

Havering Retail & Commercial Leisure Needs Assessment

Volume 3 – Household Survey Results

On behalf of The London Borough of Havering



30904 | April 2015





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1 Havering Retail and Leisure Study



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Havering Retail & Leisure Study for Peter Brett Associates

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Havering area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1,102 telephone interviews were conducted between Thursday 28th August 2014 and Saturday 6th September 2014. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 11 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
01	RM1 1, RM1 2, RM1 3, RM1 4, RM2 5, RM2 6, RM7 7	100
02	RM11 1, RM11 2, RM11 3, RM12 4	100
03	RM7 0, RM7 9	100
04	RM12 5, RM12 6, RM13 7	100
05	RM14 1, RM14 2, RM14 3	101
06	RM3 0, RM3 7, RM3 8, RM3 9	100
07	RM4 1, RM5 2, RM5 3, RM7 8,	100
08	RM6 4, RM6 5, RM6 6, RM8 1, RM8 3	100
09	RM9 5, RM9 6, RM10 7, RM10 8, RM10 9	100
10	RM13 8. RM13 9	100
11	CM13 1, CM13 2, CM13 3, CM14 4, RM14 5, RM15 8, RM15 9	101
Total		1102

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-24	5.58%	23	2.6050
25-34	16.77%	48	3.7525
35-44	19.09%	137	1.4983
45-54	18.07%	250	0.7770
55-64	17.05%	175	1.0475
65+	23.44%	442	0.5701
(Refused)	n/a	27	1.0000
Total		1102	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
01	31008	100	96.251	1.0564
02	39635	100	118.616	1.0957
03	13093	100	96.383	0.4455
04	22327	100	112.76	0.6493
05	22432	101	90.386	0.8138
06	31872	100	91.435	1.1430
07	24230	100	82.597	0.9619
08	42004	100	80.832	1.7040
09	45565	100	119.389	1.2515
10	15962	100	111.074	0.4712
11	47887	101	102.125	1.5376
Total	336015	1102		

* Source: Census 2011

1.5 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 1102 answers "Yes" to a question, we can be 95% sure that between 47.0% and 53.0% of the population holds the same opinion (i.e. \pm 3.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.8%
20%	±2.4%
30%	±2.7%
40%	±2.9%
50%	±3.0%

1.6 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 1:

Data Tabulations By Zone

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	Total		Zone 1	l	Zone 2		Zone 3	5	Zone 4		Zone	5	Zone	6	Zone ?	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	l	
Q01 Where did your household last undertake a main food and grocery purchase?																									
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Aldi, Market Place, Romford RM1, 3AB	1.5%	17	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	0	3.0%	3	2.0%	2	3.0%	3	0.0%	0	2.0%	2	1.0%	1	
Aldi, Marlborough Road, Romford, RM7 8AB	3.4%	37	4.0%	4	1.0%	1	2.0%	2	3.0%	3	0.0%	0	2.0%	2	23.0%	23	1.0%	1	0.0%	0	0.0%	0	1.0%	1	
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.7%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.8%	42	0.0%	0	6.0%	6	0.0%	0	7.0%	7	22.8%	23	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.1%	67	22.0%	22	7.0%	7	12.0%	12	2.0%	2	1.0%	1	6.0%	6	9.0%	9	4.0%	4	3.0%	3	1.0%	1	0.0%	0	
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	4.9%	54	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	7	39.0%	39	4.0%	4	0.0%	0	
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Porters Avenue, Dagenham, RM9 4ND	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	0.0%	0	
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Baytree Centre, Brentwood, CM14 4BX	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	0.0%	0	3.0%	3	
celand, 32 The High Street, Brentwood,CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	2.0%	2	
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Iceland, Heathway, Dagenham, RM10 8QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	
Iceland, London Road, Romford, RM7 9NA	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	0.5%	5	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.5%	6	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	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	0.0%	0	
Lidl, Heathway, Dagenham, RM10 8QS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.1%	1	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Marks & Spencer, South Street, Romford, RM1 1NT	1.3%	14	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, London Road, Grays, RM17 5XZ	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	3.0%	3	0.0%	0	
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.3%	25	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	12	7.0%	7	1.0%	1	0.0%	0	
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	1.0%	11	0.0%	0	4.0%	4	0.0%	0	2.0%	2	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.4%	38	1.0%	1	0.0%	0	5.0%	5	1.0%	1	0.0%	0	0.0%	0	3.0%	3	25.0%	25	3.0%	3	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	5.0%	55	3.0%	3	24.0%	24	2.0%	2	15.0%	15	5.0%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
Sainsbury's, King George	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1	l	Zone 2		Zone 3	;	Zone	4	Zo	ne 5		Zone 6		Zone 7	7	Zone	3	Zone 9)	Zone 10)	Zone	1	
Avenue, Ilford, IG2 7SH																										
Sainsbury's, The Brewery, Romford, RM1 1AU	5.1%	56	20.0%	20	1.0%	1	17.0%	17	1.0%	1	0.09	6	0	3.0%	3	9.0%	9	3.0%	3	0.0%	0	2.0%	2	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	5.7%	63	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.09	6	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	53.5%	54	
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.09	6)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6)	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.09	6	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Rainham Road, Rainham, RM13 7OX	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.09	6)	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0	
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.09	6	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	7.3%	80	0.0%	0	1.0%	1	1.0%	1	16.0%	16	2.09	6 2	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	54.0%	54	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	10.8%		21.0%	21	6.0%	6		4			12.99			46.0%		21.0%	21		0		0	0.0%	0	7.9%	8	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.2%	13	0.0%	0		0		1			0.09			0.0%	0			10.0%		1.0%	1	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	8.3%	92	7.0%	7	29.0%	29	29.0%	29	9.0%	9	5.09	6 3	5	0.0%	0	0.0%	0	3.0%	3	7.0%	7	3.0%	3	0.0%	0	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.09	6 .	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	2.5%	27	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.09	6	0	2.0%	2	20.0%	20	1.0%	1	0.0%	0	0.0%	0	1.0%	1	
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.4%	26	0.0%	0	2.0%	2	2.0%	2	21.0%	21	1.09	6	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose (Little), High Street, Hornchurch, RM11 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.09	6)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, St Mary's Lane, Upminster, RM14 3BT	2.0%	22	0.0%	0	2.0%	2	1.0%	1	0.0%	0	15.89	6 1	6	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	
Internet / delivered	5.5%	61	6.0%	6	10.0%	10	2.0%	2	4.0%	4	7.99	6	8	5.0%	5	1.0%	1	4.0%	4	6.0%	6	6.0%	6	8.9%	9	

Havering Retail & Leisure Study for Peter Brett Associates

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	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	11
Other foodstore outside study area	1.7%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	4.0%	4	2.0%	2	5.9%	6
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other foodstores, Basildon	0.5%	6	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	5.0%	5
Other foodstores, Billericay	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	0.0%	0	3.0%	3
(Don't know / can't remember)	1.4%	15	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	4.0%	4	0.0%	0	3.0%	3
(Don't do this kind of shopping)	1.5%	17	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0	5.0%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

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for Peter	r Brett A	Associates
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Zone 5

	September 2014
Zone 11	

Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?

Zone 1

Zone 2

Zone 3

Zone 4

Those who s	specified a	location a	t Q01
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Total

Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.6%	17	5.1%	5	1.0%	1	3.0%	3	0.0%	0	1.0%	1	3.1%	3	2.1%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	3.6%	38	6.1%	6	0.0%	0	2.0%	2	3.1%	3	0.0%	0	3.1%	3	21.3%	20	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.0%	11	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	3.0%	3	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.6%	38	0.0%	0	3.1%	3	0.0%	0	8.2%	8	20.8%	20	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	3.1%	3
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.6%	71	19.4%	19	5.2%	5	12.1%	12	2.1%	2	4.2%	4	6.1%	6	12.8%	12	6.1%	6	3.1%	3	1.0%	1	1.0%	1
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	4.7%	50	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	2.1%	2	3.1%	3	29.2%	28	12.1%	12	1.0%	1
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	2.1%	2	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	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	0.0%	0
Co-op, Porters Avenue, Dagenham, RM9 4ND	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	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood,CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, Heathway,	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	7.3%	7	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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									for	·Pe	eter B	ret	t Ass	ocia	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11		
Dagenham, RM10 8QS																									
Iceland, London Road, Romford, RM7 9NA	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Iceland, Market Place, Romford, RM1 3AB	0.5%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	0.5%	5	0.0%	0	4.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.7%	7	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Lidl, Daiglen Drive, South	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Ockendon, RM15 5AE Lidl, Heathway, Dagenham,	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	
RM10 8QS Marks & Spencer, High Street, Brentwood, CM14	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	0.0%	0	0.0%	0	6.1%	6	
4RH Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	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	1.0%	1	1.0%	1	0.0%	0	
Marks & Spencer, Ongar Road Pilgrims Hatch, Brentwood, CM15 9HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Marks & Spencer, South Street, Romford, RM1 1NT	1.9%	20	4.1%	4	0.0%	0	5.1%	5	0.0%	0	0.0%	0	2.0%	2	3.2%	3	5.1%	5	0.0%	0	1.0%	1	0.0%	0	
Marks & Spencer, Southend Arterial Rd, Hornchurch, RM11 3UJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.0%	11	1.0%	1	1.0%	1	0.0%	0	0.0%	0	6.3%	6	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	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	
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.4%	26	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	12	9.4%	9	1.0%	1	0.0%	0	
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.8%	9	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.1%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.2%	34	1.0%	1	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.1%	1	25.5%	25	1.0%	1	1.0%	1	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	6.0%	64	5.1%	5	26.8%	26	2.0%	2	18.6%	18	6.3%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	

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									for	P	eter Br	et	t Asso	cia	ates										September 2014
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	Zone 8	8	Zone 9		Zone 10)	Zone 1	1	
Sainsbury's, Howard Road, Gravs, RM16 6YJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, The Brewery, Romford, RM1 1AU	5.0%	54	18.4%	18	1.0%	1	14.1%	14	1.0%	1	2.1%	2	2.0%	2	11.7%	11	4.1%	4	0.0%	0	1.0%	1	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	4.4%	47	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	40	
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 20G	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	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	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.2%	4	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Main Road, Romford, RM1 3BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Tesco Express, Mawney Road, RM7 7HL	0.1%		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	
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.3%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	8.1%	8	0.0%	0	
Tesco Express, South Street, Romford, RM1 1RX	0.1%		1.0%	1	0.0%		0.0%		0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%		0.0%	0		0	
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.1% 7.1%		0.0%	0	0.0%		0.0%		0.0%	0 22	0.0% 2.1%	0 2	0.0% 0.0%	0			1.0% 0.0%	1	0.0% 10.4%		0.0%		0.0% 0.0%	0	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	/.1%	76	0.0%	0	2.1%	2	0.0%	U	22.7%	22	2.1%	2	0.0%	0	0.0%	0	0.0%	U	10.4%	10	40.4%	40	0.0%	U	

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	Total		Zone 1		Zone 2	2	Zone 3	3	Zone 4	4	Zone 5	5	Zone 6	6	Zone	7	Zone 8	;	Zone 9		Zone 10		Zone 1	1
Tesco Extra, Bryant Avenue,	9.1%	97	16.3%	16	6.2%	6	4.0%	4	2.1%	2	4.2%	4	43.9%	43	18.1%	17	0.0%	0	0.0%	0	1.0%	1	4.1%	4
Romford, RM3 0LL																								
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.8%	19	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	15	2.1%	2	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	7.9%	84	5.1%	5	28.9%	28	28.3%	28	8.2%	8	4.2%	4	0.0%	0	0.0%	0	1.0%	1	6.3%	6	3.0%	3	1.0%	1
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	1.9%	20	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.0%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.6%	17	0.0%	0	2.1%	2	1.0%	1	13.4%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	1.9%	20	1.0%	1	2.1%	2	1.0%	1	0.0%	0	14.6%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	5.7%	61	5.1%	5	9.3%	9	2.0%	2	3.1%	3	8.3%	8	5.1%	5	2.1%	2	4.1%	4	5.2%	5	6.1%	6	12.2%	12
Other foodstore outside study area	1.7%	18	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.1%	2	1.0%	1	1.1%	1	1.0%	1	4.2%	4	1.0%	1	5.1%	5
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Other foodstores, Billericay	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	0.0%	0	4.1%	4
(Don't know / can't remember)	1.7%	18	0.0%	0	1.0%	1	2.0%	2	1.0%	1	6.3%	6	2.0%	2	0.0%	0	0.0%	0	2.1%	2	2.0%	2	2.0%	2
Base:		1070		98		97		99		97		96		98		94		98		96		99		98

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for Peter Brett Associates

Total Zone 2 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 5 Q03AWhat form of transport do you use to visit your main food shopping destination? Those who do main food shopping at O01 49 59.2% 68 69.4% 64.2% 63 70.3% 71 Car - Driver 60.2% 653 50.0% 58 54.5% 54 69.4% 68 61.0% 61 61 42.4% 42 58.0% 58 63.6% Car - Passenger 12.1% 131 15.3% 15 8.2% 8 17.2% 17 9.2% 9 8.2% 8 15.0% 15 13.7% 13 19.2% 19 9.0% 9 15.2% 15 3.0% 3 10.1% 110 8.2% 8 7.1% 7 11.1% 11 8.2% 8 4.1% 4 10.0% 10 16.8% 16 20.2% 20 14.0% 14 10.1% 10 2.0% 2 Bus 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 Cycle 0.1% 1 0 1 0 0 0.0% 0 Disabled Vehicle (e.g. 0.9% 10 5.1% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 2.0% 2 0.0% 0 1.0% 1 1.0% 1 mobility scooter) 1 0.0% 0 3.2% 3 1.0% Taxi 0.8% 9 0.0% 0 0.0% 0 2.0% 2 1.0% 1.0% 1 1 0.0% 0 0.0% 0 1.0% 1 0.5% 5 2.0% 2 1.0% 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 1.0% 0.0% 0 0.0% 0 Train 1 0 1 7.7% 84 11.2% 11 13.3% 13 7 10.2% 10 3.0% 3 1.1% 1 10.1% 10 3.0% 3 10.9% 11 Walk 7.1% 7 7.1% 8.0% 8 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Other 0 0 0 0 0 1.9% 21 2.0% 2 1.0% 6.1% 0.0% 0 0.0% 0 3.0% 3 0.0% 0 1.0% 4.0% 1.0% 3.0% 3 (Don't know / varies) 1 6 1 4 1 8 5 1.1% 4.0% 8.9% 9 (Don't travel - Goods 5.6% 61 6.1% 6 10.2% 10 2.0% 2 4.1% 4 8.2% 5.0% 1 4 6.0% 6 6.1% 6 delivered) 1085 98 98 99 98 98 100 95 99 100 99 101 Base:

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for Peter Brett Associates

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q03BWhat is the MAIN reason that you visit (STORE MENTIONED AT Q01) in preference to any other? Those who do main food shopping at O01 Attractive environment 0.7% 8 1.0% 1 0.0% 0 1.0% 1 2.0% 2 0.0% 0 1.0% 1 1.1% 1 1.0% 1 0.0% 0 0.0% 0 1.0% 1 1 Cleanliness 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% 1.0% 1 0.0% 0 0.0% 0 0 39.9% 433 27.6% 27 45.9% 45 37.4% 37 43.9% 43 35.7% 35 39.0% 39 35.8% 34 39.4% 39 30.0% 30 60.6% 60 43.6% 44 Close to home 2 3 0 0 2 Close to work / en route to 1.4% 15 2.0% 2.0% 2 0.0% 0 3.1% 0.0% 0.0% 1.1% 1 1.0% 1 1.0% 1 3.0% 3 2.0% work Easily accessible by foot / 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 cycle 3 Good and / or free parking 2.2% 24 6.1% 6 1.0% 1 7.1% 7 0.0% 0 3.1% 3 1.0% 1 2.1% 2 0.0% 0 1.0% 1 0.0% 0 3.0% 5 0 0 0 Good bus service / accessible 0.5% 1.0% 1 0.0% 0 2.0% 2 0.0% 0.0% 0.0% 0 1.1% 1 1.0% 1 0.0% 0 0.0% 0 0.0% public transport 0.3% 3 0 0.0% 0 0.0% 0 Good disabled access 0.0% 0 1.0% 1 0.0% 0 0.0% 1.0% 1 0 0.0% 0 0.0% 0 0.0% 1.0% 1 Good prices 18.8% 204 20.4% 20 19.4% 19 14.1% 14 17.3% 17 21.4% 21 22.0% 22 23.2% 22 18.2% 18 29.0% 29 12.1% 12 9.9% 10 17 2.0% 2 3.1% 3 0.0% 0 0.0% 0 0.0% 0 1.0% 1.1% 1 1.0% 6.0% 6 0.0% 0 3.0% 3 Good range of comparison 1.6% 1 1 goods 9 3 Good range of food offer 7.0% 76 5.1% 5 5.1% 5 7.1% 7 9.2% 4.1% 4 12.0% 12 12.6% 12 5.1% 5 7.0% 7 3.0% 6.9% 7 4 Good variety of goods on 2.9% 32 4.1% 1.0% 1.0% 1 5.1% 5 4.1% 4 2.0% 2 2.1% 2 9.1% 9 0.0% 0 1.0% 1 3.0% 3 1 offer Habit / familiarity 9.2% 100 11.2% 11 10.2% 10 9.1% 9 7.1% 7 8.2% 8 6.0% 6 8.4% 8 16.2% 16 7.0% 7 11.1% 11 6.9% 7 0.2% 0.0% 0.0% 0 0.0% 0 2 0.0% 0.0% 0 Has other facilities (e.g. 2 0.0% 0 0 0.0% 0 2.0% 0 0 0.0% 0 0.0% 0 0.0% pharmacy, optician, dry cleaners, cafes) 2 1.0% Links to the other shops / 1.1% 12 1.0% 1 2.0% 2 0.0% 0 2.0% 1 0.0% 0 5.3% 5 0.0% 0 0.0% 0 1.0% 1 0.0% 0 facilities in the town centre 2.2% 5 0.0% 7 0 0.0% 2 Good quality 24 5.1% 0 7.1% 1.0% 4.1% 4 0.0% 0 1.0% 3.0% 3 2.0% 1.0% 1 1 1 0.8% 9 2.0% 0.0% 0 3.1% 3 0 0.0% 0 Good loyalty scheme 1.0% 1 0.0% 0 2 0.0% 1.1% 1 0.0% 0 1.0% 1 1.0% 1 7 0 0 0.0% 2 Close to friends / family 0.6% 0.0% 2.0% 2 0.0% 0 1.0% 1 1.0% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 2.0% Easy to get to 0.4% 4 0.0% 0 0.0% 0 1.0% 1 0.0% 0 1.0% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 Convenience of Internet 4.1% 45 4.1% 4 7.1% 7 2.0% 2 3.1% 3 8.2% 8 4.0% 1.1% 1.0% 4.0% 4 4.0% 4 6.9% 7 4 1 1 shopping 0.2% Helpful staff 2 1.0% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 Good opening hours 0.2% 1.0% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 4.2% 2 5.3% 58 5.1% 5 1.0% 4.1% 7.0% 9.0% 9 2.0% 7.9% 8 (Don't know) 1 8.1% 8 4 4.1% 4 4 6.1% 6 1085 98 98 99 98 98 100 95 99 100 99 101 Base:

