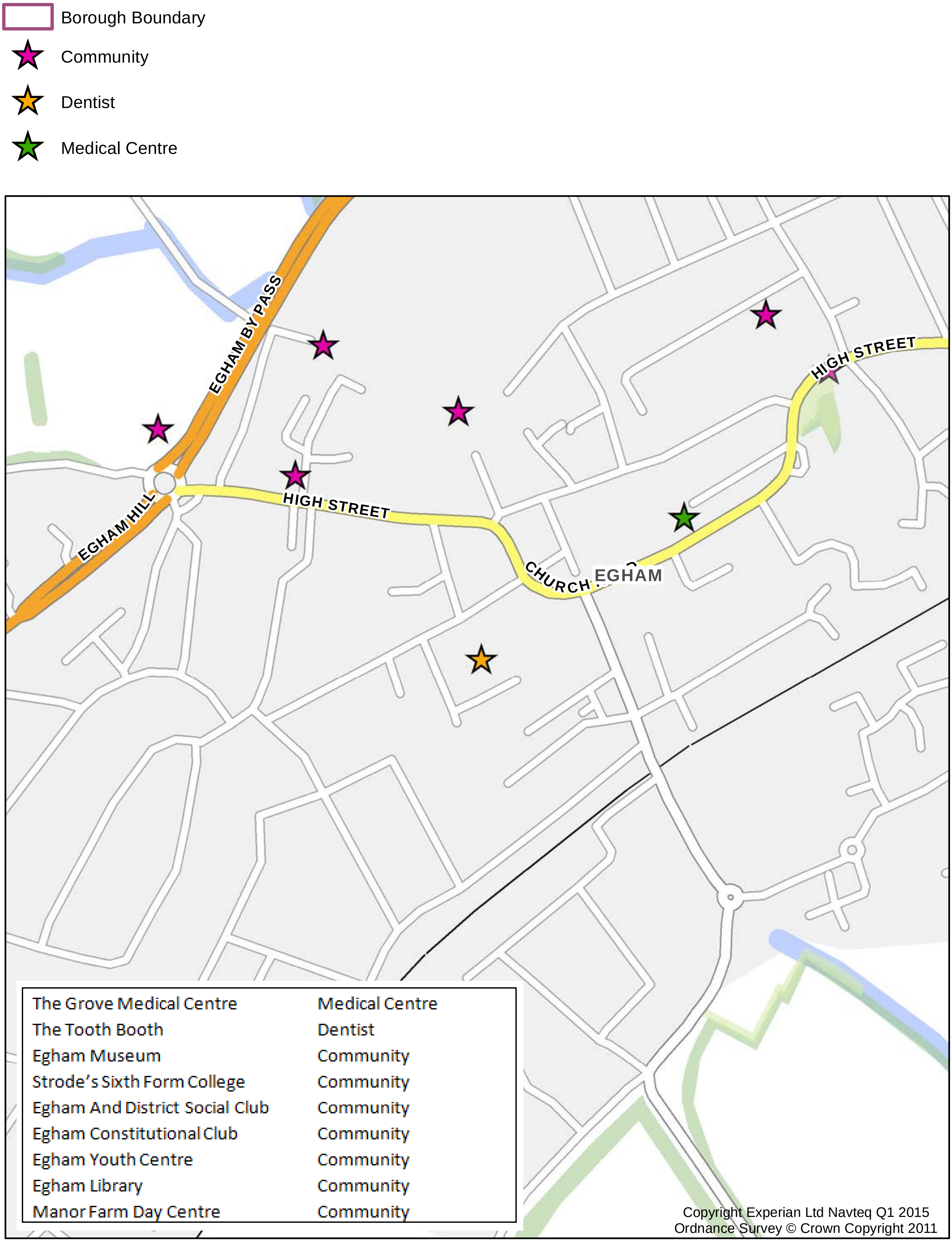