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									fo	or P	eter	Bret	tt As	soci	ates	U									September 20
	Tota	al	Zon	e 1	Zon	e 2	Zone	23	Zone	e 4	Zon	e 5	Zon	e 6	Zon	e 7	Zone	8	Zone	9	Zone	10	Zone	11	
Q04 When your househ ones? [MR] Those who do main fo				ain foo	d and g	grocer	y spen	d (STC	RE ME	NTIO	NED AT	Q01)	does it	visit o	other sh	nops, le	eisure o	or serv	vice out	lets or	n the sa	ame sl	hopping	g trips?	And if so which
Yes - other food shops	13.2%	143			10.2%			14		10			15.0%	15					19.0%	19	9.1%		18.8%	19	
Yes - other non food shops (clothing, footwear, electrical etc)	16.0%	174	29.6%	29	22.4%	22	21.2%	21	10.2%	10	9.2%	9	12.0%	12	9.5%	9	11.1%	11	11.0%	11	6.1%	6	33.7%	34	
es - pubs, restaurants or cafes	2.3%	25	2.0%	2	2.0%	2	5.1%	5	0.0%	0	2.0%	2	2.0%	2	2.1%	2	5.1%	5	1.0%	1	0.0%	0	4.0%	4	
Yes - financial service (i.e. bank, building society)	4.3%	47	5.1%	5	6.1%	6	1.0%	1	5.1%	5	2.0%	2	4.0%	4	3.2%	3	6.1%	6	1.0%	1	9.1%	9	5.0%	5	
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.6%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
les - leisure activity	3.0%	33	0.0%	0	4.1%	4	1.0%	1	2.0%	2	5.1%	5	4.0%	4	2.1%	2	4.0%	4	4.0%	4	4.0%	4	3.0%	3	
es - other	0.0%	0		0		0	0.0%	0	0.0%	0		0		0				0		0	0.0%	0		0	
es - visit petrol station	1.2%	13	0.0%	0	4.1%	4	3.0%	3	0.0%	0	1.0%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	
lo	64.9%	704	61.2%	60	58.2%	57	59.6%	59	74.5%	73	70.4%	69	65.0%	65	73.7%	70	68.7%	68	66.0%	66	73.7%	73	43.6%	44	
Don't know / varies)	2.3%	25	0.0%	0	2.0%	2	2.0%	2	2.0%	2	3.1%	3	4.0%	4	0.0%	0	1.0%	1	5.0%	5	0.0%	0	5.9%	6	
Base:		1085		98		98		99		98		98		100		95		99		100		99		101	
Mean score: [£]																									
Q05 Approximately how Those who do main fo		-	-	your ho	ouseho	old spe	nd per	week	on its n	nain fo	ood and	l groce	eries sł	op at	(STOR	E MEN	ITIONED	O AT C	01)?						
21-10	0.7%	8	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	
£11-20	3.1%	34		5	2.0%	2	7.1%	7	2.0%	2	2.0%	2	2.0%	2				5	3.0%	3	2.0%	2	1.0%	1	
21-30	5.3%	58	6.1%	6	3.1%	3	7.1%	7	6.1%	6	3.1%	3	6.0%	6	6.3%	6	11.1%	11	3.0%	3	4.0%	4	3.0%	3	
231-40	7.4%	80	6.1%	6	8.2%	8	7.1%	7	6.1%	6	4.1%	4	15.0%	15	10.5%	10	9.1%	9	6.0%	6	7.1%	7	2.0%	2	
241-50	9.6%	104	11.2%	11	6.1%	6	12.1%	12	11.2%	11	7.1%	7	7.0%	7	13.7%	13	12.1%	12	8.0%	8	9.1%	9	7.9%	8	
51-60	8.4%	91	9.2%	9	5.1%	5	9.1%	9	7.1%	7	11.2%	11	11.0%	11	12.6%	12	8.1%	8	3.0%	3	10.1%	10	5.9%	6	
61-70	8.0%	87	6.1%	6	10.2%	10	11.1%	11	9.2%	9	5.1%	5	7.0%	7	3.2%	3	5.1%	5	12.0%	12	10.1%	10	8.9%	9	
271-80	8.0%	87	9.2%	9	8.2%	8	5.1%	5	9.2%	9	9.2%	9	8.0%	8	10.5%	10	8.1%	8	8.0%	8	7.1%	7	5.9%	6	
281-90	4.4%	48	3.1%	3	4.1%	4	4.0%	4	5.1%	5	4.1%	4	4.0%	4	4.2%	4	6.1%	6	5.0%	5	3.0%	3	5.9%	6	
91-100	13.3%	144	13.3%	13	16.3%	16	14.1%	14	16.3%	16	13.3%	13	8.0%	8	8.4%	8	9.1%	9	11.0%	11	14.1%	14	21.8%	22	
2101-150	11.4%	124	12.2%	12	15.3%		5.1%	5	15.3%	15	19.4%	19	8.0%	8	6.3%	6	2.0%	2	16.0%	16	11.1%	11	14.9%	15	
2151-200	2.7%	29		2			0.0%	0		3		1	1.0%	1	3.2%			1		1	5.1%	5		9	
201+	1.2%	13	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	4.0%	4	2.0%	2	
(Don't know / can't remember)	13.9%	151	13.3%		14.3%			12		9	14.3%	14	18.0%	18	13.7%		20.2%		20.0%	20	8.1%	8		10	
Refused)	2.5%	27	3.1%	3	2.0%	2	2.0%	2	0.0%	0	5.1%	5	4.0%	4	3.2%	3	2.0%	2	1.0%	1	4.0%	4	1.0%	1	
Mean:		79.83		75.73		89.76		65.95		81.66		88.05		69.01		69.18		60.58		86.32		90.22		98.06	
Base:		1085		98		98		99		98		98		100		95		99		100		99		101	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Those who do main food shopping at Q01

Everyday	1.8%	20	1.0%	1	2.0%	2	6.1%	6	1.0%	1	3.1%	3	2.0%	2	1.1%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	
5 - 6 times a week	0.6%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	
3 - 4 times a week	2.8%	30	2.0%	2	0.0%	0	5.1%	5	1.0%	1	7.1%	7	2.0%	2	3.2%	3	1.0%	1	5.0%	5	1.0%	1	3.0%	3	
Twice a week	8.1%	88	11.2%	11	6.1%	6	12.1%	12	6.1%	6	8.2%	8	5.0%	5	9.5%	9	14.1%	14	10.0%	10	2.0%	2	5.0%	5	
Once a week	67.8%	736	68.4%	67	72.4%	71	61.6%	61	77.6%	76	64.3%	63	62.0%	62	67.4%	64	65.7%	65	68.0%	68	75.8%	75	63.4%	64	
Once every two weeks	11.5%	125	11.2%	11	12.2%	12	9.1%	9	8.2%	8	7.1%	7	18.0%	18	14.7%	14	10.1%	10	10.0%	10	11.1%	11	14.9%	15	
Once a month	3.7%	40	2.0%	2	4.1%	4	2.0%	2	3.1%	3	6.1%	6	8.0%	8	0.0%	0	3.0%	3	2.0%	2	5.1%	5	5.0%	5	
Less often	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
(Don't know / varies)	3.3%	36	4.1%	4	1.0%	1	3.0%	3	2.0%	2	4.1%	4	3.0%	3	3.2%	3	4.0%	4	4.0%	4	2.0%	2	5.9%	6	
Mean:		1.21		1.16		1.13		1.56		1.13		1.38		1.08		1.22		1.21		1.21		1.05		1.19	
Base:		1085		98		98		99		98		98		100		95		99		100		99		101	

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

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	Total	l	Zone	1	Zone 2	2	Zone 3		Zone 4	L	Zone 5	5	Zone	5	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
007 11/1					· · · · · · · · · · · · · · · · · · ·	6				0	<i>(</i> 1													
Q07 Where did your hous	senola la	ast ui	ndertake	e your	'top-up'	1000	and gro	ocery	purchas	ses?	(I.e sma	lier/ 'i	oasket' s	snopp	bing purc	nase	s which	are r	lot part c	от уо	ur main i	ood	and gro	ceries snop)
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.0%	11	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road,	1.4%	15	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	8.0%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Romford, RM7 8AB Aldi, Ripple Road,	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	4.0%	4	0.0%	0
Dagenham, RM9 6SJ Aldi, St Mary's Lane,	1.4%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	12.9%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Upminster, RM14 2QB Asda, Dolphin Approach,	3.0%	33	12.0%	12	5.0%	5	2.0%	2	1.0%	1	0.0%	0	4.0%	4	4.0%	4	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Mercury Gardens, Romford, RM1 3EE																								
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	1.5%	17	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	9.0%	9	2.0%	2	0.0%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold	0.7%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill, Romford, RM3 8DX Co-op, 201-207 Rayleigh Road, Hutton, Brentwood,	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	0.0%	0	3.0%	3
CM13 1LZ Co-op, 208-212 Hutton Road, Shenfield, CM15	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
8NR Co-op, 6/8-8A Harewood Road, Pilgrims Hatch,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Brentwood, CM15 9PD Co-op, Becontree Avenue, Becontree, Dagenham,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
RM8 2UU Co-op, Dagenham Road, Rush Green, Romford,	1.4%	15	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 0TJ Co-op, Elm Park Avenue,	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	0.0%	0
Hornchurch, RM12 4SD Co-op, Station Road, Harold Wood, Romford, RM3	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
0BP Co-op, The Baytree 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	0.0%	0	0.0%	0	2.0%	2
Brentwood, CM14 4BX Co-op, The Retail Unit,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turpin Avenue, Colliers																								

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Row, RM5 2PU Costcutter, Farringdon Avenue, Romford, RM3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8SG Costcutter, High Road, Romford, RM6 6PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Highfield Link, Romford, RM5 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood,CM14 4AJ	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	0.0%	0	3.0%	3
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	1.1%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	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	5.0%	5	0.0%	0	0.0%	0
Iceland, London Road, Romford, RM7 9NA	0.7%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.5%	6	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	1.0%	1	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.3%	3	0.0%	0	2.0%	2		0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.2%	2	0.0%	0	0.0%	0		0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	2.0%		0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0			1.0%	1	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		1	,.	0	0.0%	0
Londis, Warley Hill, Brentwood, CM14 5HR	0.1%	1	0.0%	0	0.0%	÷			0.0%		0.0%		0.0%	0			0.0%	0	0.0%		,.		1.0%	-
Marks & Spencer, High Street, Brentwood, CM14 4RH	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	0.0%	0	4.0%	4
Marks & Spencer, South Street, Romford, RM1 1NT	2.1%	23	8.0%	8	1.0%	1	4.0%	4	1.0%	1	0.0%	0	2.0%	2	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.8%	9	1.0%	1	0.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	1.8%	20	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	5.0%	5	1.0%	1	0.0%	0
Sainsbury's Local, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road, Harold Hill, Romford, RM3 8DX Sainsbury's Local, North Street, Romford, RM1 1ED	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.4%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	1.6%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.0%	14	2.0%	2	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	2.7%	30	0.0%	0	26.0%	26	0.0%	0		3		0	0.0%	0	0.0%	0	0.0%	0		0	1.0%	1	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	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, King George Avenue, Ilford, IG2 7SH	0.2%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%		0.0%	0	1.0%		1.0%	1	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	1.7%	19	7.0%	7	,.	0	6.0%	6	0.0%		1.0%	1	2.0%		1.0%	1	1.0%		0.0%	0	1.0%		0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	19
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	4	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	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	0.0%	0	3.0%	3
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	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	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8OS	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Total Zone 2 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 5 Tesco Express, High Road, 0.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.0% 5 0.0% 0 0.0% 0 0.0% 0 Chadwell Heath, RM6 6PR 0.3% 3 0.0% 0.0% 0.0% 0.0% 0 0 3.0% 3 Tesco Express, London 0 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% Road, Brentwood, CM14 40G Tesco Express, Main Road, 0.7% 8 5.0% 5 0.0% 0 1.0% 1 0.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Romford, RM1 3BT Tesco Express, Mawney 0.8% 9 4.0% 0.0% 2 0.0% 0 0.0% 0 0.0% 0 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 0 2.0% Road, RM7 7HL Tesco Express, North Road, 0 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 0.0% 0 South Ockendon. Thurrock, RM15 6QA Tesco Express, Rainham 3 0.0% 9 0 1.4% 15 0.0% 0 0.0% 0 0.0% 0 3.0% 0.0% 0 0 0.0% 0 0.0% 0 3.0% 3 9.0% 0.0% Road, Rainham, RM13 7QX Tesco Express, Warley Hill, 0.3% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 3 3 0.0% 0 0 0 0.0% 0 0.0% Brentwood, CM14 5HB Tesco Extra, Bridge Road, 4.7% 52 0.0% 0 0.0% 0 0.0% 8 1.0% 0.0% 0 0.0% 0 0.0% 2 41.0% 41 0.0% 0 0 8.0% 1 0 2.0% Rainham, RM13 9YZ Tesco Extra, Bryant Avenue, 2.1% 23 5.0% 5 0.0% 0 2.0% 2 0.0% 0 1.0% 1 11.0% 11 4.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 Romford, RM3 0LL 0.6% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Tesco Extra, High Road, 7 0.0% 0 0 0.0% 0 0 0.0% 0 6.0% 1.0% 1 0.0% 0.0% 6 Goodmayes, Romford, RM6 4HY Tesco Extra. Hornchurch 34 3.0% 10 2 2.0% 2 0.0% 0 0.0% 1.0% 1 0.0% 0 0.0% 0 3.1% 3 15.0% 15 10.0% 2.0% 1.0% 0 1 Road, Hornchurch, RM11 1PY Tesco Metro, Collier Row 3.3% 36 1.0% 1 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 34.0% 34 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lane, Collier Row, Romford, RM5 3NL Tesco, Airfield Way, 2.5% 27 0 1.0% 1.0% 1 24.0% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 1 Hornchurch, RM12 5AF Waitrose, St Mary's Lane, 0.0% 0 2.0% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 13 2 0.0% 0 1.0% 1 8.9% 1.0% 0 0.0% 1 Upminster, RM14 3BT Internet / delivered 1.2% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.9% 8 1.0% 1 1.0% 1 2.0% 2 0.0% 0 0.0% 0 1.0% 1 Other foodstore outside 2.2% 24 3.0% 3 2.0% 2 0.0% 0 1.0% 1 2.0% 2 2.0% 2 1.0% 1 6.0% 6 7.0% 7 0.0% 0 0.0% 0 study area 2.0% 22 12.0% 1.0% 0 0.0% 0 0 Other, zone 1 12 4.0% 0.0% 3.0% 3 1.0% 0.0% 0 0.0% 0 1.0% 0.0% 1 4 1 1 Other, zone 2 0.5% 5 1.0% 1 1.0% 1 1.0% 1 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, zone 5 1.2% 13 0.0% 0 0.0% 0.0% 0 0.0% 0 12.9% 13 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 0.3% 3 0 0.0% 0.0% 0.0% 0 Other, zone 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 3 0.0% 0 0.0% 0 0 0.0% 0 Other, zone 9 1.6% 18 0.0% 0 0.0% 0.0% 2.0% 2 0.0% 0 0.0% 0 0.0% 0 1.0% 9.0% 9 6.0% 0.0% 0 0 0 1 6 Other, zone 10 0.3% 3 0.0% 0 0.0% 0.0% 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0 0 0.7% 8 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 6.9% 7 Other, zone 11 1.0% 1 0 0 0 0 0 0.2% 2 2 Other foodstores, Basildon 0.0% 0 0.0% 0 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% Other foodstores, Billericay 0.1% 1 0.0% 0 0.0% 0 0.0% 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

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Other, zone 8 (Don't know / can't	0.3% 2.4%	3 26	0.0% 0.0%	0	0.070	0	0.0% 1.0%	0	0.0% 3.0%	03		0	0.0% 2.0%	0 2	0.0% 0.0%	0	1.0% 4.0%	1	2.0% 3.0%	2	0.0% 4.0%	0	0.0% 3.0%	03
(Don't know / can't remember) (Don't do this kind of shopping)	29.1%	321	20.0%		27.0%	27	30.0%	30	29.0%	-	38.6%	39		39		26		4 30		28	24.0%	24		29
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Total		Zone	1	Zone 2		Zone 3	5	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Q08 And where did you s Those who specified a la	•	•	p food s	shopp	oing the t	ime	before th	nat?																	
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	
Aldi, Market Place, Romford RM1, 3AB	1.1%	8	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.7%	1	1.4%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	
Aldi, Marlborough Road, Romford, RM7 8AB	3.2%	24	7.5%	6	0.0%	0		0		0		0	3.4%		17.6%	13	4.5%	3		0	0.0%	0	0.0%	0	
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.3%	10	0.0%	0		0		0		2		0	0.0%	0	0.0%	0	1.5%	1		3	5.6%	4	0.0%	0	
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.9%	14	1.3%	1	1.4%	1	0.0%	0	2.9%		13.3%	8	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	4.0%	30	7.5%	6	4.3%	3	4.3%	3	1.5%	1	1.7%	1	3.4%	2	8.1%	6	6.1%	4	1.4%	1	4.2%	3	0.0%	0	
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	2.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	3.0%	2	13.0%	9	5.6%	4	0.0%	0	
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.8%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	
Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	1.5%	11	0.0%	0	0.0%	0	15.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Elm Park Avenue, Hornchurch, RM12 4SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	
Co-op, The Retail Unit,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Turpin Avenue, Colliers Row, RM5 2PU Costcutter, Becontree Avenue, Dagenham, RM8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
3UH Costcutter, Farringdon Avenue, Romford, RM3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8SG Costcutter, Highfield Link,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM5 3DH Costcutter, The Cardrome,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%		0.0%	0	0.0%	0		1	0.0%	0	0.0%	0
Upper Rainham Road, Hornchurch, RM12 4ET						0		0		U		0	0.070	0										
Iceland, 32 The High Street, Brentwood,CM14 4AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	1.7%	13	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	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	10.1%	7	0.0%	0	0.0%	0
Iceland, London Road, Romford, RM7 9NA	0.8%	6	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	1.5%	11	7.5%	6	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.8%	6	0.0%	0	5.8%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Whalebone Lane, Dagenham, RM8 1FB	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	2.9%	2	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.7%	5	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.8%	6	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.8%	2	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	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	1.4%	1	0.0%	0	0.0%	0
Londis, Rainham Road South, Dagenham, RM10 8AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Londis, Warley Hill, Brentwood, CM14 5HR	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	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	1.4%	1	1.4%	1
Marks & Spencer, Ongar Road Pilgrims Hatch,	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	0.0%	0	2.9%	2

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1	
Brentwood, CM15 9HZ Marks & Spencer, South Street, Romford, RM1	3.2%	24	13.8%	11	1.4%	1	7.2%	5	1.5%	1	0.0%	0	1.7%	1	2.7%	2	0.0%	0	2.9%	2	1.4%	1	0.0%	0
1NT Marks & Spencer, Station Road, Upminster, RM14 2SU	2.0%	15	0.0%	0	1.4%	1	0.0%	0	4.4%	3	13.3%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.9%	7	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.0%	15	0.0%	0	0.0%	0	5.8%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	5	7.2%	5	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North Street, Romford, RM1 1ED	0.4%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.7%	5	0.0%	0	2.9%	2	0.0%	0	2.9%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	2.4%	18	1.3%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.2%	12	2.9%	2	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	3.4%	26	1.3%	1	26.1%	18	0.0%	0	7.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0		0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.3%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	3.0%	23	6.3%	5			13.0%	9	1.5%	1	0.0%	0	0.0%	0	9.5%	7	0.0%	0		0	1.4%	1		0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	13
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	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	0.0%	0	0.0%	0	10.1%	7
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	3	1.3%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15	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	0.0%	0	0.0%	0	5.8%	4

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for Peter	Brett A	Associates
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
8JD Tesco Express, Ardleigh Green Road, Hornchurch,	0.4%	3	0.0%	0	2.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 2LG Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8OS	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	5.8%	4	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.4%	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	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.4%	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	0.0%	0
Tesco Express, London Road, Brentwood, CM14 40G	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	0.0%	0	7.2%	5
Tesco Express, Main Road, Romford, RM1 3BT	1.3%	10	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.7%	5	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 70X	1.6%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	11.1%	8	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	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	0.0%	0	2.9%	2
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	5.7%	43	0.0%	0	0.0%	0	0.0%	0	10.3%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	47.2%	34	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.3%	17	3.8%	3	2.9%	2	1.4%	1	0.0%	0	1.7%	1	13.6%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.7%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	5.2%	39	3.8%	3	24.6%	17	13.0%	9	4.4%	3	5.0%	3	1.7%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.4%	1
Tesco Metro, Collier Row	3.3%	25	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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September 2014

for Peter Brett Associates

Total Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 5 Zone 6 Lane. Collier Row. Romford, RM5 3NL Tesco, Airfield Way, 2.6% 20 0.0% 0 1.4% 1 1.4% 1 26.5% 18 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Hornchurch, RM12 5AF Waitrose, St Mary's Lane, 2.1% 16 0.0% 0 1.4% 1 0.0% 0 1.5% 1 20.0% 12 1.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 Upminster, RM14 3BT 1.5% 0.0% Internet / delivered 11 0.0% 0 0 0.0% 0 0.0% 0 6.7% 4 3.4% 2 1.4% 1 3.0% 2 1.4% 1 0.0% 0 1.4% 1 Other foodstore outside 3.0% 23 1.3% 1 4.3% 3 0.0% 0 0.0% 0 1.7% 1 1.7% 1 2.7% 2 12.1% 8 8.7% 6 1.4% 1 0.0% 0 study area 20 12.5% Other, zone 1 2.6% 10 0.0% 0 4.3% 3 1.5% 0.0% 0 6.8% 0.0% 0 1.5% 1 0.0% 0 1.4% 0.0% 0 1 4 1 0.8% 2 0.0% 0 Other, zone 2 6 1.3% 2.9% 2 1.4% 2.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1 Other, zone 5 1.9% 14 0.0% 0 0.0% 0 0.0% 0 0.0% 0 23.3% 14 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, zone 6 0.7% 5 1.3% 1 0.0% 0.0% 0.0% 0 0.0% 0 6.8% 4 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 0 0 Other, zone 9 2.3% 17 0.0% 0 0.0% 0.0% 0 1.5% 0.0% 0 0.0% 0 0.0% 0 3.0% 2 10.1% 7 9.7% 7 0.0% 0 0 1 Other, zone 10 0.4% 3 0.0% 0 0.0% 0 0.0% 1.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 0.0% 0 0 1 Other, zone 11 1.3% 10 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 13.0% 9 0.0% 0 0 0 0.0% 0.0% Other foodstores, Basildon 0.1% 1 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0 1.4% 1 Other foodstores, Billericay 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 Other, zone 7 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.1% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, zone 8 0.4% 3 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 2.9% 2 0.0% 0 0.0% 0 0 0 1 (Don't know / can't 1.9% 14 2.5% 0 2 2.9% 2 1.4% 1 0.0% 0 1.7% 1 1.7% 1 0.0% 0 4.5% 3 4.3% 3 1.4% 1 0.0% remember) 755 80 69 69 68 60 59 74 66 69 72 69

Base:
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Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
	Home I	10110 -	Bonee	Bone .	Home	Home o	Bone /	Home o	Home >	Home 10	Bone 11

Mean score: [£]

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

Those who specified a location at Q07

61 10	25.00/	100	01.20/	17	22.20/	10	20.00/	20	22.10/	1.5	26 70	16	25 40/	15	25 70/	10	25.00/	17	24 601	17	20.00/	1.5	21.00/	22	
£1-10	25.0%	189	21.3%	17			29.0%	20	22.1%	15	26.7%	16		15		19	25.8%	17	24.6%	17	20.8%	15	31.9%	22	
£11-20	27.0%	204	28.8%	23	20.3%	14	30.4%	21	26.5%	18	30.0%	18	27.1%	16	27.0%	20		16	27.5%	19	33.3%	24	21.7%	15	
£21-30	14.8%	112	13.8%	11	21.7%	15	11.6%	8	22.1%	15	10.0%	6	11.9%	7	9.5%	7	21.2%	14	15.9%	11	12.5%	9	13.0%	9	
£31-40	5.8%	44	6.3%	5	8.7%	6	1.4%	1	5.9%	4	1.7%	1	6.8%	4	8.1%	6	1.5%	1	7.2%	5	9.7%	7	5.8%	4	
£41-50	3.6%	27	3.8%	3	2.9%	2	1.4%	1	1.5%	1	3.3%	2	5.1%	3	5.4%	4	4.5%	3	4.3%	3	0.0%	0	7.2%	5	
£51-60	0.7%	5	1.3%	1	1.4%	1	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
£61-70	0.8%	6	2.5%	2	2.9%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
£71-80	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.8%	2	1.4%	1	
£81-90	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
£91-100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£101-150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£151-200	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't	18.7%	141	21.3%	17	17.4%	12	24.6%	17	17.6%	12	16.7%	10	23.7%	14	18.9%	14	18.2%	12	17.4%	12	15.3%	11	14.5%	10	
remember)																									
(Refused)	2.1%	16	1.3%	1	1.4%	1	0.0%	0	0.0%	0	6.7%	4	0.0%	0	4.1%	3	4.5%	3	0.0%	0	4.2%	3	1.4%	1	
		21.71		22.05		22.00		17.10		22 (1		21.00		10.12		20.00		10.22		22.21		22.10		25.20	
Mean:		21.71		22.85		23.66		17.12		22.64		21.98		19.42		20.98		19.22		22.21		22.19		25.28	
Base:		755		80		69		69		68		60		59		74		66		69		72		69	
Q10 Does your house	hold also	spend	money	on fo	od and	groce	ries in	small	shops?	? (i.e., ı	not sup	permar	kets)												
V	25 20/	200	22.00/	22	20.00/	20	25.00/	25	42.00/	12	20 (0)	40	20.00/	20	22.00/	22	26.00/	20	10.00/	40	27.00/	27	26.60	27	
Yes	35.3%	389	33.0%	33	38.0%	38	35.0%	35		43	39.6%	40	28.0%	28		32		36	40.0%	40	27.0%	27	36.6%	37	
No	64.7%	713	67.0%	67	62.0%	62	65.0%	65	57.0%	57	60.4%	61	72.0%	72	68.0%	68	64.0%	64	60.0%	60	73.0%	73	63.4%	64	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	

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for Peter Brett Associates

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q11 Where are these small shops located? Those who use small shops at O10 Local Stores - Romford 18.5% 72 60.6% 20 2.6% 1 60.0% 21 4.7% 2 0.0% 0 25.0% 7 25.0% 8 16.7% 6 7.5% 3 14.8% 4 0.0% 0 51 6.1% 2 63.2% 24 0.0% 0 48.8% 21 5.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.4% 2 0.0% 0 Local Stores - Hornchurch 13.1% 10.0% 39 0.0% 0 2.6% 0.0% 2.3% 82.5% 33 3.6% 0.0% 0.0% 0.0% 7.4% 2 2.7% Local Stores - Upminster 1 0 1 1 0 0 0 1 0.0% 0 0 Local Stores - Collier Row 5.9% 23 3.0% 1 0 0.0% 0 0.0% 0.0% 0 0.0% 68.8% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Local Stores - Elm Park 4.6% 18 0.0% 0 15.8% 6 0.0% 0 25.6% 11 0.0% 0 0.0% 0 0.0% 0 2.8% 1 0.0% 0 0.0% 0 0.0% 0 Local Stores - Harold Hill 5.4% 21 0.0% 0 2.6% 1 0.0% 0 0.0% 0 0.0% 0 64.3% 18 3.1% 1 0.0% 0 0.0% 0 3.7% 1 0.0% 0 2 Local Stores - Rainham 4.9% 19 0.0% 0 0.0% 0 2.9% 1 4.7% 2.5% 1 0.0% 0 0.0% 0 0.0% 0 2.5% 1 51.9% 14 0.0% 0 2.9% 4.4% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 2.5% 1 0.0% 0 0.0% 0 Local Stores - Chadwell 17 0 0 1 0 41.7% 15 Heath 2 0 0.0% 2 3 0.0% 0 0 0.0% 0 25.0% 9 67.5% 27 0.0% 0 Local Stores - Dagenham 11.1% 43 0.0% 0 5.7% 7.0% 0.0% 7.4% 2.3% 0 0.0% 3 0.0% 0 Local Stores - Ilford 1.5% 6 0.0% 0 0.0% 0 0.0% 0 1 2.5% 1 0.0% 0 8.3% 2.5% 1 0 0.0% Local Stores - Barking 1.5% 6 3.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 1 0.0% 0 10.0% 4 0.0% 0 0.0% 0 7.2% 28 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 64.9% Local Stores - Brentwood 6.1% 2.6% 0 0.0% 2.8% 0.0% 24 1 1 Other, outside area 3.6% 14 3.0% 1 2.6% 2.9% 0.0% 0 7.5% 3 7.1% 2 0.0% 0 2.8% 2.5% 3.7% 8.1% 3 1 1 1 1 1 2.1% 8 15.2% 5 0 0 0 Gidea Park 7.9% 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% Rush Green 2.3% 9 0.0% 0 0.0% 0 25.7% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 Shenfield 1.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 18.9% 7 2 (Don't know / varies) 2.1% 8 3.0% 1 0.0% 0 0.0% 0 4.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.0% 2 3.7% 1 5.4% 389 33 43 28 27 37 38 35 40 32 36 40 Base:

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for Peter Brett Associates

Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Mean score: [£]

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

Those who use small shops at Q10

Total

Zone 1

£1-10	45.2%	176	42.4%	14	63.2%	24	51.4%	18	30.2%	13	47.5%	19	39.3%	11	50.0%	16	55.6%	20	42.5%	17	40.7%	11	35.1%	13
£11-20	18.0%	70	21.2%	7	18.4%	7	14.3%	5	25.6%	11	12.5%	5	10.7%	3	28.1%	9	13.9%	5	10.0%	4	25.9%	7	18.9%	7
£21-30	6.9%	27	9.1%	3	0.0%	0	5.7%	2	7.0%	3	7.5%	3	7.1%	2	3.1%	1	11.1%	4	5.0%	2	11.1%	3	10.8%	4
£31-40	1.0%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.7%	1	2.7%	1
£41-50	2.1%	8	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	7.1%	2	0.0%	0	2.8%	1	2.5%	1	0.0%	0	5.4%	2
£51-60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61-70	0.3%	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	0.0%	0
£71-80	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
£81-90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-100	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	0.0%	0
£101-150	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
£151-200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	24.4%	95	21.2%	7	15.8%	6	28.6%	10	34.9%	15	30.0%	12	28.6%	8	12.5%	4	13.9%	5	40.0%	16	14.8%	4	21.6%	8
(Refused)	1.5%	6	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.6%	1	3.1%	1	2.8%	1	0.0%	0	0.0%	0	2.7%	1
Mean:		13.86		14.36		10.19		10.32		13.50		11.33		19.32		11.44		12.57		11.71		17.91		22.07
Base:		389		33		38		35		43		40		28		32		36		40		27		37

Mean score: [%]

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

0%	70.3%	775	82.0%	82	73.0%	73	85.0%	85	76.0%	76	39.6%	40	69.0%	69	89.0%	89	75.0%	75	59.0%	59	66.0%	66	60.4%	61
1-5%	1.8%	20	2.0%	2	4.0%	4	1.0%	1	0.0%	0	5.0%		1.0%	1	1.0%	1	0.0%	,5	0.0%	57	3.0%	2	3.0%	2
				<u>ک</u>				1		1		5		1		1		1		0		1		5
6-10%	1.3%	14	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2
11-20%	0.9%	10	2.0%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
21-30%	0.9%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1
31-40%	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
41-50%	1.9%	21	2.0%	2	2.0%	2	3.0%	3	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	3.0%	3	1.0%	1	4.0%	4
51-60%	0.3%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61-70%	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
71-80%	2.9%	32	5.0%	5	5.0%	5	2.0%	2	1.0%	1	5.0%	5	4.0%	4	0.0%	0	1.0%	1	2.0%	2	3.0%	3	4.0%	4
81-90%	2.2%	24	3.0%	3	5.0%	5	0.0%	0	2.0%	2	4.0%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	5.9%	6
91-99%	0.7%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
100%	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	2.0%	2
(Don't know / varies)	14.5%	160	1.0%	1	0.0%	0	3.0%	3	17.0%	17	37.6%	38	21.0%	21	3.0%	3	16.0%	16	30.0%	30	16.0%	16	14.9%	15
(Refused)	0.5%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Mean:		9.39		9.49		13.97		5.26		6.14		17.59		7.85		2.86		5.36		10.36		9.32		17.62
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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for Pete	e r Brett A	Associates
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	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone	5	Zone	6	Zone	7	Zone 8	8	Zone 9)	Zone 1	0	Zone	1
Q14 So, speaking as an	individu	ial, cai	n you te	ll me	where yo	ou la	st made	a pu	rchase of	clo	thes or s	shoes	?											
Brentwood	2.5%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	24.8%	25
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.7%	19	0.0%	0	4.0%	4	2.0%	2	2.0%	2	1.0%	1	3.0%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	1.0%	1
Dagenham	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	5.0%	5	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iornchurch	1.2%	13	0.0%	Õ	3.0%	3	0.0%	Ő	7.0%	7	2.0%	2	1.0%	1	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Õ	0.0%	Ő
lford	0.6%	7	0.0%	Õ	1.0%	1	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	Õ	0.0%	0
Rainham	0.6%	7	0.0%	Ő	0.0%	0	0.0%	Ő	1.0%	1	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	ĩ
Romford (including The Liberty, The Mall and The Brewery)	44.2%	487	62.0%	62	48.0%	48		60	40.0%	40	11.9%	12		52			64.0%	64	48.0%	48		25	7.9%	8
Stratford (including Westfield Stratford City)	1.5%	16	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0	4.0%	4
Upminster	1.5%	16	0.0%	0	0.0%	0	1.0%	1	0.0%	0	11.9%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Bluewater	1.5%	16	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4
Lakeside	21.5%	237	10.0%	10	22.0%	22	9.0%	9	36.0%	36	53.5%	54	8.0%	8	7.0%	7	7.0%	7	17.0%	17	50.0%	50	16.8%	17
Gallows Corner Retail Park, Romford	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Merrielands Retail Park, Dagenham	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	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	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	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Fesco Extra, Bridge Road, Rainham, RM13 9YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fesco Extra, High 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	2.0%	2	0.0%	0	0.0%	0	0.0%	0

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for Peter Brett Associates

	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	1
Goodmayes, Romford, RM6 4HY																								
Tesco Extra. Hornchurch	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	0.0%	0
Road, Hornchurch, RM11 1PY		-		Ĩ		-	,.	Ĩ	,.		,.		,		,.	-		-		ũ		-	,.	-
Internet / delivered	5.8%	64	3.0%	3	11.0%	11	2.0%	2	1.0%	1	5.9%	6	10.0%	10	8.0%	8	4.0%	4	8.0%	8	4.0%	4	6.9%	7
Home Catalogue	2.3%	25	2.0%	2	0.0%	0	4.0%	4	1.0%	1	0.0%	0	7.0%	7	2.0%	2	3.0%	3	2.0%	2	2.0%	2	2.0%	2
TV / Interactive Shopping	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Other location outside study	1.6%	18	4.0%	4	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	4.0%	4	2.0%	2
area																								
Other, zone 8	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Southend	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chelmsford	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Beckton superstores and retail parks	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	1.3%	14	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
(Don't know / can't remember)	2.9%	32	2.0%	2	1.0%	1	4.0%	4	0.0%	0	5.0%	5	4.0%	4	6.0%	6	2.0%	2	2.0%	2	2.0%	2	4.0%	4
(Don't do this type of shopping)	4.0%	44	9.0%	9	3.0%	3	6.0%	6	4.0%	4	2.0%	2	2.0%	2	4.0%	4	3.0%	3	6.0%	6	1.0%	1	4.0%	4
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

by	Zone
----	------

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

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

Those who specified a location at Q15

Total

Everyday	0.7%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
5 - 6 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	1.1%	1
Twice a week	1.4%	14	1.1%	1	1.0%	1	1.1%	1	0.0%	0	1.1%	1	2.1%	2	1.1%	1	2.1%	2	3.3%	3	2.1%	2	0.0%	0
Once a week	7.8%	80	7.9%	7	7.3%	7	7.8%	7	9.4%	9	5.3%	5	9.6%	9	6.7%	6	10.5%	10	8.7%	8	6.2%	6	6.5%	6
Once every two weeks	10.6%	109	7.9%	7	10.4%	10	7.8%	7	17.7%	17	16.0%	15	8.5%	8	10.0%	9	14.7%	14	8.7%	8	12.4%	12	2.2%	2
Once a month	23.5%	241	28.1%	25	32.3%	31	20.0%	18	28.1%	27	21.3%	20	18.1%	17	16.7%	15	21.1%	20	19.6%	18	28.9%	28	23.7%	22
Once every two months	13.3%	136	14.6%	13	11.5%	11	6.7%	6	16.7%	16	10.6%	10	16.0%	15	10.0%	9	14.7%	14	12.0%	11	12.4%	12	20.4%	19
3 or 4 times a year	13.3%	136	14.6%	13	11.5%	11	14.4%	13	13.5%	13	12.8%	12	8.5%	8	18.9%	17	12.6%	12	9.8%	9	12.4%	12	17.2%	16
Twice a year	6.8%	70	5.6%	5	11.5%	11	10.0%	9	3.1%	3	5.3%	5	7.4%	7	10.0%	9	6.3%	6	1.1%	1	8.2%	8	6.5%	6
Once a year	3.9%	40	4.5%	4	5.2%	5	5.6%	5	0.0%	0	4.3%	4	4.3%	4	5.6%	5	3.2%	3	2.2%	2	6.2%	6	2.2%	2
Less often	3.1%	32	3.4%	3	4.2%	4	4.4%	4	4.2%	4	1.1%	1	3.2%	3	5.6%	5	2.1%	2	2.2%	2	3.1%	3	1.1%	1
(Don't know / varies)	15.0%	154	9.0%	8	5.2%	5	22.2%	20	6.3%	6	19.1%	18	22.3%	21	15.6%	14	10.5%	10	32.6%	30	7.2%	7	16.1%	15
Mean:		0.39		0.50		0.28		0.28		0.38		0.53		0.33		0.26		0.43		0.41		0.34		0.53
Base:		1026		89		96		90		96		94		94		90		95		92		97		93

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

Not those who shop via Internet / catalogue / TV at Q15

Car - Driver	55.0%	514	40.5%	34	62.4%	53	41.7%	35	61.7%	58	68.2%	60	47.4%	36	47.5%	38	40.9%	36	53.7%	44	71.1%	64	67.5%	56
Car - Passenger	9.0%	84	9.5%	8	4.7%	4	9.5%	8	8.5%	8	6.8%	6	13.2%	10	6.3%	5	13.6%	12	6.1%	5	13.3%	12	7.2%	6
Bus	21.7%	203	19.0%	16	17.6%	15	23.8%	20	21.3%	20	11.4%	10	25.0%	19	38.8%	31	35.2%	31	31.7%	26	13.3%	12	3.6%	3
Cycle	0.3%	3	1.2%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g.	0.3%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
mobility scooter)																								
Taxi	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	2.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Train	4.7%	44	7.1%	6	2.4%	2	6.0%	5	2.1%	2	1.1%	1	10.5%	8	0.0%	0	6.8%	6	2.4%	2	2.2%	2	12.0%	10
Walk	6.0%	56	14.3%	12	7.1%	6	15.5%	13	3.2%	3	9.1%	8	1.3%	1	2.5%	2	1.1%	1	2.4%	2	0.0%	0	9.6%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	18	4.8%	4	1.2%	1	3.6%	3	1.1%	1	2.3%	2	1.3%	1	2.5%	2	1.1%	1	3.7%	3	0.0%	0	0.0%	0
Base:		934		84		85		84		94		88		76		80		88		82		90		83

Barking

Brentwood

Collier Row

Dagenham

Harold Hill

Hornchurch

Brewerv) Stratford (including

Upminster

Bluewater

Romford

Ilford Retail Park

Matalan, North Street,

Mercury Gardens,

Dagenham

Romford

RM8 1BB

Lakeside

Elm Park

Ilford

Rainham

Street / Bond Street)

Total

Those who specified a location at Q15

Zone 1

Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?

Zone 2

Zone 3

Zone 4

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Zone 6

Zone 7

Zone 9

Zone 8

Zone 10

Zone 11

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Zone 5

0.4% 4 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2 0.0% 0 0.0% 0 2.4% 25 3.4% 3 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.5% 20 2.6% 27 3.4% 3 4.2% 2.1% 2 2.1% 2 4.3% 2.2% 2 3.2% 3 2.2% 2 2.1% 2 2.2% 2 Central London - West End 4 1.1% 1 4 (Oxford Street / Regent 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 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 6.5% 6 1.0% 1 0.0% 0 0 0 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 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 1.1% 0.0% 0 0.0% 0.0% 0.0% 2 0.0% 0 1.1% 11 1.1% 1 1 0 6.3% 6 1 0 0 0 2.1% 1.0% 0 0 1.4% 14 1.1% 1 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1.1% 1 9.5% 9 1.1% 1 1.0% 1 0.0% 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 1.0% 1 1.1% 1 37.3% 383 50.6% 45 32.3% 31 58.9% 53 36.5% 35 16.0% 15 47.9% 45 57.8% 52 47.4% 45 34.8% 32 22.7% 22 8 Romford (including The 8.6% Liberty, The Mall and The 2.9% 30 3.4% 3 3.1% 3 2.2% 2 2.1% 2 2.1% 2 2.1% 2 0.0% 0 8.4% 8 1 2.1% 2 5.4% 5 1.1% Westfield Stratford City) 0.7% 7 1.1% 1 0.0% 0 0.0% 0 1.0% 1 4.3% 4 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 29 3 9 2 2.8% 0.0% 0 6.3% 6 1.1% 1 3.1% 9.6% 2.1% 1.1% 1 0.0% 0 1.1% 1 0.0% 0 6.5% 6 21 49 24 57.7% 56 29.4% 302 15.7% 14 35.4% 34 23.3% 35.4% 34 52.1% 17.0% 16 18.9% 17 14.7% 14 26.1% 24.7% 23 2.1% 0.0% 0.0% 0 0.0% 0.0% 0 Gallows Corner Retail Park, 0.6% 6 1.1% 2 0 0 1.1% 0 1.1% 1.1% 1 0.0% 0 0.0% 1 1 1 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Merrielands Retail Park, 0.1% 0 0 0 0 1.1% 1 0.0% 0 1 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 Asda Superstore, Whalebone 0.1% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0 0 1.1% 1 0 0.0% Lane, Chadwell Heath. Asda, Dolphin Approach, 0.3% 3 0.0% 0 1.0% 1 1.1% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

Romford, RM1 3EE																								
Sainsbury's, High Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath, Romford,																								
RM6 6PB																								
Sainsbury's, High Street,	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2
Hornchurch, RM11 1TX																								
Sainsbury's, The Brewery,	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM1 1AU																								
Tesco Extra, Bridge Road,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Rainham, RM13 9YZ																								
Tesco Extra, Bryant Avenue,	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM3 0LL																								

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	Total	l	Zone	1	Zone 2	2	Zone 3	6	Zone 4	ļ	Zone 5		Zone 6	5	Zone 7	7	Zone 8		Zone 9		Zone 1	0	Zone 1	1
Tesco Extra, High Road, Goodmayes, Romford,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 4HY Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Internet / delivered	4.8%	49	7.9%	7	5.2%	5	2.2%	2	3.1%	3	8.5%	8	9.6%	9	0.0%	0	2.1%	2	5.4%	5	1.0%	1	7.5%	7
Home Catalogue	2.3%	24	1.1%	1	0.0%	0	3.3%	3	1.0%	1	0.0%	0	4.3%	4	4.4%	4	3.2%	3	4.3%	4	2.1%	2	2.2%	2
Other location outside study area	1.3%	13	3.4%	3	1.0%	1	0.0%	0	2.1%	2	2.1%	2	1.1%	1	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.1%	1
Other, zone 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.1%	1	0.0%	0	0.0%	0
Other, zone 9	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	0.0%	0
London (Other)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Southend	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	0.0%	0
Chelmsford	0.8%	8	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Basildon	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	6.5%	6
(Don't know / can't remember)	3.9%	40	4.5%	4	5.2%	5	3.3%	3	3.1%	3	0.0%	0	4.3%	4	5.6%	5	1.1%	1	7.6%	7	3.1%	3	5.4%	5
Base:		1026		89		96		90		96		94		94		90		95		92		97		93