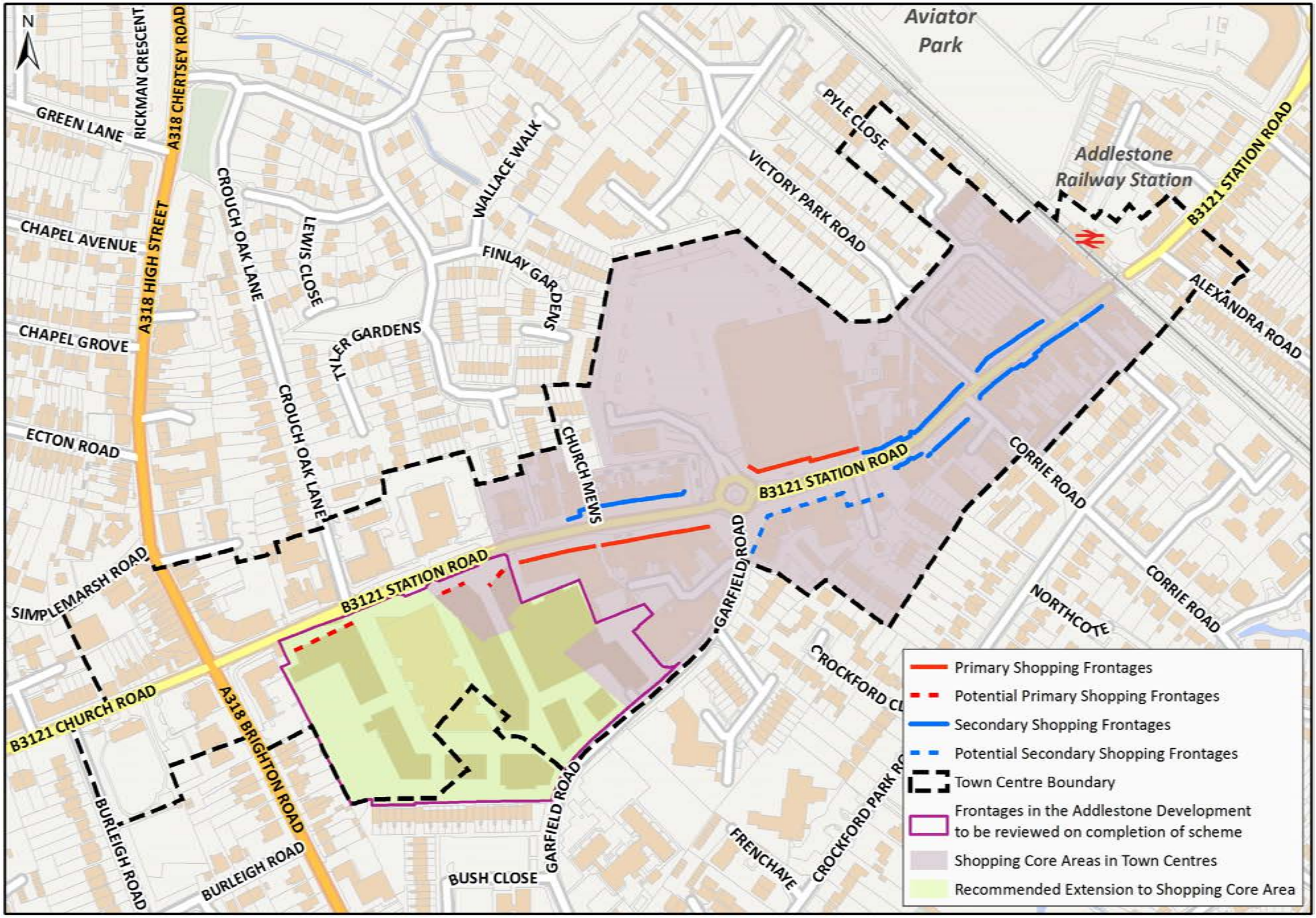
EGHAM COMMUNITY PROVISION