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	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8		Zone 9		Zone 1	0	Zone 1	1
Q18 Now can you tell me	e where	your ł	nouseho	old la	st made a	a pur	chase o	f furn	iture, ca	rpets	s, or soft	hous	sehold f	urnis	hings?									
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.7%	8	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	Õ	0.0%	Õ	5.0%	5
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0
Dagenham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.0%	7	0.0%	0	0.0%	0
Elm Park	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	0.0%	0
Harold Hill	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.8%	20	3.0%	3	8.0%	8	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	Õ	0.0%	Õ	1.0%	1	0.0%	Õ
Ilford	0.5%	5	0.0%	0	0.0%	Ő	1.0%	1	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Rainham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	7.0%	7	0.0%	Ő
Romford (including The Liberty, The Mall and The Brewery)	11.7%	129	21.0%		17.0%		15.0%	15	9.0%	9	5.0%	5	14.0%	14		15	15.0%	15	5.0%	5	7.0%	, 7	5.9%	6
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Upminster	7.7%	85	7.0%	7	7.0%	7	3.0%	3	6.0%	6	29.7%	30	8.0%	8	5.0%	5	3.0%	3	1.0%	1	7.0%	7	7.9%	8
Bluewater	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Lakeside	12.5%	138	6.0%	6	18.0%	18	8.0%	8	18.0%	18		13	7.0%	7	4.0%	4	4.0%	4	9.0%	9	35.0%	35	15.8%	16
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	2.2%	24	1.0%	1	2.0%	2	4.0%	4	3.0%	3	1.0%	1	1.0%	1	10.0%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Gallows Corner Retail Park, Romford	6.9%	76	12.0%	12	11.0%	11	8.0%	8	6.0%	6	3.0%	3	15.0%	15	10.0%	10	4.0%	4	3.0%	3	0.0%	0	4.0%	4
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	2.1%	23	2.0%	2	4.0%	4	4.0%	4	6.0%	6	1.0%	1	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.9%	10	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Homebase, High Road, Seven Kings, Ilford	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	0.0%	0
Homebase, Rom Valley Way, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ikea, Lakeside Tesco Extra, Bridge Road,	1.5% 0.1%	17 1	3.0% 0.0%	3 0	3.0% 0.0%	3 0	1.0% 0.0%	1 0	1.0% 0.0%	1 0	0.0% 0.0%	0 0	2.0% 0.0%	2 0	3.0% 0.0%	3 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	2.0% 0.0%	2 0	0.0% 1.0%	0 1	2.0% 0.0%	2 0

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	1
Rainham, RM13 9YZ																								
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Internet / delivered	4.1%	45	3.0%	3	2.0%	2	1.0%	1	3.0%	3	8.9%	9	3.0%	3	2.0%	2	2.0%	2	6.0%	6	5.0%	5	8.9%	9
Home Catalogue	0.7%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other location outside study area	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.6%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Other, zone 9	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	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London (Other)	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	0.0%	0
Goodmayes (including retail park)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0	4.0%	4
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Basildon	1.0%	11	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.9%	7
(Don't know / can't remember)	12.0%	132	7.0%	7	13.0%	13	11.0%	11	12.0%	12	13.9%	14	14.0%	14	16.0%	16	14.0%	14	14.0%	14	8.0%	8	8.9%	9
(Don't do this type of shopping)	24.8%	273	33.0%	33	11.0%	11	36.0%	36	25.0%	25	11.9%	12	26.0%	26	26.0%	26	33.0%	33	34.0%	34	20.0%	20	16.8%	17
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	0	Zone	11
Q19 And the time before Those who specified a l			lid your	hous	ehold go	o to n	nake a p	urcha	ise of fu	rnitui	e, carpe	ets, o	r soft ho	ouseh	old furni	ishing	gs?							
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.9%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	3.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	10.7%	8
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	1.9%	1	0.0%	0	1.4%	1	0.0%	0
Dagenham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	9.6%	5	0.0%	0	0.0%	0
Harold Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.9%	20	1.7%	1	14.5%	11	0.0%	0	3.2%	2	2.7%	2	0.0%	0	5.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ilford	0.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Rainham	1.6%	11	0.0%	0	1.3%	1	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	Ő	1.9%	1	0.0%	Ő	9.7%	7	0.0%	Ő
Romford (including The Liberty, The Mall and The Brewery)	15.9%	111	36.7%	22	14.5%	-	17.0%	9	9.5%	6	6.7%	5	23.3%	14		13	30.2%	16	7.7%	4	11.1%	8	4.0%	3
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
		-										0								1				
Stratford (including Westfield Stratford City)	0.9%	6	1.7%	1		1		1	0.0%	0	0.0%		0.0%	0		0	1.9%	1	0.0%	0	1.4%	1	1.3%	1
Upminster	9.3%	65	8.3%	5	5.3%	4		1			32.0%	24	6.7%	4	6.9%	4	5.7%	3	0.0%	0	6.9%	5	4.0%	3
Bluewater	0.7%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.7%	2
Lakeside	18.7%	130	8.3%		17.1%		20.8%		19.0%		18.7%	14	13.3%	8	5.2%	3	13.2%		15.4%	8	51.4%		16.0%	12
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	3.3%	23	6.7%	4	3.9%	3	9.4%	5	3.2%	2	1.3%	1	0.0%	0	12.1%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gallows Corner Retail Park, Romford	7.3%	51	11.7%	7	10.5%	8	11.3%	6	4.8%	3	2.7%	2	21.7%	13	13.8%	8	1.9%	1	3.8%	2	0.0%	0	1.3%	1
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	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	5.8%	3	2.8%	2	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	2.0%	14	3.3%	2	1.3%	1	7.5%	4	3.2%	2	0.0%	0	1.7%	1	5.2%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	1.3%	9	0.0%	0	1.3%	1	9.4%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	2.9%	20	3.3%	2	3.9%	3	1.9%	1	7.9%	5	1.3%	1	3.3%	2	3.4%	2	0.0%	0	3.8%	2	1.4%	1	1.3%	1
Matalan, North Street, Romford	0.3%	2	0.0%	0	1.3%	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
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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	Total	I	Zone 1	L	Zone 2		Zone 3		Zone 4		Zone	5	Zone	6	Zo	ne 7		Zone 8		Zone 9		Zone 1)	Zone	1
Romford, RM1 1AU																									
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.79	% 1	1 (0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.9%	41	5.0%	3	3.9%	3	3.8%	2	4.8%	3	9.3%	7	5.0%	3	3.49	% 2	2 3	3.8%	2	7.7%	4	2.8%	2	13.3%	10
Home Catalogue	1.3%	9	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	3.3%	2	0.0	% () 1	1.9%	1	5.8%	3	0.0%	0	1.3%	1
Other location outside study	0.9%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.79	%	1 (0.0%	0	0.0%	0	0.0%	0	4.0%	3
area																									
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0	% () (0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	0.0	% () (0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	% () 3	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	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	7.7%	4	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	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
London (Other)	0.6%	4	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0	% () (0.0%	0	3.8%	2	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% () 1	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Chelmsford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	% () (0.0%	0	0.0%	0	0.0%	0	4.0%	3
Beckton superstores and retail parks	0.9%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0) 5	5.7%	3	1.9%	1	1.4%	1	0.0%	0
Basildon	1.6%	11	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0	% () 1	1.9%	1	0.0%	0	0.0%	0	10.7%	8
(Don't know / can't remember)	12.8%	89	10.0%	6	15.8%	12	7.5%	4	11.1%	7	14.7%	11	10.0%	6	10.39	% (5 13	3.2%	7	19.2%	10	5.6%	4	21.3%	16
Base:		697		60		76		53		63		75		60		58	3		53		52		72		75

Road, Barking Wickes, Brook Street,

Brentwood Sainsbury's, High Street,

Home Catalogue

area

080914

Other, zone 8

Wickes Extra, Hertford

Hornchurch, RM11 1TX Internet / delivered

Other location outside study

Total

Zone 1

Zone 2

Zone 3

Zone 4

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for Peter Brett Associates

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Q20 Now can you tell m	e where	your	househo	old la	st made	a pu	rchase o	of DIY	and de	corati	ing good	ls?												
Brentwood	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	18
Collier Row	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.4%	15	0.0%	0		0		Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	3.0%	3		11	1.0%	1	0.0%	ŏ
Elm Park	0.1%	1	0.0%	Ő		Ő		Ő	1.0%	1	0.0%	0	0.0%	ŏ	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	ŏ
Harold Hill	0.4%	4	0.0%	0	0.010	0		Ő	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	Ő	0.0%	ŏ
Hornchurch	1.0%	11	0.0%	0		0		1	1.0%	1	4.0%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	ő
Ilford	0.1%	1	1.0%	1	0.0%	Ő		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ŏ
Rainham	0.2%	2	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	ő
Romford (including The	5.9%	65	9.0%	9		3		10	3.0%	3	4.0%	4	2.0%	2	3.0%	3		14	4.0%	4	8.0%	8	5.0%	5
Liberty, The Mall and The	5.770	05	2.070		5.070	5	10.070	10	5.070	5	1.070	т	2.070	2	5.070	5	11.070	1 1	1.070	r	0.070	5	5.070	5
Brewery)																								
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside	5.3%	58	0.0%	0		0		1	4.0%	4	13.9%	14		0	0.0%	0		1	5.0%		31.0%	31	2.0%	2
Abbey Retail Park, Barking	0.1%	1	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastern Avenue West Retail	0.1%	1	0.0%	0		Ő	0.007.0	Ő		0		1	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő
Park, Romford	011/0		0.070	0	0.070	Ŭ	0.070	Ŭ	0.070	0	11070		0.070	0	0.070	0	0.070	0	01070	0	0.070	0	0.070	Ũ
Gallows Corner Retail Park,	7.4%	82	8.0%	8	5.0%	5	0.0%	0	1.0%	1	8.9%	9	27.0%	27	15.0%	15	2.0%	2	0.0%	0	0.0%	0	14.9%	15
Romford	/11/0	02	0.070	0	21070	0	0.070	Ŭ	11070	-	01770		27.070		101070	10	2.070	-	01070	0	0.070	Ŭ	1 119 /0	10
Grove Farm Retail Park.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Romford	011/0	-	0.070	0	0.070	0	0.070	Ŭ	0.070	0	0.070	0	0.070	0	0.070	0	11070	•	01070	0	0.070	Ŭ	0.070	Ũ
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park.	2.5%	27	0.0%	0		0		Ő		0		Ő		0	0.0%	Ő		1	15.0%		11.0%	11	0.0%	Ő
Dagenham	2.070		0.070	0	0.070	0	0.070	Ŭ	0.070	0	0.070	0	0.070	0	0.070	0	11070	•	101070	10	111070		0.070	Ũ
Rom Valley Way Retail	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park, Romford	0.070	2	0.070	0	21070	-	0.070	Ŭ	0.070	0	0.070	0	0.070	0	0.070	0	11070	•	01070	0	0.070	Ŭ	0.070	Ũ
B&O Roneo Corner Retail	28.5%	314	31.0%	31	63.0%	63	53.0%	53	67.0%	67	22.8%	23	4.0%	4	18.0%	18	14.0%	14	19.0%	19	16.0%	16	5.9%	6
Park, Romford	20.070	517	51.070	51	55.070	00	55.670	55	57.070	07	22.070	25	1.070	т	10.070	10	11.070	1 7	17.070	1)	10.070	10	5.770	0
B&Q Tangent Link, Harold	11.2%	123	15.0%	15	5.0%	5	0.0%	0	1.0%	1	18.8%	19	38.0%	38	22.0%	22	1.0%	1	3.0%	3	5.0%	5	13.9%	14
Hill, Romford	11.2/0	123	10.070	15	5.070	5	0.070	0	1.070	1	10.070	1)	50.070	50	22.070		1.070	1	5.070	5	5.070	5	13.770	14
Homebase, High Road,	0.7%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Seven Kings, Ilford	0.770	0	0.070	0	0.070	0	1.070	1	0.070	0	0.070	0	0.070	0	0.070	0	7.070	/	0.070	0	0.070	0	0.070	0
Homebase, Rom Valley	4.5%	50	8.0%	8	5.0%	5	11.0%	11	5.0%	5	2.0%	2	0.0%	0	10.0%	10	3.0%	3	3.0%	3	1.0%	1	2.0%	2
Way, Romford	ч. <i>3</i> /0	50	0.070	0	5.070	5	11.070	11	5.070	5	2.070	2	0.070	0	10.070	10	5.070	5	5.070	5	1.070	1	2.070	2
Ikea, Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
incu, Luncoluc	0.170	1	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.070	1	0.070	0	0.070	0

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	11
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London (Other)	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	0.0%	0
Goodmayes (including retail park)	0.9%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0
Basildon	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	10
(Don't know / can't remember)	3.0%	33	4.0%	4	1.0%	1	3.0%	3	1.0%	1	4.0%	4	1.0%	1	3.0%	3	4.0%	4	6.0%	6	3.0%	3	3.0%	3
(Don't do this type of shopping)	19.5%	215	23.0%	23	15.0%	15	19.0%	19	14.0%	14	13.9%	14	21.0%	21	22.0%	22	28.0%	28	23.0%	23	17.0%	17	18.8%	19
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Barking

Brentwood

Dagenham

Total

Zone 1

Zone 2

Zone 3

Zone 4

Havering Retail & Leisure Study

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for Peter Brett Associates

Zone 5

Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods? Those who specified a location at Q20 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.4% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0.0% 0 0.0% 1 0.0% 1.9% 16 0.0% 0 0.0% 0 1.3% 1 0.0% 0 2.4% 2 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 15.2% 12 Collier Row 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 0.0% 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 12.7% 2.5% 2 0.0% 0 1.4% 12 9

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Dageman	1.470	12	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.570	1	12.170		2.570	4	0.070	0	
Elm Park	0.2%	2	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Harold Hill	0.8%	7	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Hornchurch	1.4%	12	0.0%	0	0.0%	0	1.3%	1	1.2%	1	6.0%	5	1.3%	1	0.0%	0	1.5%	1	1.4%	1	2.5%	2	0.0%	0	
Ilford	0.2%	2	1.4%	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	
Rainham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.8%	3	0.0%	0	
Romford (including The	7.6%	65	13.7%	10	2.4%	2	11.5%	9	2.4%	2	3.6%	3	5.1%	4	5.3%	4	19.1%	13	2.8%	2	13.8%	11	6.3%	5	
Liberty, The Mall and The Brewery)																									
Upminster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Lakeside	6.7%	57	0.0%	0	1.2%	1	1.3%	1	5.9%	5	13.3%	11	0.0%	Õ	0.0%	Õ	2.9%	2	5.6%	4	38.8%	31	2.5%	2	
Eastern Avenue West Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
Park, Romford	011/0	-	0.070	0	0.070	Ŭ	0.070	Ŭ	0.070	0	01070	Ŭ	0.070	0	01070	Ū	0.070	0			0.070	0	0.070	Ũ	
Gallows Corner Retail Park.	8.5%	73	9.6%	7	8.3%	7	1.3%	1	1.2%	1	10.8%	9	25.6%	20	18.7%	14	4.4%	3	0.0%	0	0.0%	0	13.9%	11	
Romford																									
Grove Farm Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Romford																									
Ilford Retail Park	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Merrielands Retail Park,	2.5%	21	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	15.5%	11	10.0%	8	0.0%	0	
Dagenham																									
Rom Valley Way Retail Park, Romford	0.6%	5	0.0%	0	2.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
,	20.00/	246	23.3%	17	50 20/	49	46.00/	20	67.1%	57	26.5%	22	2.00/	2	24.0%	10	20.6%	14	19.7%	14	13.8%	11	6.3%	5	
B&Q Roneo Corner Retail Park, Romford	28.8%	240	23.3%	17	58.3%	49	46.2%	30	67.1%	57	20.5%	22	3.8%	3	24.0%	18	20.6%	14	19.7%	14	13.8%	11	0.3%	5	
B&O Tangent Link, Harold	12.4%	106	13.7%	10	4.8%	4	0.0%	0	2.4%	2	18.1%	15	42.3%	33	24.0%	18	0.0%	0	5.6%	4	6.3%	5	19.0%	15	
Hill. Romford	12.470	100	13.770	10	4.070	4	0.070	0	2.470	2	10.170	15	42.370	55	24.070	10	0.070	0	5.070	4	0.5%	5	19.070	15	
Homebase, High Road,	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	
Seven Kings, Ilford	0.070		0.070	0	0.070	Ŭ	0.070	Ŭ	0.070	0	01070	Ŭ	0.070	0	01070	Ū	101070		0.070	0	0.070	0	0.070	Ũ	
Homebase, Rom Valley	11.7%	100	28.8%	21	14.3%	12	30.8%	24	14.1%	12	3.6%	3	2.6%	2	20.0%	15	4.4%	3	5.6%	4	2.5%	2	2.5%	2	
Way, Romford																									
Wickes Extra, Hertford	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	0.0%	0	1.3%	1	0.0%	0	
Road, Barking																									
Wickes, Brook Street,	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	9.0%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.3%	5	
Brentwood																									
Sainsbury's, High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Hornchurch, RM11 1TX																									
Internet / delivered	0.8%	7	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.2%	1	1.3%	1	1.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	
Home Catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Other location outside study	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	
area																									

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September 2014 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Other, zone 8 0.6% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.4% 5 0.0% 0 0.0% 0 0.0% 0 Other, zone 9 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 Other, zone 11 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.8% 3 0.4% 3 0 0.0% London (Other) 0.0% 0 0.0% 0 1.3% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 Goodmayes (including retail 0.9% 8 0.0% 0 1.2% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.4% 5 1.4% 1 0.0% 0 0.0% 0 park) Billericay 0.1% 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 0.0% 0 1 1 0 Beckton superstores and 0.7% 6 0.0% 0 1.2% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 4.2% 3 0.0% 0 0.0% retail parks Basildon 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 16.5% 13 13 (Don't know / can't 4.3% 37 5.5% 3.6% 3 0.0% 0 0.0% 0 5 1.3% 4.0% 3 7.4% 5 16.9% 12 2.5% 2 2.5% 2 4 6.0% 1 remember) 854 73 85 78 68 71 80 Base: 84 78 83 75 79

Hill, Romford Homebase, Rom Valley

Way, Romford Asda Superstore, Whalebone

RM8 1BB Asda, Dolphin Approach,

Lane, Chadwell Heath,

Mercury Gardens, Romford, RM1 3EE Morrisons, Wood Lane,

Becontree Heath,

Total

0.1%

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Zone 1

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for Peter	Brett A	Associates
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Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Q22 Can you tell me who	ere you o	or yo	ur house	hold	last ma	de a j	purchase	e of el	lectrical	item	s such a	as TVs	s, DVD p	olayer	s, digita	l cam	eras, M	P3 pla	iyers, m	obile	phones	or co	mputer	s?
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brentwood	1.5%	17		0	0.0%	0		1	0.0%	0	1.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	14.9%	15
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5		1	0.0%	0		0	0.0%	0	1.0%	1	0.0%	0		1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.1%	23	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	17.0%	17	0.0%	0	0.0%	0
Elm Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hornchurch	2.7%	30	3.0%	3	4.0%	4	1.0%	1	11.0%	11	4.0%	4	4.0%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Rainham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	11.5%	127		28	10.0%	10	23.0%	23		11	7.9%	8		11	9.0%	9	16.0%	16	7.0%	7	2.0%	2	2.0%	2
Stratford (including Westfield Stratford City)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	1.1%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	5.9%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside	10.8%	119	1.0%	1	10.0%	10	5.0%	5	16.0%	16	23.8%	24	5.0%	5	0.0%	0	2.0%	2	10.0%	10	34.0%	34	11.9%	12
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	6.8%	75	9.0%	9	16.0%	16	12.0%	12	2.0%	2	2.0%	2	5.0%	5	20.0%	20	7.0%	7	2.0%	2	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	4.6%	51	3.0%	3	5.0%	5	6.0%	6	1.0%	1	1.0%	1	19.0%	19	10.0%	10	0.0%	0	1.0%	1	1.0%	1	4.0%	4
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.5%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q Tangent Link, Harold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Peter	Brett A	Associates
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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	;	Zone 6	i	Zone 7	7	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Dagenham, RM10 7RA Sainsbury's, Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue, Hornchurch, RM12 4RX	01170		01070	0	01070	Ũ	0.070	0	01070	0	11070		01070	0	01070	Ū	01070	Ū	01070	Ū	01070	Ŭ	0.070	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.3%	14	8.0%	8	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.5%	16	0.0%	0	3.0%	3	4.0%	4	4.0%	4	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	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
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.6%	139	10.0%	10	18.0%	18	9.0%	9	9.0%	9	15.8%	16	12.0%	12	10.0%	10	12.0%	12	13.0%	13	12.0%	12	17.8%	18
Home Catalogue	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other location outside study area	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other, zone 1	1.0%	11	3.0%	3	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, zone 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	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
London (Other)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Goodmayes (including retail park)	0.8%	9	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0	3.0%	3
Beckton superstores and retail parks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Basildon	0.9%	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	9.9%	10
(Don't know / can't remember)	9.8%	108	7.0%	7	12.0%	12	11.0%	11	6.0%	6	9.9%	10	11.0%	11	11.0%	11	8.0%	8	10.0%	10	7.0%	7	14.9%	15
(Don't do this type of shopping)	21.1%	232	26.0%	26	13.0%	13	19.0%	19	21.0%	21	19.8%	20	22.0%	22	28.0%	28	25.0%	25	22.0%	22	20.0%	20	15.8%	16
				100		100		100		100										100				101

Total

Zone 2

Zone 3

Zone 4

Zone 1

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Zone 6

Zone 7

Zone 8

Zone 9

Zone 5

September 2014

Zone 11

Zone 10

	100	1	Zone	1	Zone	-	Lone	5	Zone	-	Zone	5	Zone	J	Zone	,	Zone	0	Zone	•	Zone 1	0	Zone 11	L
Q23 And the time before Those who specified a			ou or yo	our ho	ouseholo	d last	made a	purc	hase of	electr	ical item	ns su	ch as TV	/s, D	VD playe	rs, di	gital car	neras	s, MP3 p	layers	s, mobile	e pho	nes or co	omput
Barking	0.3%	~ 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0
Brentwood	1.4%	11	0.0%	Õ	0.0%	0	1.4%	1	0.0%	Ő	1.4%	1	0.0%	Ő		Õ	0.0%	0	0.0%	Õ	0.0%	0	12.9%	9
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	6	1.5%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.5%	1	1.6%	1		0		1	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.5%	19	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	1.4%	1	0.0%	0
Elm Park	0.3%	2	0.0%	Õ	0.0%	Ő	0.0%	0	1.4%	1	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	0	1.4%	1	0.0%	Õ
Harold Hill	0.4%	3	0.0%	Õ	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Ő
Hornchurch	2.9%	22	3.0%	2	2.7%	2	1.4%	1	13.7%	10	5.6%	4	3.0%	2	0.0%	Ő	0.0%	Ő	0.0%	Ő	1.4%	1	0.0%	Ő
Ilford	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	1.5%	1	0.0%	Ő	0.0%	0	0.0%	ő
Rainham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	5.5%	4	0.0%	Ő
Romford (including The Liberty, The Mall and The Brewery)	13.8%	105	29.9%		10.7%	8	22.9%	16	9.6%	7	5.6%	-	16.4%	11			25.4%	17	4.4%	3	8.2%	6	2.9%	2
Stratford (including Westfield Stratford City)	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.5%	1	1.6%	1	4.5%	3	0.0%	0	0.0%	0	1.4%	1
Upminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	1.1%	8	0.0%	0	1.3%	1	1.4%	1	0.0%	0	5.6%	4	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	14.8%	113	4.5%	3	16.0%	12	5.7%	4	24.7%	18	28.2%	20	4.5%	3	0.0%	0	6.0%	4	10.3%	7	45.2%	33	12.9%	9
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	8.8%	67	9.0%	6	16.0%	12	18.6%	13	5.5%	4	1.4%	1	7.5%	5	29.5%	18	6.0%	4	4.4%	3	0.0%	0	1.4%	1
Gallows Corner Retail Park, Romford	6.0%	46	3.0%	2	4.0%	3	10.0%	7	2.7%	2	4.2%	3	22.4%	15	13.1%	8	0.0%	0	0.0%	0	1.4%	1	7.1%	5
Grove Farm Retail Park, Romford	0.4%	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	0.0%	0
llford Retail Park	0.3%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	1.3%	10	0.0%	0	0.0%	0		0	1.4%	1	0.0%	0	0.0%	0		0	1.5%	1	11.8%	8	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.5%	1	,.	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.8%	6	0.0%	0	0.0%	0	4.3%	3	2.7%	2	0.0%	0	0.0%	0		0	0.0%	0		1	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0		0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0		0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM1 3EE Sainsbury's, High Road, Chadwell Heath, Romford,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	I	Zone 1	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9		Zone 10)	Zone 11		
RM6 6PB																									
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	2	1.5%	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	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	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	0.0%	0	2.9%	2	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.3%	10	9.0%	6	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	3	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.7%	13	0.0%	0	2.7%	2	5.7%	4	2.7%	2	2.8%	2	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	16.9%	129	19.4%	13	21.3%	16	7.1%	5	13.7%	10	22.5%	16	19.4%	13	14.8%	9	13.4%	9	11.8%	8	16.4%	12	25.7%	18	
Home Catalogue	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	
TV / Interactive Shopping	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	1.5%	1	1.4%	1	0.0%	0	
Other location outside study area	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	0.0%	0	1.5%	1	2.9%	2	0.0%	0	1.4%	1	
Other, zone 1	1.2%	9	3.0%	2	2.7%	2	0.0%	0	1.4%	1	1.4%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Other, zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Other, zone 8	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	
London (Other)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	
Goodmayes (including retail park)	0.8%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	1.5%	1	0.0%	0	0.0%	0	
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Beckton superstores and retail parks	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	
Basildon	1.7%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	12	
(Don't know / can't remember)	11.4%	87	14.9%	10	12.0%	9	15.7%	11	6.8%	5	8.5%	6	13.4%	9	8.2%	5	14.9%	10	14.7%	10	5.5%	4	11.4%	8	
Base:		762		67		75		70		73		71		67		61		67		68		73		70	

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone 7	,	Zone 8	6	Zone)	Zone 1	0	Zone 1	1
Q24 Can you tell me whe	ere you c	or you	r house	hold	last mad	le a p	ourchase	of d	omestic	appli	iances, s	such	as wash	ning m	nachines	, frid	ges or co	ooke	rs?					
Barking	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	1.0%	1	1.0%	1	0.0%	0
Brentwood	2.3%	25	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	20
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Collier Row	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.1%	23	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	14.0%	14	2.0%	2	0.0%	0
0	0.1%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill		68		7		10				20		12		5				1		1	0.00/0			0
Hornchurch	6.2%		7.0%		10.0%		4.0%	4	20.0%				5.0%		2.0%	2	1.0%	-	1.0%	-	6.0%	6	0.0%	
Ilford	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	8.5%	94	19.0%	19	6.0%	6	14.0%	14	8.0%	8	5.9%	6	9.0%	9	7.0%	7	15.0%	15	5.0%	5	3.0%	3	2.0%	2
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Upminster	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	1.3%	14	1.0%	1	3.0%	3	0.0%	0	1.0%	1	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Lakeside	8.0%	88	1.0%	1	6.0%	6	1.0%	1	11.0%	11	14.9%	15	1.0%	1	2.0%	2	1.0%	1	8.0%	8	34.0%	34	7.9%	8
Eastern Avenue West Retail Park, Romford	7.5%	83	13.0%	13	13.0%	13	21.0%	21	0.0%	0	0.0%	0	9.0%	9	19.0%	19	5.0%	5	3.0%	3	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	4.6%	51	3.0%	3	1.0%	1	4.0%	4	2.0%	2	3.0%	3	21.0%	21		11	1.0%	1	0.0%	0	1.0%	1	4.0%	4
Grove Farm Retail Park, Romford	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
llford Retail Park	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	0.0%	0
Merrielands Retail Park, Dagenham	0.8%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	6.0%	6	1.0%	1	0.0%	0
Rom Valley Way Retail Park, Romford	0.6%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.5%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	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	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	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	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	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	1.0%	1	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	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

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
Sainsbury's, The Brewery,	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romford, RM1 1AU	01270	-	0.070	Ŭ	0.070	0	11070	•	0.070	0	0.070	0	01070	0	11070	•	0.070	0	01070	0	01070	0	01070	Ũ	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.3%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	16.3%	180	13.0%	13	19.0%	19	11.0%	11	19.0%	19	25.7%	26	10.0%	10	12.0%	12	13.0%	13	15.0%	15	15.0%	15	26.7%	27	
Home Catalogue	1.4%	15	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	3.0%	3	
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Other, zone 8	1.0%	11	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
London (Other)	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	
Goodmayes (including retail park)	1.2%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	11	1.0%	1	0.0%	0	0.0%	0	
Chelmsford	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	0.0%	0	4.0%	4	
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Beckton superstores and retail parks	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	
Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	
(Don't know / can't remember)	8.1%	89	11.0%	11	13.0%	13	11.0%	11	5.0%	5	5.0%	5	13.0%	13	6.0%	6	6.0%	6	9.0%	9	5.0%	5	5.0%	5	
(Don't do this type of shopping)	21.9%	241	28.0%	28	14.0%	14	21.0%	21	19.0%	19	20.8%	21	27.0%	27	31.0%	31	23.0%	23	25.0%	25	18.0%	18	13.9%	14	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	

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	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Q25 And the time before Those who specified a l	•	-	ou or ya	our ho	ouseholo	d last	made a	purc	hase of	dome	estic app	lianc	es, sucł	n as w	/ashing	mach	ines, fri	dges	or cook	ers?				
Barking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.3%	1	0.0%	0
Brentwood	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	11
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	6	1.6%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Dagenham	3.0%	23	1.6%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	18.2%	12	2.6%	2	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	7.5%	58	4.9%	3	13.7%	10	5.9%	4	23.7%	18	14.7%	11	3.3%	2	4.8%	3	1.4%	1	1.5%	1	6.5%	5	0.0%	0
Ilford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Rainham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	10.4%	80	27.9%	17	6.8%	5		10	10.5%	8	6.7%	5	10.0%	6	7.9%	5	15.5%	11	4.5%	3	9.1%	7	3.7%	3
Stratford (including Westfield Stratford City)	0.8%	6	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Upminster	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	1.7%	13	1.6%	1	1.4%	1	1.5%	1	0.0%	0	4.0%	3	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	6.1%	5
Lakeside	11.7%	90	4.9%	3	6.8%	5	1.5%	1	11.8%	9	21.3%	16	6.7%	4	3.2%	2	2.8%	2	10.6%	7	39.0%	30	13.4%	11
Eastern Avenue West Retail Park, Romford	9.3%	72	16.4%	10	13.7%	10	23.5%	16	1.3%	1	0.0%	0	13.3%	8	30.2%	19	7.0%	5	4.5%	3	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	5.7%	44	1.6%	1		2		2		3			28.3%		19.0%	12	1.4%	1	1.5%	1	0.0%	0	4.9%	4
Grove Farm Retail Park, Romford	0.1%	1	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
Ilford Retail Park	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	1.3%	10	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	1.4%	1	10.6%	7	2.6%	2	0.0%	0
Rom Valley Way Retail Park, Romford	0.6%	5	1.6%	1		1		1		1		0		0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.4%	3	0.0%	0		1		0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	1.6%	1		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.4%	3	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.8%	6	0.0%	0		0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.8%	6	0.0%	0		0	0.0%	0		0	1.3%	1	3.3%	2	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford,	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0

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	Tota	1	Zone 1	L	Zone 2		Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8	8	Zone 9)	Zone 1	0	Zone	11
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	3	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	20.7%	160	21.3%	13	26.0%	19	14.7%	10	18.4%	14	33.3%	25	15.0%	9	15.9%	10	14.1%	10	19.7%	13	18.2%	14	28.0%	23
Home Catalogue	1.6%	12	0.0%	0	0.0%	0	1.5%	1	2.6%	2	0.0%	0	3.3%	2	1.6%	1	1.4%	1	1.5%	1	1.3%	1	3.7%	3
Other location outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Other, zone 8	1.3%	10	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	1.5%	1	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	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
London (Other)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	1.5%	1	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0	2.4%	2
Beckton superstores and retail parks	0.3%	2	0.0%	0	1.4%	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
Basildon	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
(Don't know / can't remember)	13.2%	102	14.8%	9	17.8%	13	22.1%	15	10.5%	8	9.3%	7	13.3%	8	3.2%	2	16.9%	12	15.2%	10	9.1%	7	13.4%	11
Base:		772		61		73		68		76		75		60		63		71		66		77		82

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Zone 6

Zone 7

Zone 8

Zone 9

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Zone 5

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Zone 11

Zone 10

Zone 1

Zone 2

Zone 3

Zone 4

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Barking	0.5%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Brentwood	6.4%	70	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.4%	64
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.3%	14	1.0%	1	3.0%	3	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	3.4%	38	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0	38.0%	38	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	0
Dagenham	3.6%	40	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	8	29.0%	29	1.0%	1	0.0%	0
Elm Park	1.6%	18	0.0%	0	5.0%	5	0.0%	0	12.0%	12	0.0%	Õ	0.0%	Ő	0.0%	Ő	1.0%	1	0.0%	0	0.0%	0	0.0%	Õ
Harold Hill	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Hornchurch	7.4%	82	2.0%	2	45.0%	45	1.0%	1	27.0%	27	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Ilford	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Rainham	3.4%	38	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	31.0%	31	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	27.8%	306	61.0%	61	13.0%	13	65.0%	65	20.0%	20	6.9%	7	25.0%	25	41.0%	41	41.0%	41	21.0%	21	11.0%	11	1.0%	1
Stratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Upminster	5.4%	60	0.0%	0	2.0%	2	1.0%	1	2.0%	2	54.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	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
Lakeside	4.1%	45	0.0%	0	1.0%	1	0.0%	0	5.0%	5	13.9%	14	1.0%	1	0.0%	0	2.0%	2	4.0%	4	13.0%	13	5.0%	5
Gallows Corner Retail Park, Romford	1.5%	16	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	8.0%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	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	4.0%	4	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.6%	7	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.1%	1	0.0%	0	0.0%	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
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	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	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	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	0.0%	0

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	Tota	վ	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.6%	29	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	19.0%	19	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.3%	25	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	14.0%	14	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	2.2%	24	2.0%	2	8.0%	8	7.0%	7	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.3%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.7%	30	2.0%	2	5.0%	5	0.0%	0	1.0%	1	5.0%	5	2.0%	2	2.0%	2	0.0%	0	3.0%	3	5.0%	5	5.0%	5
Home Catalogue	0.5%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
TV / Interactive Shopping	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other location outside study	0.5%	5	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
area																								
Other, zone 1	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	0.0%	0
Other, zone 3	0.9%	10	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other, zone 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.3%	3	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	0.0%	0	0.0%	0
Other, zone 8	1.0%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.4%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other, zone 11	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	0.0%	0	4.0%	4
London (Other)	0.4%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Basildon	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	0.0%	0	5.0%	5
(Don't know / can't remember)	1.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	1.0%	1	6.0%	6	1.0%	1	0.0%	0
(Don't do this type of shopping)	10.2%	112	14.0%	14	5.0%	5	8.0%	8	8.0%	8	5.0%	5	17.0%	17	5.0%	5	14.0%	14	17.0%	17	10.0%	10	8.9%	9
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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									10			JIC		500	au	CD										Septe
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	2	Zone 7	,	Zone 8	8	Zone	9	Zone	10	Zone	11	
Q27 And the time before Those who specified a			lid you d	or you	ur house	ehold	go to m	ake a	purcha	se of	health,	beaut	ty or che	emist	iten	ns?										
Barking	0.4%	4	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	
Brentwood	6.6%	64	1.2%	1	0.0%	0		1	0.0%	0		1	0.070	5		0.0%	0	0.0%	0	0.0%	0			60.9%	56	
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.5%	15	2.4%	2	3.2%	3	0.0%	0	1.1%	1	4.2%	4	0.0%	0	2	2.1%	2	1.2%	1	1.3%	1	0.0%	0	1.1%	1	
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1	.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Collier Row	4.0%	39	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39	9.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dagenham	4.0%	39	0.0%	0	0.0%	0	2.2%	2	2.2%	2	0.0%	0	0.0%	0	0	0.0%	0	8.2%	7	33.8%	26	2.2%	2	0.0%	0	
Elm Park	1.7%	17	0.0%	0	4.2%	4	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Grays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Harold Hill	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	17	1	.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Hornchurch	7.8%	76	1.2%	1	34.7%	33	1.1%	1	33.7%	31	3.1%	3	3.8%	3	0	0.0%	0	1.2%	1	1.3%	1	2.2%	2	0.0%	0	
Ilford	0.6%	6	1.2%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%	0	
Rainham	3.0%	29	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0	0.0%	0	1.2%	1	1.3%	1	27.0%	24	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	31.1%	304	67.1%	57	24.2%	23	67.4%	62	17.4%	16	4.2%	4	29.1%	23	41	.5%	39	50.6%	43	28.6%	22	14.6%	13	2.2%	2	
Stratford (including Westfield Stratford City)	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	1.2%	1	1.3%	1	1.1%	1	1.1%	1	
Upminster	5.6%	55	0.0%	0	2.1%	2	1.1%	1	1.1%	1	50.0%	48	1.3%	1	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Lakeside	6.0%	59	1.2%	1	4.2%	4	3.3%	3	9.8%	9	16.7%	16	1.3%	1	0	0.0%	0	1.2%	1	6.5%	5	18.0%	16	3.3%	3	
Gallows Corner Retail Park, Romford	2.3%	22	1.2%	1	3.2%	3	0.0%	0	0.0%	0	3.1%	3	11.4%	9	5	5.3%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Merrielands Retail Park, Dagenham	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	3.9%	3	1.1%	1	0.0%	0	
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.5%	5	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2	2.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch,	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RM12 4RX Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	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	5.9%	5	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.4%	4	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	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, The Brewery,	0.9%	9	1.2%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.5%	2	1	.1%	1	1.2%	1	1.3%	1	1.1%	1	0.0%	0	

Romford, RM1 1AU

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	Tota	I	Zone 1	l	Zone 2		Zone 3	;	Zone 4		Zone 5		Zone 6		Zone 7	7	Zone 8		Zone 9		Zone 1	0	Zone 1	1
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.9%	28	0.0%	0	0.0%	0	0.0%	0	7.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	19.1%	17	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.7%	26	5.9%	5	2.1%	2	0.0%	0	2.2%	2	3.1%	3	12.7%	10	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.6%	16	1.2%	1	7.4%	7	7.6%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.5%	5	0.0%	0	2.1%	2	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.6%	25	2.4%	2	4.2%	4	0.0%	0	0.0%	0	4.2%	4	5.1%	4	2.1%	2	0.0%	0	2.6%	2	3.4%	3	4.3%	4
Home Catalogue	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	1.3%	1	1.1%	1	0.0%	0
TV / Interactive Shopping	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other location outside study area	0.3%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	1.0%	10	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Other, zone 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	10	1.3%	1	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	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	0.0%	0	4.3%	4
London (Other)	0.4%	4	1.2%	1	0.0%	0	2.2%	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
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Beckton superstores and retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
(Don't know / can't remember)	1.9%	19	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.1%	3	2.5%	2	0.0%	0	2.4%	2	5.2%	4	3.4%	3	3.3%	3
Base:		976		85		95		92		92		96		79		94		85		77		89		92

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	1
Q28 Can you tell me who	ere you	or you	ur house	ehold	last mad	de a p	ourchase	e of re	ecreatior	nal go	ods suc	h as	sports	equipr	ment, bi	cycle	s, music	al ins	strumen	ts or	toys?			
Brentwood	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	17
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Elm Park	0.1%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	1.0%	1	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	0
Hornchurch	0.8%	9	1.0%	1	3.0%	3	0.0%	Õ	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0
Ilford	0.4%	4	1.0%	1	0.0%	0	0.0%	Ő	0.0%	0	1.0%	1	0.0%	Ő	1.0%	1	1.0%	1	0.0%	Ő	0.0%	ŏ	0.0%	ŏ
Rainham	0.2%	2	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	õ
Romford (including The	10.3%	113	20.0%		18.0%		15.0%	15		11	5.0%	5	10.0%	10	9.0%	9	10.0%	10	8.0%	8	6.0%	6	1.0%	1
Liberty, The Mall and The Brewery)																								
Stratford (including Westfield Stratford City)	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		0	0.0%	0
Upminster	0.3%	3	0.0%	0		0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	9.8%	108	2.0%	2	12.0%	12	0.0%	0	16.0%	16	26.7%	27	4.0%	4	2.0%	2	1.0%	1	7.0%	7	36.0%	36	1.0%	1
Gallows Corner Retail Park, Romford	1.5%	16		1		3	1.0%	1	1.0%	1	0.0%	0	4.0%	4	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Grove Farm Retail Park, Romford	0.4%	4		0		1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.4%	4		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2	2.0%	2	0.0%	0
Rom Valley Way Retail Park, Romford	0.2%	2		1		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
Homebase, Rom Valley Way, Romford	0.1%	1		0		0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.1%	1	0.0%	0		0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11	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	0.0%	0

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Havering Retail & Leisure Study for Peter Brett Associates