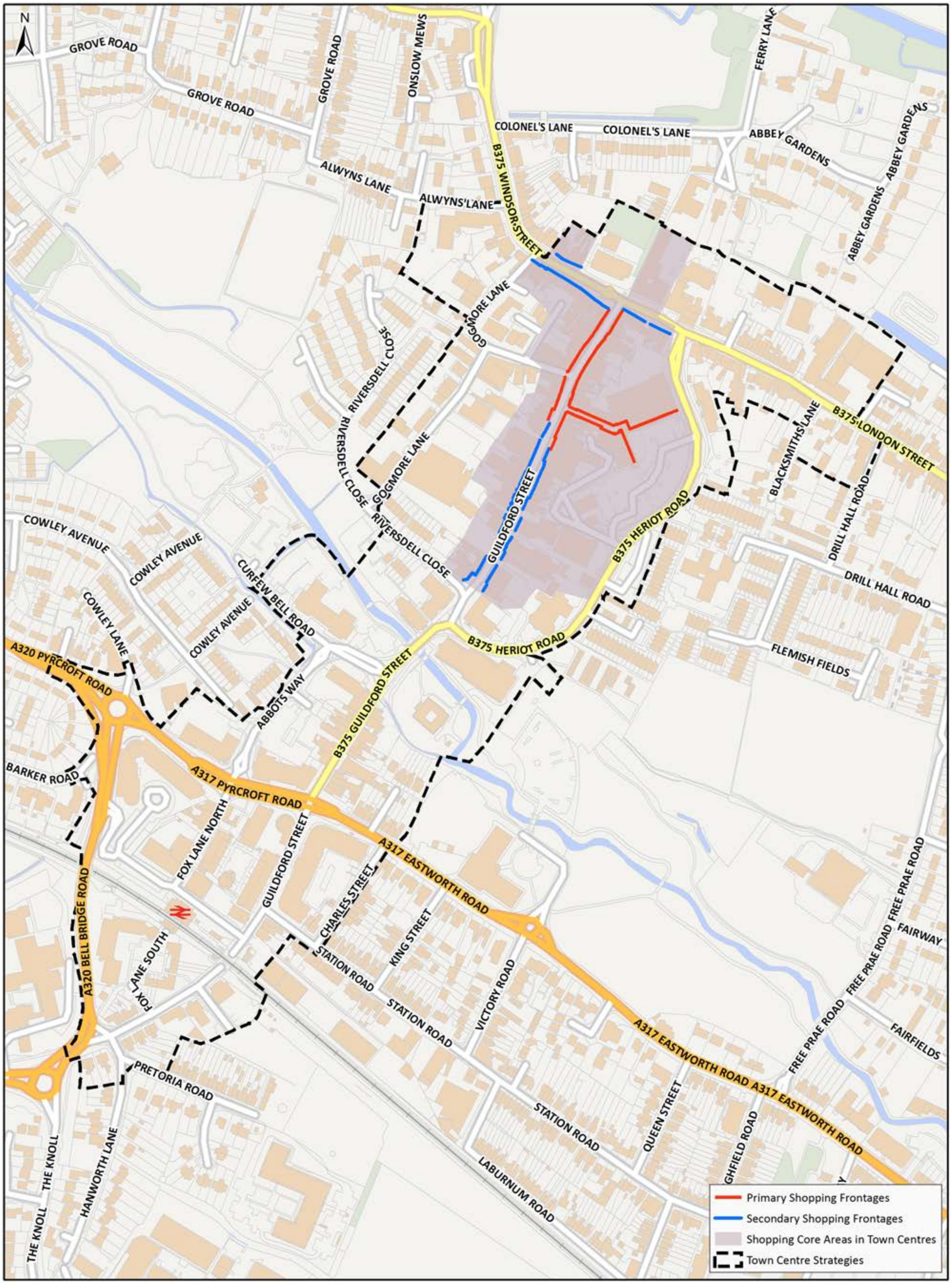


APPENDIX 13: RECOMMENDED SHOPPING FRONTAGES FOR ADDLESTONE, CHERTSEY AND EGHAM TOWN CENTRES

Addlestone Town Centre



Chertsey Town Centre



Egham Town Centre