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Internet / delivered	6.4%	71	3.0%	3	14.0%	14	3.0%	3	6.0%	6	7.9%	8	5.0%	5	3.0%	3	5.0%	5	5.0%	5	3.0%	3	15.8%	16
Home Catalogue	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TV / Interactive Shopping	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	1.0%	1	1.0%	1	0.0%	0
Other location outside study	0.5%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
area																								
Other, zone 1	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.1%	12	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	2.0%	2	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	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
London (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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	30	7.0%	7	3.0%	3	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	2.0%	2	3.0%	3	5.0%	5
(Don't do this type of shopping)	58.9%	649	59.0%	59	40.0%	40	68.0%	68	59.0%	59	48.5%	49	69.0%	69	72.0%	72	68.0%	68	63.0%	63	44.0%	44	57.4%	58
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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for Pe	ter Brett	Associates
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	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4	1	Zone	5	Zone 6	6	Zone	7	Zone	8	Zone 9		Zone 1	0	Zone	11
Q29 And the time before Those who specified a			id you o	r you	ır house	hold	go to ma	ake a	purchas	e of	recreatio	onal g	joods su	ich a	s sports	equij	oment, b	oicycl	es, musi	cal i	nstrume	nts o	r toys?	
Brentwood	4.3%	- 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	17
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.9%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	01070	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Chigwell	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	0.0%	0
Collier Row	0.2%	1	0.0%	0	0.0%	0	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
Dagenham	1.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.4%	1	0.0%	0	3.7%	1	11.4%	4	0.0%	0	0.0%	0
Elm Park	0.5%	2	0.0%	Õ	0.0%	Ő	0.0%	Ő	4.9%	2		0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Õ
Grays	0.2%	1	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Õ	1.9%	1	0.0%	Ő
Hornchurch	2.1%	9	0.0%	Õ	8.8%	5	0.0%	0	4.9%	2	3.8%	2	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ
lford	0.9%	4	0.0%	Ő	0.0%	0	0.0%	ŏ	0.0%	0		0	0.0%	Ő	0.0%	Ő	11.1%	3	2.9%	1	0.0%	Ő	0.0%	Ő
Rainham	0.2%	1	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	0		Ő	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Romford (including The	25.3%	107	52.9%		28.1%				22.0%		11.5%	6	27.6%	8	46.4%	13	29.6%		25.7%	9	15.1%	8	0.0%	0
Liberty, The Mall and The Brewery)	23.370	107	52.970	10	20.170	10	41.470	12	22.070	,	11.570	0	27.070	0	40.470	15	29.070	0	23.170	,	15.170	0	0.070	0
Stratford (including Westfield Stratford City)	0.5%	2	2.9%	1	0.0%	0	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
Jpminster	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	27.0%	114	14.7%	5	21.1%	12	6.9%	2	43.9%	18	51.9%	27	17.2%	5	3.6%	1	3.7%	1	22.9%	8	58.5%	31	10.5%	4
Gallows Corner Retail Park, Romford	2.4%	10	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	13.8%	4	10.7%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Grove Farm Retail Park, Romford	0.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	1.9%	1	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.9%	4	0.0%	0		0	3.4%	1	0.0%	0		0	0.0%	0	3.6%	1	3.7%	1	2.9%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.2%	1		1		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3&Q Tangent Link, Harold Hill, Romford	0.2%	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
Homebase, Rom Valley Way, Romford	0.2%	1		0		0	3.4%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	1	0.0%	0	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
Cesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	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	7.5%	4	0.0%	0
Sesco Extra, Bryant Avenue, Romford, RM3 0LL	0.7%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.7%	3	0.0%	0	3.5%	2	3.4%	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

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	Total		Zone 1		Zone	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8		Zone 9		Zone 1	0	Zone	11
Internet / delivered	15.1%	64	8.8%	3	21.1%	12	10.3%	3	2.4%	1	17.3%	9	17.2%	5	17.9%	5	22.2%	6	8.6%	3	9.4%	5	31.6%	12
Home Catalogue	0.9%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
TV / Interactive Shopping	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	2.9%	1	1.9%	1	0.0%	0
Other location outside study area	1.2%	5	0.0%	0	5.3%	3	3.4%	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
Other, zone 1	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	3.1%	13	5.9%	2	0.0%	0	17.2%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	1	11.1%	3	5.7%	2	0.0%	0	0.0%	0
Other, zone 11	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
London (Other)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.5%	2	2.9%	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	2.6%	1
Beckton superstores and retail parks	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	0.0%	0
Basildon	0.2%	1	0.0%	0	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
(Don't know / can't remember)	4.0%	17	5.9%	2	1.8%	1	6.9%	2	12.2%	5	1.9%	1	0.0%	0	7.1%	2	0.0%	0	5.7%	2	0.0%	0	5.3%	2
Base:		423		34		57		29		41		52		29		28		27		35		53		38

Barking

Brentwood

Collier Row

Dagenham

Harold Hill

Hornchurch

Elm Park

Central London - West End

(Oxford Street / Regent Street / Bond Street)

Total

0.1%

2.2%

0.5%

0.2%

1.0%

0.1%

0.3%

0.6%

Zone 1

0.0%

0.0%

0.0%

0.0%

7 0.0%

1 24

> 6 2.0%

> 2 0.0%

11

1

3 0.0% 0

0

0

0

0

0

Zone 2

Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?

Zone 3

Zone 4

Havering Retail & Leisure Study

Zone 6

Zone 7

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for Peter	Brett A	Associates
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Zone 5

0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0.0% 0 0.0% 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 22.8% 23 2 0.0% 0 0.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 3.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0.0% 0.0% 3 6.0% 6 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.0% 1 0.0% 0 4.0% 4 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 1 0 1.0% 1 0.0%

Zone 8

Zone 9

Zone 10

Zone 11

Ilford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Rainham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Romford (including The	18.2%	201	33.0%	33	24.0%	24	36.0%	36	18.0%	18	3.0%	3	12.0%	12	26.0%	26	25.0%	25	17.0%	17	6.0%	6	1.0%	1
Liberty, The Mall and The Brewery)																								
Upminster	1.4%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bluewater	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lakeside	0.3% 5.1%	56	0.0%	0	3.0%	3	2.0%	2	0.0% 9.0%	9	0.0% 19.8%	20	1.0%	1	0.0%	0	0.0%	0	0.0% 3.0%	3	17.0%	17	2.0%	1
Eastern Avenue West Retail	0.1%	30	0.0%			1		0	9.0% 0.0%	9		20	0.0%	0				0	5.0% 0.0%				0.0%	0
Park, Romford	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	0.0%	0
Gallows Corner Retail Park, Romford	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dagenham						÷		÷								Ũ								÷
Asda, Dolphin Approach,	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Gardens,																								
Romford, RM1 3EE	0.4.07		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	1.000		0.004	0	0.004	0	0.00/	0
Sainsbury's, High Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath, Romford,																								
RM6 6PB	0.20/	3	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.00/	2	0.00/	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, The Brewery,	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM1 1AU	0.5%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road,	0.9%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Rainham, RM13 9YZ	0.770	10	0.070	0	0.070	0	0.070	0	5.070	5	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	5.070	5	0.070	0
Tesco Extra, Bryant Avenue,	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford, RM3 0LL																								
Tesco Extra, High Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes, Romford,																								
RM6 4HY																								
Tesco Extra, Hornchurch	0.4%	4	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Hornchurch, RM11																								
1PY	0.20/	2	0.00/	0	0.00/	0	0.00/	0	1.00/	1	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Tesco, Airfield Way,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Base:

1102

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100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hornchurch, RM12 5AF																								
Internet / delivered	28.2%	311	26.0%	26	42.0%	42	17.0%	17	21.0%	21	37.6%	38	25.0%	25	26.0%	26	22.0%	22	27.0%	27	25.0%	25	41.6%	42
Home Catalogue	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive Shopping	0.5%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other location outside study	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
area																								
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London (Other)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't	3.1%	34	0.0%	0	3.0%	3	5.0%	5	1.0%	1	6.9%	7	4.0%	4	3.0%	3	4.0%	4	4.0%	4	0.0%	0	3.0%	3
remember) (Don't do this type of shopping)	32.5%	358	30.0%	30	20.0%	20	34.0%	34	33.0%	33	16.8%	17	46.0%	46	39.0%	39	40.0%	40	42.0%	42	35.0%	35	21.8%	22

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for Peter Brett Associates	
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 Total
 Zone 1
 Zone 2
 Zone 3
 Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11

Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?

Those who specified a location at Q30

Barking	0.1%	1	0.0%	0		0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.5%	25	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	22
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.1%	8	2.9%	2	1.3%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.7%	12	1.4%	1	0.0%	Ő	1.6%	1	1.5%	1	0.0%	Õ	0.0%	0	0.0%	0	5.4%	3	11.1%	6	0.0%	0	0.0%	Õ
Harold Hill	0.4%	3	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Õ	6.0%	3	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Õ
Hornchurch	1.0%	7	0.0%	0	2.6%	2	0.0%	0	3.0%	2	1.3%	1	2.0%	1	0.0%	Õ	0.0%	Õ	0.0%	Ő	1.5%	1	0.0%	Õ
Ilford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	Õ	1.8%	1	0.0%	Õ	0.0%	0	0.0%	Õ
Rainham	1.1%	8	0.0%	Ő	0.0%	Ő	0.0%	ŏ	1.5%	ĩ	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	10.8%	7	0.0%	ŏ
Romford (including The	27.7%	197	50.0%		24.7%	19	57.4%	35	22.7%	15	3.9%	3			51.7%	30	42.9%	24	27.8%		10.8%	7	3.9%	3
Liberty, The Mall and The Brewery)																								
Stratford (including	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Westfield Stratford City)																								
Upminster	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bluewater	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lakeside	11.5%	82	2.9%	2	11.7%	9	3.3%	2	21.2%	14	31.2%	24	8.0%	4	1.7%	1	1.8%	1	7.4%	4	29.2%	19	2.6%	2
Eastern Avenue West Retail	0.3%	2	1.4%	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
Park, Romford																								
Gallows Corner Retail Park, Romford	0.8%	6	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	3	1.4%	1	0.0%	0	1.6%	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
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.7%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	6.2%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.7%	5	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.0%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.6%	4	1.4%	1	2.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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									fo	r P	eter I	Bre	tt Ass	soci	ates										September 201
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	1	
Hornchurch, RM12 5AF																									
Internet / delivered	38.0%	270	28.6%	20	45.5%	35	26.2%	16	28.8%	19	40.3%	31	44.0%	22	36.2%	21	37.5%	21	46.3%	25	30.8%	20	52.6%	40	
Home Catalogue	0.6%	4	2.9%	2	0.0%	0		0	0.0%	0	0.0%	0	2.0%	1	0.0%	0		0		1	0.0%	0	0.0%	0	
TV / Interactive Shopping	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	
Other location outside study	0.4%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
area																									
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	2.0%	1	0.0%	0	01070	0	0.0%	0	0.0%	0	0.0%	0	
Other, zone 11	0.3%	2	0.0%	0	0.0%	0	0.00/0	0	0.0%	0	0.070	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		2	
Southend	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.070	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.00/0	0	0.0%	0	0.070	0		0	0.0%	0		0	0.0%	0	0.070	0		1	
Basildon	0.3%	2		0	0.0%	0	0.010	0	1.5%	1	0.0%	0		0	0.0%	0		0		0		0		1	
(Don't know / can't remember)	2.3%	16	2.9%	2	2.6%	2	4.9%	3	1.5%	1	0.0%	0	2.0%	1	0.0%	0	1.8%	1	1.9%	1	4.6%	3	2.6%	2	
Base:		710		70		77		61		66		77		50		58		56		54		65		76	
Q32 Do you visit Romfo	rd town	centr	e regula	rly fo	r shopp	ing, l	eisure o	r worl	(?																
Yes	60.7%	669	87.0%	87	64.0%	64	81.0%	81	76.0%	76	28.7%	29	62.0%	62	75.0%	75	72.0%	72	53.0%	53	49.0%	49	20.8%	21	
No	39.3%	433	13.0%	13	36.0%	36	19.0%	19	24.0%	24	71.3%	72	38.0%	38	25.0%	25	28.0%	28	47.0%	47	51.0%	51	79.2%	80	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	
Mean score [Times Once a year = 0.019				laily =	7, 2 - 3	times	s a week	= 2.5	, Once a	a wee	k = 1, Oı	nce a	fortnigh	nt = 0.	.5, Once	a mo	onth = 0.2	25, O	nce ever	y 2 -	3 month	s = 0	.1, Once	every 6 r	nonths = 0.038,
Q32AHow often do you v Those who visit Romfo				ntre?																					
Everyday / daily	4.8%	32	11.5%	10		2		8	0.0%	0		1	4.8%	3	2.7%	2		3		1	0.0%	0	,,	2	
2 - 3 times a week	18.1%	121	35.6%	31	10.9%	7	21.0%	17	7.9%	6	6.9%	2	14.5%	9	25.3%	19	18.1%	13	26.4%	14	6.1%	3	0.0%	0	

Everyday / daily	4.8%	32	11.5%	10	3.1%	2	9.9%	8	0.0%	0	3.4%	1	4.8%	3	2.7%	2	4.2%	3	1.9%	1	0.0%	0	9.5%	2
2-3 times a week	18.1%	121	35.6%	31	10.9%	7	21.0%	17	7.9%	6	6.9%	2	14.5%	9	25.3%	19	18.1%	13	26.4%	14	6.1%	3	0.0%	0
Once a week	32.7%	219	33.3%	29	26.6%	17	44.4%	36	30.3%	23	10.3%	3	33.9%	21	37.3%	28	40.3%	29	22.6%	12	32.7%	16	23.8%	5
Once a fortnight	14.8%	99	5.7%	5	18.8%	12	9.9%	8	17.1%	13	13.8%	4	11.3%	7	21.3%	16	16.7%	12	18.9%	10	18.4%	9	14.3%	3
Once a month	17.9%	120	9.2%	8	29.7%	19	7.4%	6	26.3%	20	44.8%	13	27.4%	17	9.3%	7	15.3%	11	11.3%	6	16.3%	8	23.8%	5
Once every 2 - 3 months	6.3%	42	2.3%	2	7.8%	5	1.2%	1	9.2%	7	13.8%	4	6.5%	4	1.3%	1	4.2%	3	7.5%	4	16.3%	8	14.3%	3
Once every 6 months	2.1%	14	1.1%	1	1.6%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	8.2%	4	9.5%	2
Once a year	0.7%	5	0.0%	0	0.0%	0	1.2%	1	1.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.8%	1
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	16	1.1%	1	1.6%	1	4.9%	4	2.6%	2	3.4%	1	1.6%	1	2.7%	2	1.4%	1	5.7%	3	0.0%	0	0.0%	0
Mean:		1.28		2.11		0.96		1.82		0.69		0.76		1.20		1.37		1.30		1.22		0.64		1.06
Base:		669		87		64		81		76		29		62		75		72		53		49		21
Havering Retail & Leisure Study

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for Peter Brett Associates

	Tota	ıl	Zone	1	Zone	2	Zone 3	5	Zone 4	l	Zone 5	5	Zone	6	Zone	e 7	Zone	8	Zone 9		Zone 10)	Zone 1	1
Q32BWhat do you like ab Those who visit Romfor				ntre?	[MR]																			
Close to home	36.9%	247	56.3%	49	37.5%	24	35.8%	29	27.6%	21	27.6%	8	50.0%	31	48.0%	36	43.1%	31	13.2%	7	18.4%	9	9.5%	2
Close to work / en route to work	2.1%	14	4.6%	4	0.0%	0	0.0%	0	1.3%	1	10.3%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	4.8%	1
Easily accessible by foot / cycle	1.8%	12	1.1%	1	3.1%	2	6.2%	5	1.3%	1	0.0%	0	1.6%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good and / or free car parking	3.1%	21	2.3%	2	3.1%	2	3.7%	3	5.3%	4	3.4%	1	1.6%	1	2.7%	2	1.4%	1	5.7%	3	2.0%	1	4.8%	1
Good bus service / accessible public transport	6.4%	43	3.4%	3	1.6%	1	6.2%	5	6.6%	5	6.9%	2	12.9%	8	8.0%	6	8.3%	6	1.9%	1	12.2%	6	0.0%	0
Markets	7.5%	50	3.4%	3	6.3%	4	6.2%	5	13.2%	10	13.8%	4	3.2%	2	6.7%	5	6.9%	5	7.5%	4	12.2%	6	9.5%	2
Good range of chain / well known stores	28.4%	190		13		28			26.3%		20.7%		24.2%	15		17		26	47.2%		20.4%		19.0%	4
Good range of independent stores	16.4%	110	18.4%	16	28.1%	18	11.1%	9	14.5%	11	6.9%	2	16.1%	10	9.3%	7	20.8%	15	20.8%	11	14.3%	7	19.0%	4
Restaurants / cafes	4.3%	29	3.4%	3	9.4%	6	0.0%	0	2.6%	2	3.4%	1	1.6%	1	1.3%	1	8.3%	6	9.4%	5	6.1%	3	4.8%	1
Bars / pubs / clubs	0.9%	6	1.1%	1	3.1%	2		0		1	0.0%	0	1.6%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.7%	5	0.0%	0		2		1	0.0%	0	3.4%	1	0.0%	0		0		0	1.9%	1	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	1.5%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	2.8%	2	3.8%	2	6.1%	3	0.0%	0
Good prices	0.9%	6	0.0%	0	1.6%	1	1.2%	1	1.3%	1	3.4%	1	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	7.2%	48	6.9%	6		5	2.5%	2	6.6%	5	10.3%	3	6.5%	4	12.0%	9	12.5%	9	1.9%	1	6.1%	3	4.8%	1
Cleanliness	0.9%	6	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.6%	1	1.3%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Interesting activities / promotional events	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact centre	3.7%	25	3.4%	3	4.7%	3	1.2%	1	6.6%	5		0		4	1.3%	1	2.8%	2	3.8%	2	6.1%	3	4.8%	1
Undercover / sheltered areas	2.8%	19	1.1%	1	0.0%	0	3.7%	3	2.6%	2	6.9%	2	1.6%	1	1.3%	1	4.2%	3	5.7%	3	0.0%	0	14.3%	3
Familiarity	1.9%	13	0.0%	0	0.0%	0		6	1.3%	1	3.4%	1	3.2%	2		2		1	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.9%	6	0.0%	0		1	3.7%	3	0.0%	0		0		0	0.0%	0		1	0.0%	0	0.0%	0	4.8%	1
Friendly people	1.0%	7	1.1%	1	1.6%	1	1.2%	1	1.3%	1	0.0%	Ő		1	1.3%	1	1.4%	1	0.0%	Õ	0.0%	Ő	0.0%	0
Close to family	0.1%	1	0.0%	0	0.0%	0		0		0		0		0	0.0%	0		0	0.0%	Õ	0.0%	0	4.8%	1
Not too busy	0.1%	1	0.0%	ŏ		Ő		ŏ	0.0%	Ő	0.070	Ő	0.070	Ő		ŏ		Ő	0.0%	Ő	2.0%	1	0.0%	0
Nothing / very little	14.8%	99	14.9%	13		7			22.4%	17		7		8		10		2	9.4%	5	20.4%	10	23.8%	5
(Don't know)	0.9%	6	1.1%	1	1.6%	1	0.0%	0	1.3%	1	0.0%	0		1	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Base:		669		87		64		81		76		29		62		75		72		53		49		21

More parking

Cheaper parking

to the centre

bus services New / relocated bus stops

Improved access for

More shelter from wind /

environment of centre

More control on alcohol /

drinkers / drug users

More green spaces / areas

social behaviour

displays

Improve appearance /

Centre

users

litter

rain

More secure parking

Total

Zone 1

Zone 2

Zone 3

Zone 4

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Zone 6

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Zone 5

Q32CCan I ask, what things could be improved about Romford town centre? [MR] Those who visit Romford town centre at Q32 7.3% 49 6.9% 6 9.4% 6 6.2% 5 6.6% 5 10.3% 3 4.8% 3 9.3% 7 8.3% 6 3.8% 2 10.2% 5 4.8% 1 1 0.4% 3 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 2.0% 0.0% 0 1 12.9% 86 11.5% 10 26.6% 17 6.2% 5 21.1% 16 17.2% 5 8.1% 5 6.7% 5 9.7% 7 7.5% 4 22.4% 11 4.8% 1 2 1.2% 3 2 2 0.0% 0 3 More accessible car parking 3.1% 21 3.4% 3 4.7% 3 1 3.9% 3.4% 1 3.2% 2.7% 2.8% 6.1% 4.8% 1 More frequent bus services 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 More reliable / comfortable 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 1.2% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Better signposting within the 0.1% 1 0 1 0 More priority for pedestrians 0.3% 2 0.0% 0 1.6% 0.0% 0 1.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 1.0% 7 2.3% 2 1.6% 2.5% 2 0.0% 0 0.0% 0 1.6% 0.0% 0 1.4% 0.0% 0.0% 0 0.0% 0 1 1 0 1 wheelchair and pushchair Cleaner Streets / removal of 4.0% 27 9.2% 8 4.7% 3 1.2% 3.9% 3 3.4% 3.2% 2 8.0% 6 0.0% 0 0.0% 0 0.0% 0 14.3% 3 1 1 1.0% 7 1.1% 1 3.1% 2 2.5% 2 1.3% 1 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 3.0% 20 3.4% 3 6.3% 4 2.5% 2 3.9% 3 0.0% 0 3.2% 2 0.0% 0 1.4% 1 5.7% 3 0.0% 0 9.5% 2 Improved security measures / 1.5% 10 1.1% 1 0.0% 0 1.2% 1 1.3% 1 0.0% 0 6.5% 4 0.0% 0 1.4% 1 1.9% 1 2.0% 1 0.0% 0 more CCTV / more police 1.2% 0.0% 8 2.3% 2 1.6% 2.5% 2 1.3% 0.0% 0 0.0% 0 1.4% 0 0.0% 0 0.0% 0 1 1 1.6% 1 1 More control on other anti-1.6% 11 3.4% 3 0.0% 0 2.5% 2 1.3% 1 0.0% 0 6.5% 4 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 Better street furniture / floral 2.2% 2.3% 2 0.0% 1.2% 1.3% 0.0% 0 3.2% 2 6.7% 5 1.9% 1 2.0% 4.8% 15 0 1 1 1.4% 1 1 1 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 Mora national multiple (high 0.004 Δ 1 20/ 2 204 15 2 40 2 0.00/ Δ 4 00/ 2 /0/ 1 (0/ 6.00/ 5 0.00/ Δ 0.00/ Δ 4 1 1 1 0.0% 0

Zone 7

Zone 9

Zone 8

Zone 10

Zone 11

0.0%

0.0%

0.0%

0.0% 4.8%

0.0%

0.0% 0.0%

0.0%

0.0%

0 0

0

0

1

0 0

0

0

0

street chain) retailers	2.2%	15	3.4%	3	0.0%	0	4.9%	4	0.0%	0	3.4%	1	1.6%	1	1.3%	I	6.9%	5	0.0%	0	0.0%	0	(
Bigger / better supermarket	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.9%	1	0.0%	0	1
More independent shops	2.4%	16	2.3%	2	4.7%	3	0.0%	0	1.3%	1	0.0%	0	3.2%	2	4.0%	3	6.9%	5	0.0%	0	0.0%	0	
Better choice of shops in general	3.6%	24	0.0%	0	3.1%	2	4.9%	4	6.6%	5	0.0%	0	0.0%	0	2.7%	2	11.1%	8	5.7%	3	0.0%	0	(
Better quality of shops	2.4%	16	2.3%	2	1.6%	1	2.5%	2	2.6%	2	0.0%	0	0.0%	0	4.0%	3	6.9%	5	1.9%	1	0.0%	0	
Improvement to the market	7.6%	51	9.2%	8	6.3%	4	8.6%	7	11.8%	9	0.0%	0	8.1%	5	5.3%	4	6.9%	5	5.7%	3	10.2%	5	
More / better eating places	0.9%	6	3.4%	3	1.6%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fewer bars / nightclubs	0.4%	3	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More / better leisure facilities	1.0%	7	3.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
More family oriented facilities	0.4%	3	1.1%	1	1.6%	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	
More secure children's play	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6	5	Zone 7	,	Zone 8	3	Zone)	Zone 1	0	Zone 1	1	
areas																									
Fewer closed shops	0.7%	5	3.4%	3	0.0%	0	1.2%	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	
More public toilets	0.7%	5	0.0%	0	1.6%	1	2.5%	2	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better range of services	0.9%	6	3.4%	3	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fewer people / too busy	0.6%	4	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	0.0%	0	0.0%	0	
Make it more compact / shops are too spread out	1.2%	8	3.4%	3	0.0%	0	1.2%	1	0.0%	0	3.4%	1	1.6%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.8%	32	3.4%	3	1.6%	1	8.6%	7	1.3%	1	10.3%	3	1.6%	1	6.7%	5	1.4%	1	9.4%	5	8.2%	4	4.8%	1	
(None mentioned)	46.3%	310	36.8%	32	40.6%	26	45.7%	37	40.8%	31	44.8%	13	51.6%	32	45.3%	34	50.0%	36	56.6%	30	51.0%	25	66.7%	14	
Base:		669		87		64		81		76		29		62		75		72		53		49		21	

Havering Retail & Leisure Study for Peter Brett Associates

									fo	r Po	eter l	Bret	t As	soci	ates										September 2014
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Q33 In which town, villa	ge or ou	t-of-to	wn loca	ation o	does yo	ur hou	usehold	l spen	d most	mone	ey on re	staura	ints?												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Bluewater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Brentwood	9.3%	102	4.0%	4	3.0%	3	3.0%	3	4.0%	4	7.9%	8	19.0%	19	7.0%	7	0.0%	0	1.0%	1	0.0%	0	52.5%	53	
Central London - West End (Oxford Street / Regent Street / Bond Street)	6.2%	68	9.0%	9	9.0%	9	3.0%	3	3.0%	3	6.9%	7	7.0%	7	5.0%	5	10.0%	10	4.0%	4	6.0%	6	5.0%	5	
Chigwell	0.7%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	
Collier Row	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dagenham	1.7%	19	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	11.0%	11	1.0%	1	0.0%	0	
Grays	0.1%	1	0.0%	0	0.0%	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	
Harold Hill	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch	15.7%	173	16.0%	16	49.0%	49	24.0%	24	40.0%	40	11.9%	12	4.0%	4	6.0%	6	1.0%	1	6.0%	6	15.0%	15	0.0%	0	
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	
Lakeside	3.4%	38	1.0%	1	4.0%	4	2.0%	2	5.0%	5	1.0%	1	2.0%	2	3.0%	3	2.0%	2	3.0%	3	14.0%	14	1.0%	1	
Rainham	1.7%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	15.0%	15	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	17.3%	191	29.0%	29	15.0%	15	29.0%	29	10.0%	10	2.0%	2	16.0%	16	27.0%	27	25.0%	25	27.0%	27	10.0%	10	1.0%	1	
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Upminster	6.1%	67	0.0%	0	2.0%	2	0.0%	0	7.0%	7	50.5%	51	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Barkingside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Basildon	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	
Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Billericay	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	0.0%	0	3.0%	3	
Blackmore	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	0.0%	0	
Canterbury	0.1%	1	0.0%	0	0.0%	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	
Chadwell Heath	0.9%	10	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	
Chelmsford	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	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	
Cranham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Epping	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	0.0%	0	
Gidea Park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Greenwich	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	0.0%	0	
Guildford	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	
Hatfield Peverel	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Heathrow 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%	0	
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		0	
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Newbury Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ongar	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Shenfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford Rivers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Green	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	8.5%	94	11.0%	11	0.0%	0	8.0%	8	8.0%	8	3.0%	3	7.0%	7	8.0%	8	11.0%	11	14.0%	14	7.0%	7	16.8%	17
(Don't do this activity)	22.1%	244	24.0%	24	15.0%	15	21.0%	21	19.0%	19	10.9%	11	39.0%	39	32.0%	32	32.0%	32	22.0%	22	23.0%	23	5.9%	6
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

									fo	r Po	eter l	Bret	tt Ass	oci	ates										September 2014
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Q34 In which town, villa	ge or ou	t-of-to	own loca	ation	does yo	ur hoi	usehold	spen	id most	mone	ey on ca	fes/p	oubs / b	ars?											
Barking	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Brentwood	6.7%	74	2.0%	2	2.0%	2	2.0%	2	2.0%	2	3.0%	3	7.0%	7	2.0%	2	0.0%	0	1.0%	1	2.0%	2	50.5%	51	
Central London - West End (Oxford Street / Regent Street / Bond Street)	3.6%	40	6.0%	6		5	1.0%	1	2.0%	2	4.0%	4	5.0%	5	3.0%	3	6.0%	6	4.0%	4	2.0%	2	2.0%	2	
Chigwell	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Collier Row	1.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dagenham	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	11.0%	11	2.0%	2	0.0%	0	
Elm Park	0.1%	1	0.0%	0	0.0%	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	
Harold Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch	11.4%	126	7.0%	7	38.0%	38	11.0%	11	41.0%	41	5.0%	5	2.0%	2	3.0%	3		2	3.0%	3	14.0%	14	0.0%	0	
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Lakeside	1.1%	12	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.0%	6	0.0%	0	
Rainham	1.5%	16	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	15.1%	166			19.0%	19	25.0%	25	10.0%	10	1.0%	1	18.0%	18		10			12.0%		11.0%	11		1	
Stratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	
Upminster	5.2%	57	0.0%	0	3.0%	3	1.0%	1	3.0%	3	46.5%	47	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	
Abroad	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Becontree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Chadwell Heath	1.2%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	3.0%	3	0.0%	0	0.0%	0	
Chelmsford	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	0.0%	0	
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	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	
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.0%	1	0.0%	0	0.0%	0	
Gidea Park	0.5%	6	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2		Õ		0	0.0%	0	0.0%	0	0.0%	Ő	
Great Warley	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		0	0.0%	Õ	0.0%	0		Õ	
Greenwich	0.1%	1	0.0%	Õ	0.0%	Õ	1.0%	1	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ		0	0.0%	Õ	0.0%	0	0.0%	Õ	
Harold Wood	0.1%	1	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	0	1.0%	1	0.0%	Ő		Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	
Havering-atte-Bower	0.1%	1	1.0%	1	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0		Ő	0.0%	Ő	0.0%	0	0.0%	0	
Heacham, King's Lynn	0.1%	1	0.0%	0	1.0%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő		Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	
Hutton	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		2	
Ingatestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Margaretting Tye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Rush 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%	0	
Shenfield	0.1%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		0	0.0%	0	0.0%	0		3	
Stock	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
	0.1%	1	0.0%	0	0.0%	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	
West Hanningfield		1												•						-				-	
Woodford Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

September	2014
September	

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
(Don't know / varies)	5.1%	56	6.0%	6	1.0%	1	5.0%	5	3.0%	3	6.9%	7	5.0%	5	3.0%	3	5.0%	5	8.0%	8	4.0%	4	8.9%	9
(Don't do this activity)	41.7%	460	38.0%	38	26.0%	26	51.0%	51	34.0%	34	28.7%	29	53.0%	53	60.0%	60	45.0%	45	51.0%	51	43.0%	43	29.7%	30
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study

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for Peter	r Brett A	Associates
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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	•	Zone 1	10	Zone	11
Q35 In which town, villag	ge or ou	it-of-to	own loca	tion o	does yo	ur ho	usehold	spen	d most	mone	ey on the	e cine	ma / the	atre?										
Brookside Theatre, Eastern Road. Romford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (West End)	10.7%	118	14.0%	14	10.0%	10	5.0%	5	10.0%	10	15.8%	16	9.0%	9	4.0%	4	9.0%	9	7.0%	7	10.0%	10	23.8%	24
Cineworld, Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	í	1.0%	1	0.0%	0	0.0%	0
Kenneth More Theatre, Oakfield Road, Ilford	0.2%	2	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Cinema, Mercury Mall. Romford	8.5%	94	20.0%	20			16.0%	16	10.0%	10	5.0%	5	11.0%	11	7.0%	7	3.0%	3	2.0%	2	4.0%	4	1.0%	1
Queens Theatre, Billet Lane, Hornchurch	3.1%	34	2.0%	2	3.0%	3	3.0%	3	6.0%	6	4.0%	4	3.0%	3	5.0%	5	2.0%	2	1.0%	1	5.0%	5	0.0%	0
Showcase Cinema, Bluewater	0.3%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Picture House, Stratford	0.2%	2	0.0%	0		1		0	0.0%	0	0.0%	0	1.0%	1		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Stratford	0.2%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Vue, Dagenham Leisure Park, Dagenham	3.2%	35	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	14.0%	14	14.0%	14	0.0%	0
Vue, Lakeside Shopping Centre, Thurrock	6.8%	75	0.0%	0	4.0%	4	1.0%	1	7.0%	7	31.7%	32	2.0%	2	4.0%	4	0.0%	0	6.0%	6	13.0%	13	5.9%	6
Vue, The Brewery, Romford	19.3%	213	25.0%	25		36	27.0%	27	20.0%	20	9.9%	10	14.0%		23.0%		20.0%	20	19.0%	19	11.0%	11	7.9%	8
Vue, Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0		0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo, Piccadily Circus, Regent Street, London	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	0.0%	0
BFI IMAX, Charlie Chaplin Walk, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Festival Leisure Park, Basildon	2.5%	27	0.0%	0		0		0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	24
New Barbican Cinemas, Silk Street, Barbican Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Odeon, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Kings Head Walk, Chelmsford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Odeon, London Road, Southend-on-Sea	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Odeon, Parkway, Camden Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Showcase Cinemas, Jenkins Lane, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	33	5.0%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	5.0%	5	3.0%	3	3.0%	3	4.0%	4	3.0%	3	5.9%	6

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
(Don't do this activity)	39.6%	436	34.0%	34	26.0%	26	45.0%	45	40.0%	40	24.8%	25	50.0%	50	50.0%	50	53.0%	53	43.0%	43	40.0%	40	29.7%	30
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
Q36 In which town, villa	ge or ou	ıt-of-to	own loca	ation	does yo	ur ho	usehold	l sper	nd most	mone	ey on art	t galle	ries & m	nuseu	ıms?									
Central London - West End (Oxford Street / Regent Street / Bond Street)	43.0%	474	49.0%	49	54.0%	54	43.0%	43	35.0%	35	65.3%	66	29.0%	29	29.0%	29	40.0%	40	32.0%	32	44.0%	44	52.5%	53
Dagenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	0.8%	9	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0
Duxford	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	0.0%	0
Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	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	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	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	0.0%	0
(Don't know / varies)	1.5%	17	5.0%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	3.0%	3
(Don't do this activity)	53.3%	587	43.0%	43	45.0%	45	54.0%	54	61.0%	61	30.7%	31	67.0%	67	67.0%	67	56.0%	56	63.0%	63	55.0%	55	44.6%	45
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	1
Q37 In which town, villa	ge or ou	t-of-to	own loca	ation	does yo	ur ho	usehold	spen	nd most	mone	y on bi	ngo / o	casino /	book	makers	?								
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Collier Row	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.7%	19	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	8.0%	8	4.0%	4	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.9%	21	2.0%	2	5.0%	5	1.0%	1	5.0%	5	3.0%	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rainham	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	1.0%	1	3.0%	3	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	1.9%	21	3.0%	3	1.0%	1	5.0%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	3.0%	3	3.0%	3	0.0%	0
Stratford (including Westfield Stratford City)	0.7%	8	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	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	0.0%	0
Chadwell Heath	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea	0.7%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Westcliffe-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Don't do this activity)	90.2%	994	92.0%	92	89.0%	89	87.0%	87	90.0%	90	90.1%	91	93.0%	93	92.0%	92	91.0%	91	85.0%	85	87.0%	87	96.0%	97
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Tota	I	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7		Zone 8	5	Zone 9)	Zone 1	0	Zone 1	1
Q38 In which town, village	e or out	t-of-to	own loca	ation o	does yo	ur ho	usehold	spen	d most	mone	y on he	alth &	fitness	?										
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.9%	43	0.0%	0	1.0%	1	0.0%	0	0.0%	0	9.9%	10	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	28.7%	29
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Collier Row	0.3%	3	0.0%	0	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	0.0%	0
Dagenham	2.9%	32	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	9	13.0%	13	4.0%	4	0.0%	0
Elm Park	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	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
Harold Hill	2.1%	23	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3	11.0%	11	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	5.6%	62	3.0%	3	25.0%	25	3.0%	3	20.0%	20	5.0%	5	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0
lford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Lakeside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Rainham	0.7%	8	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	7.0%	7	0.0%	0
Romford (including The	5.5%	61	20.0%	20	1.0%	1	16.0%	16	1.0%	1	2.0%	2	1.0%	1	7.0%	7	5.0%	5	1.0%	1	6.0%	6	1.0%	1
Liberty, The Mall and The Brewery)																								
South Ockendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jpminster	1.2%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0	8.9%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Aveley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barkingside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Becontree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Billericay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Chadwell Heath	0.4%	4	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	Ő	4.0%	4	0.0%	Õ	0.0%	Õ	0.0%	0
Chafford Hundred	0.1%	1	0.0%	Õ	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Õ	1.0%	1	0.0%	Ő
Cranham	0.1%	1	0.0%	Ő	1.0%	1	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Ő
Dartford	0.1%	1	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	Ő	1.0%	1	0.0%	Ő	0.0%	Ő
Jidea Park	0.4%	4	1.0%	1	1.0%	1	0.0%	ŏ	1.0%	ĩ	0.0%	Ő	1.0%	ĩ	0.0%	ŏ	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő
Harlow	0.1%	1	0.0%	0	1.0%	1	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	0	0.0%	ŏ	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	ŏ
Harold Wood	0.3%	3	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Ő	3.0%	3	0.0%	Ő	0.0%	ő	0.0%	Ő	0.0%	ő	0.0%	Ő	0.0%	Ő
Iutton	0.1%	1	0.0%	0	0.0%	0	0.0%	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
oughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ush Green	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	0.0%	0
hurrock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Varley	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	0.0%	0	0.0%	0	1.0%	1
Don't know / varies)	0.1%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Don't do this activity)	0.3% 72.5%	799	0.0% 73.0%	73	1.0% 64.0%	64	0.0% 75.0%	75	0.0% 72.0%	72	61.4%	62	1.0% 79.0%	79	0.0% 82.0%	82	76.0%	76	0.0% 80.0%	80	73.0%	73	62.4%	63
			13.070	13	04.070	04	15.070	15	12.070	14									00.070			13	04.470	0.5

Total

Zone 1

Zone 2

Havering Retail & Leisure Study

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for Peter	r Brett A	Associates
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 Zone 3
 Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11

Q39 In which town, village or out-of-town location does your household spend most money on family entertainment centres (i.e. ten pin bowling; skating rinks etc.)?

Brentwood Central London - West End	0.1% 0.5%	1 6	0.0% 3.0%	0 3	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.0%	0 1	0.0% 0.0%	0 0	0.0% 1.0%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.0% 1.0%	1 1
(Oxford Street / Regent																								
Street / Bond Street)																								
Chigwell	0.1%	1	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Collier Row	2.1%	23	3.0%	3	1.0%	1	1.0%	1	3.0%	3	1.0%	1	2.0%	2	9.0%	9	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Dagenham	3.5%	39	0.0%	0	3.0%	3	0.0%	0	3.0%	3	2.0%	2	0.0%	0	1.0%	1	1.0%	1	12.0%	12	17.0%	17	0.0%	0
Hornchurch	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The	14.9%	164	22.0%	22	27.0%	27	23.0%	23	24.0%	24	20.8%	21	11.0%	11	5.0%	5	11.0%	11	7.0%	7	9.0%	9	4.0%	4
Liberty, The Mall and The																								
Brewery)																								
Stratford (including	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City)																								
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	2.2%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	18.8%	19
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Chelmsford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.9%	6
Hainault	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Marks Gate	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	0.0%	0
(Don't know / varies)	1.1%	12	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	3.0%	3
(Don't do this activity)	73.4%	809	71.0%	71	65.0%	65	75.0%	75	65.0%	65	70.3%	71	82.0%	82	84.0%	84	85.0%	85	75.0%	75	71.0%	71	64.4%	65
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study

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for Peter Brett Associates	
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Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

September 2014

Q40 Are there any leisure facilities that you think are lacking within a reasonable distance of your home? [MR]

Zone 2

Zone 3

Zone 4

Zone 1

Total

¥7 1.	0.50	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.00/	2	1.00/		0.00/	0	1.00/	
Yes, bingo	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%	3	1.0%	1	0.0%	0	1.0%	1
Yes, bowling	1.7%	19	1.0%	1	1.0%	1	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	4.0%	4	4.0%	4
Yes, cinema	3.6%	40	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	37
Yes, leisure / fitness centre	3.8%	42	3.0%	3	2.0%	2	1.0%	1	3.0%	3	8.9%	9	1.0%	-	4.0%	4	3.0%	3	5.0%	5	8.0%	8	3.0%	3
Yes, museum / 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	0.0%	0
Yes, pubs / clubs / bars	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ŭ	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Yes, restaurants / cafes	0.7%	8	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Yes, shops	0.5%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Yes, swimming pool	14.5%	160		32	13.0%	13		21	12.0%		12.9%	13	2.0%	2	27.0%	27	12.0%	12	4.0%	4	22.0%	22	2.0%	2
Yes, theatre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes, other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, more things for older	0.5%	5	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
people to do																								
Yes, more things for younger people to do	r 1.3%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	4.0%	4	0.0%	0	1.0%	1	2.0%	2	3.0%	3
Yes, cycling facilities	0.4%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yes, ice rink	6.7%	74	11.0%	11	15.0%	15	9.0%	9	12.0%	12	5.0%	5	4.0%	4	5.0%	5	0.0%	0	4.0%	4	8.0%	8	1.0%	1
Yes, more green spaces	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Yes, athletics stadium	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, football pitches	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	0	0.0%	0
Yes, live music venue	0.2%	2	1.0%	1	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	Õ	0.0%	Õ
Yes, ski centre	0.2%	2	0.0%	0	1.0%	1	0.0%	Ő	1.0%	1	0.0%	Ő	0.0%	0	0.0%	0	0.0%	ŏ	0.0%	0	0.0%	Õ	0.0%	0
Yes, tennis courts	0.2%	2	0.0%	Õ	2.0%	2	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő
No	65.2%	719	51.0%	51	62.0%	62	66.0%	66	70.0%	70	71.3%	72	77.0%	77	56.0%	56	79.0%	79	71.0%	71	60.0%	60	54.5%	55
(Don't know)	5.4%	59	5.0%	5	5.0%	5	3.0%	3	2.0%	2	5.0%	5	14.0%	14		10	3.0%	3	6.0%	6	5.0%	5	1.0%	1
× ,	01170		21070		21070	100													0.070		21070	-		101
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
GEN Gender of respond	ent:																							
Male	29.9%	330	31.0%	31	23.0%	23	33.0%	33	32.0%	32	31.7%	32	41.0%	41	25.0%	25	29.0%	29	31.0%	31	25.0%	25	27.7%	28
Female	70.1%	772	69.0%	69	77.0%	77	67.0%	67	68.0%	68	68.3%	69	59.0%	59	75.0%	75	71.0%	71	69.0%	69	75.0%	75	72.3%	73
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
AGE Could I ask how ol	d are yo	u plea:	se?																					
10	0.10/	22	0.00/	0	1.00/		4.00/		1.00/		1.00/	4	2.00/	2	1.00/		0.00/	0	2 004	2	1.00/	4	2.00/	2
18 to 24	2.1%	23	0.0%	0	4.0%	4	4.0%	4	4.0%	4	1.0%	1	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	3.0%	3
25 to 34	4.4%	48	5.0%	5	6.0%	6	4.0%	4	7.0%	7	0.0%	0	3.0%	3	0.0%	0	1.0%	1	10.0%	10	9.0%	9	3.0%	3
35 to 44	12.4%	137	12.0%	12		24	5.0%	5	12.0%	12	16.8%	17	8.0%	8	9.0%	9	9.0%	9	16.0%	16	8.0%	8	16.8%	17
45 to 54	22.7%	250	16.0%		31.0%	31		13	34.0%	34	35.6%	36	14.0%	14	10.0%	10	16.0%	16	20.0%	20	22.0%	22	37.6%	38
55 to 64	15.9%	175	15.0%		11.0%		18.0%	18	15.0%		13.9%	14		15		23	17.0%	17	13.0%	13		23	10.9%	11
65 +	40.1%	442	48.0%	48		23	50.0%	50	28.0%	28	30.7%	31	54.0%	54	52.0%	52	55.0%	55	36.0%	36	36.0%	36	28.7%	29
(Refused)	2.5%	27	4.0%	4	1.0%	1	6.0%	6	0.0%	0	2.0%	2	3.0%	3	5.0%	5	2.0%	2	3.0%	3	1.0%	1	0.0%	0
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

									10																bep
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
CAR How many cars	does your l	nouse	hold ow	n or l	have the	e use (of?																		
None	18.5%	204	17.0%	17	13.0%	13	20.0%	20	15.0%	15	5.9%	6	21.0%	21	20.0%	20	39.0%	39	28.0%	28	16.0%	16	8.9%	9	
One	44.1%	486		41	48.0%	48	46.0%	46		48		48	50.0%	50	48.0%	48		43	48.0%	48	38.0%		27.7%	28	
Two	24.1%	266	27.0%	27	24.0%	24	23.0%	23		27		29	17.0%	17	22.0%	22		11	18.0%	18	29.0%	29	38.6%	39	
Three or more	9.1%	100	11.0%	11	12.0%	12	3.0%	3	8.0%	8	11.9%	12	7.0%	7	5.0%	5	6.0%	6	2.0%	2		14	19.8%	20	
(Refused)	4.2%	46	4.0%	4	3.0%	3	8.0%	8	2.0%	2	5.9%	6	5.0%	5	5.0%	5	1.0%	1	4.0%	4	3.0%	3	5.0%	5	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	
WOR Which of the fo	llowing best	desc	ribes th	e chie	ef wage	earne	r of you	r hou	sehold's	s curr	ent emp	oloym	ent situ	ation	? [PR]										
Working full time	42.1%	464	43.0%	43	66.0%	66	25.0%	25	53.0%	53	53.5%	54	28.0%	28	24.0%	24	25.0%	25	47.0%	47	47.0%	47	51.5%	52	
Working part time	6.6%	73	5.0%	5	4.0%	4	8.0%	8	5.0%	5	5.0%	5	6.0%	6	9.0%	9	5.0%	5	7.0%	7	9.0%	9	9.9%	10	
Unemployed	2.3%	25	0.0%	0	3.0%	3	3.0%	3	5.0%	5	1.0%	1	1.0%	1	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1	
Retired	44.4%	489	49.0%	49	26.0%	26	54.0%	54	32.0%	32	36.6%	37	60.0%	60	60.0%	60	64.0%	64	38.0%	38	39.0%	39	29.7%	30	
A housewife	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	4.3%	47	3.0%	3	1.0%	1	10.0%	10	3.0%	3	4.0%	4	5.0%	5	4.0%	4	2.0%	2	6.0%	6	3.0%	3	5.9%	6	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	
QUOTA Zone:																									
Zone 01	9.1%	100	100.0%	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	
Zone 02	9.1%	100	0.0%	0	100.0%	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	
Zone 03	9.1%	100	0.0%	0	0.0%	0	100.0%	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	
Zone 04	9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 05	9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 06	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 07	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100		0	0.0%	0	0.0%	0	0.0%	0	
Zone 08	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	
Zone 09	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	100	0.0%	0	0.0%	0	
Zone 10	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	
Zone 11	9.2%	101	0.0%	0	0.0%	0	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%	101	
Base:		1102		100		100		100		100		101		100		100		100		100		100		101	

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for Peter Brett Associates

Zone 6

Zone 5

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

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	-	
PC	Postcode	sector:

Total

Zone 2

Zone 1

Zone 3

Zone 4

CM13 1	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	19
CM13 2	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	27
CM13 3	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
CM14 4	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	18
CM14 5	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
CM15 8	0.7%	8	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	0	7.9%	8
CM15 9	1.2%	13	0.0%	Ő	0.0%	0	0.0%	0	0.0%	ŏ	0.0%	Ő	12.9%	13										
RM1 1	0.1%	10	1.0%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 2	0.9%	10	10.0%	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	0.0%	0
RM1 3	0.3%	3	3.0%	3	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 4	3.4%	38	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 7	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0
RM10 8	2.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		31.0%	31	0.0%	0	0.0%	0
RM10 9	2.8% 3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	33.0%	33	0.0%	0	0.0%	0
RM11 1	2.8%	31	0.0%	0		31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
								0										0						
RM11 2	1.5%	16	0.0%		16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 3	1.7%	19	0.0%		19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4	3.1%	34	0.0%	0		34	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 5	2.9%	32	0.0%	0	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 6	2.9%	32	0.0%	0	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM13 7	3.3%	36	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM13 8	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0
RM13 9	5.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.0%	64	0.0%	0
RM14 1	4.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%		52.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 2	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%		22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 3	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%		24.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 5	1.9%		21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 6	1.3%	14	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 0	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 7	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 8	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 9	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM4 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 2	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 3	3.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 4	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0
RM6 5	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
RM6 6	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0
RM7 0	6.0%	66	0.0%	0	0.0%	0	66.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 7	1.2%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 8	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 9	3.1%	34	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM8 1	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0
RM8 3	1.7%	19	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	Õ	0.0%	Õ	19.0%	19	0.0%	Ő	0.0%	Ő	0.0%	Õ
RM9 5	0.4%	4	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	Õ	0.0%	0	4.0%	4	0.0%	Ő	0.0%	Õ
	5	•	5.670	5	0.070	Ŭ	0.070	0	0.075	5	0.075	5	0.075	0	0.075	5	0.070	5		•	0.070	5	5.070	0

by Zone				Havering for P	g Retail & eter Bret		·				Page 83 September 2014
	Total	Zone 1 Z	Zone 2 Zone 3	Zone 4	Zone 5	Zone 6	Zone 7 Z	one 8 Zone 9	Zone 10	Zone 11	
RM9 6	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 5.0%	5 0.0% 0	0.0% 0	
Base:	1102	100	100	100 100	101	100	100	100	00 100	101	

Appendix 2:

Data Tabulations By Zone (Weighted)

by Zone								H		- C	,				e Stud	ly									Page 85
Weighted:									for	·P	eter B	Bret	t Asso	oci	ates										September 2014
	Total	l	Zone	1	Zone	2	Zone	3	Zone 4		Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q01 Where did your hous	sehold la	ast ur	ndertake	e a ma	ain food	and g	grocery	ourch	ase?																
Aldi, High Road Seven	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	
Kings, Ilford, IG3 8RS Aldi, Market Place, Romford	1.5%	16	2.2%	2	0.7%	1	2.5%	1	0.0%	0	0.0%	0	4.6%	5	2.5%	2	2.7%	4	0.0%	0	1.0%	1	0.6%	1	
RM1, 3AB Aldi, Marlborough Road,	2.9%	32	4.0%	4	0.7%	1	1.7%	1	3.2%	2	0.0%	0	1.2%	1	24.2%	19	0.7%	1	0.0%	0	0.0%	0	1.5%	2	
Romford, RM7 8AB Aldi, Ripple Road,	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.2%	1	0.0%	0	
Dagenham, RM9 6SJ Aldi, St Mary's Lane,	3.3%	36	0.0%	0	6.2%	8	0.0%	0	5.5%	4	25.9%	19	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	1	
Upminster, RM14 2QB Asda, Dolphin Approach, Mercury Gardens,	6.3%	69	22.3%	23	10.9%	14	14.7%	6	4.0%	3	1.2%	1	5.0%	5	10.2%	8	3.4%	5	2.6%	4	0.9%	0	0.0%	0	
Romford, RM1 3EE Asda, Merrielands Crescent, Dagenham, RM9 6SJ	7.6%	84	0.0%	0	0.0%	0	0.6%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	13	43.2%	65	4.1%	2	0.0%	0	
Asda, Vicarage Field Shopping Centre, Barking,	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	0.0%	0	
IG11 8DJ Asda, Whalebone Lane, Chadwell Heath, RM8	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	
1BB Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.1%	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	0.0%	0	
Co-op, Porters Avenue, Dagenham, RM9 4ND	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	0.0%	0	0.0%	0	
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	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	0.0%	0	
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Baytree Centre, Brentwood, CM14 4BX	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	0.0%	0	2.1%	3	
Iceland, 32 The High Street, Brentwood,CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Weighten.									101																b
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	l	
Iceland, Heathway,	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.5%	5	0.0%	0	0.0%	0	
Dagenham, RM10 8QS																									
Iceland, London Road, Romford, RM7 9NA	0.1%	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	0.5%	1	0.0%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	0.7%	8	0.0%	0	3.2%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.1%	1	0.0%	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	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.6%	7	3.9%	4	0.9%	1	1.7%	1	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.1%	1	0.0%	0	0.0%	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	
Lidl, Heathway, Dagenham, RM10 8QS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	
Lidl, Longbridge Road, Dagenham, RM8 2DB	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	0.0%	0	
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZO	0.2%	2	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	0.8%	1	
Marks & Spencer, South Street, Romford, RM1 1NT	1.2%	14	5.7%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	1.4%	1	4.1%	6	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	
Morrisons, Wood Lane, Becontree Heath,	2.4%	27	0.0%	0	0.0%	0	2.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	13	6.9%	10	3.4%	2	0.0%	0	
Dagenham, RM10 7RA Sainsbury's Local, Farnham	0.2%	2	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	0.0%	0	0.0%	0	
Road, Harold Hill, Romford, RM3 8DX																									
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.8%	9	0.0%	0	3.3%	4	0.0%	0	1.0%	1	1.5%	1	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.6%	39	1.0%	1	0.0%	0	3.9%	2	0.5%	0	0.0%	0	0.0%	0	2.6%	2	23.3%	32	1.4%	2	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	4.7%	51	2.3%	2	23.8%	31	1.2%	1	16.9%	12	3.2%	2	1.2%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	
Sainsbury's, King George	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									fo	r Po	eter B	ret	t Ass	oci	ates										September 2014
	Total		Zone 1	-	Zone 2		Zone 3		Zone 4	4	Zone 5	;	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 1	0	Zone 1	11	
Avenue, Ilford, IG2 7SH																_									
Sainsbury's, The Brewery, Romford, RM1 1AU	4.2%	46	18.2%	19	0.9%	1	19.9%	9	0.9%	1	0.0%	0	3.1%	3	8.5%	7	3.0%	4	0.0%	0	6.8%	4	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	8.5%	94	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	56.0%	88	
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	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	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 80S	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	4	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	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	0.0%	0	
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Rainham Road, Rainham, RM13 70X	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.7%	3	0.0%	0	
Tesco Express, South Street, Romford, RM1 1RX	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	0.0%	0	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	4.3%	48	0.0%	0	1.3%	2	1.6%	1	15.9%	12	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	5	49.8%	26	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	11.1%	122	18.1%	18	6.1%	8	5.9%	3	0.0%	0	13.6%	10	48.1%	50	22.2%	18	0.0%	0	0.0%	0	0.0%	0	9.8%	15	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	2.3%	25	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.4%	20	3.1%	5	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	7.2%	79	5.8%	6	28.2%	37	28.7%	12	5.8%	4	6.2%	5	0.0%	0	0.0%	0	3.3%	4	5.5%	8	4.8%	3	0.0%	0	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	1.9%	21	1.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.8%	2	18.9%	15	0.7%	1	0.0%	0	0.0%	0	0.8%	1	
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.1%	23	0.0%	0	1.1%	1	4.5%	2	26.6%	19	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose (Little), High Street, Hornchurch, RM11 1TP	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	0.0%	0	
Waitrose, St Mary's Lane, Upminster, RM14 3BT	1.3%	14	0.0%	0	1.4%	2	0.6%	0	0.0%	0	13.0%	10	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	
Internet / delivered	6.1%	67	5.9%	6	9.0%	12	2.1%	1	2.8%	2	8.2%	6	7.1%	7	1.3%	1	4.5%	6	6.8%	10	8.4%	4	6.9%	11	

Havering Retail & Leisure Study for Peter Brett Associates

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11	
Other foodstore outside	2.9%	32	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.1%	4	0.0%	0	2.0%	3	8.4%	13	1.2%	1	6.0%	9	
study area	2.770	52	0.070	1	0.070	0	0.070	0	0.070	0	2.470	2	4.170	-	0.070	0	2.070	5	0.470	15	1.270	1	0.070	,	
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, zone 10	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	
Other foodstores, Basildon	0.7%	7	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	4.1%	6	
Other foodstores, Billericay	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	0.0%	0	0.0%	0	4.1%	6	
(Don't know / can't remember)	1.5%	17	0.0%	0	0.7%	1	0.0%	0	0.7%	1	2.0%	1	1.2%	1	1.3%	1	0.7%	1	4.0%	6	0.0%	0	2.8%	4	
(Don't do this kind of shopping)	1.3%	15	5.5%	6	1.1%	1	0.6%	0	1.4%	1	2.7%	2	0.0%	0	4.0%	3	0.7%	1	0.0%	0	0.5%	0	0.0%	0	
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101	

by	Zone
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Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									foi	r Po	eter B	Bret	t Asso	oci	ates										September 2014
	Total		Zone	1	Zone	2	Zone 3	5	Zone 4	L	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q02 And where did you s Those who specified a lo			before	that (v	was it th	e san	ne, or dif	feren	it, and if	so,	please sp	pecify	/)?												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	
Aldi, Market Place, Romford RM1, 3AB	1.1%	12	4.4%	4	0.7%	1	2.2%	1	0.0%	0	0.9%	1	2.7%	3	2.1%	2	0.7%	1	0.0%	0	0.5%	0	0.0%	0	
Aldi, Marlborough Road, Romford, RM7 8AB	3.3%	35	5.0%	5	0.0%	0	2.4%	1	3.3%	2	0.0%	0	2.9%	3	23.0%	17	1.4%	2	0.0%	0	0.0%	0	3.0%	5	
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.7%	7	0.0%	0	0.0%	0		0	0.9%	1	0.0%	0		0	0.0%	0	0.0%		3.7%	5	1.5%	1		0	
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.0%	32	0.0%	0	2.4%	3	0.0%	0		5		16		1	3.3%	3	0.0%		0.0%	0	0.9%	0		4	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.5%	69	21.6%	21	6.7%	9	12.4%	5	4.1%	3	3.7%	3	7.3%	8	12.3%	9	5.2%	7	1.9%	3	0.5%	0	1.5%	2	
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	6.4%	69	0.0%	0	0.0%	0	0.6%	0	6.5%	5	0.0%	0	0.0%	0	2.6%	2	4.7%	6	30.8%	44	14.0%	7	2.6%	4	
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.0%	3	0.0%	0	0.0%	0	
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	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	0.0%	0	0.0%	0	
Co-op, Porters Avenue, Dagenham, RM9 4ND	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	0.0%	0	0.0%	0	
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	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	0.0%	0	
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
celand, 32 The High Street, Brentwood,CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	
celand, Farnham Road, Harold Hill, Romford, RM3 8DX	0.7%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	
celand, Heathway,	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	5.7%	8	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									for	·P	eter B	ret	t Ass	ocia	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7		Zone 8	1	Zone 9		Zone 10)	Zone 1	1	
Dagenham, RM10 8QS Iceland, London Road,	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Romford, RM7 9NA Iceland, Market Place,	0.3%	4	0.6%	1	0.0%	0	0.60/	0		0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	
Romford, RM1 3AB	0.370	4	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.370	1	1.370	2	0.0%	0	0.0%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	0.7%	8	0.0%	0	5.3%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.3%	4	1.3%	1	0.0%	0	2.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	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	1.7%	1	0.0%	0	
Lidl, Heathway, Dagenham, RM10 8QS	0.6%	6	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.9%	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	6.4%	10	
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZO	0.1%	1	0.0%	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	0.5%	0	0.0%	0	
Marks & Spencer, Ongar Road Pilgrims Hatch, Brentwood, CM15 9HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Marks & Spencer, South Street, Romford, RM1 1NT	1.6%	17	6.0%	6	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.3%	1	3.3%	3	4.2%	6	0.0%	0	0.5%	0	0.0%	0	
Marks & Spencer, Southend Arterial Rd, Hornchurch, RM11 3UJ	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	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.8%	9	1.2%	1	0.9%	1	0.0%	0	0.0%	0	6.6%	5	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	
Morrisons, London Road, Grays, RM17 5XZ	0.0%	0	0.0%	0	0.0%	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	0.0%	0	
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.9%	31	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	16	8.2%	12	3.4%	2	0.0%	0	
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.7%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	2.1%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.5%	38	1.1%	1	0.0%	0	3.4%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	24.2%	33	0.7%	1	0.5%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	5.2%	55	4.7%	4	24.9%	32	1.2%	1	16.2%	12	5.5%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									for	· P	eter B	ret	t Ass	ocia	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone	6	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, The Brewery, Romford, RM1 1AU	3.6%	39	14.8%	14	0.5%	1	16.3%	7	0.7%	1	2.4%	2	1.8%	2	8.6%	6	3.5%	5	0.0%	0	3.4%	2	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	6.9%	74	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	69	
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	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	0.0%	0	1.8%	3	
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	2	0.0%	0	0.9%	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	
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.2%	7	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Main Road, Romford, RM1 3BT	0.1%	1	0.0%	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	0.0%	0	
Tesco Express, Mawney Road, RM7 7HL	0.1%	1		0			0.0%	0			0.0%	0	0.0%		1.9%		0.0%	0					0.0%	0	
Tesco Express, Rainham Road, Rainham, RM13 7QX	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.7%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	8.9%	5	0.0%	0	
Tesco Express, South Street, Romford, RM1 1RX	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	0.0%	0	
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.1%	1	0.0%	0			0.0%		0.0%		0.0%	0			0.0%		1.0%	1			0.0%	0		0	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	5.1%	55	0.0%	0	2.6%	3	0.0%	0	28.8%	21	2.4%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	12	33.2%	17	0.0%	0	

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Weighteu:									101						aces										
	Tota	1	Zone 1	l	Zone	2	Zone 3	3	Zone 4	1	Zone 5	5	Zone 6	6	Zone '	7	Zone 8	8	Zone	9	Zone 1	0	Zone	1	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	10.2%	109	19.8%	19	8.0%	10	8.3%	4	1.2%	1	4.4%	3	46.5%	48	16.9%	13	0.0%	0	0.0%	0	3.4%	2	6.6%	10	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	3.1%	33	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	27	3.8%	5	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	6.6%	71	4.1%	4	28.2%	36	28.5%	12	5.3%	4	5.5%	4	0.0%	0	0.0%	0	0.7%	1	4.4%	6	5.0%	3	0.8%	1	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	1.7%	18	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	16.6%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.3%	14	0.0%	0	1.8%	2	3.9%	2	13.6%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, St Mary's Lane, Upminster, RM14 3BT	1.3%	14	1.6%	2	1.2%	1	0.6%	0	0.0%	0	12.6%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Internet / delivered	6.2%	67	5.4%	5	8.7%	11	2.2%	1	2.1%	2	8.9%	6	8.2%	9	2.1%	2		5	5.7%	8	8.5%	4	9.6%	15	
Other foodstore outside study area	2.3%	24	0.6%	1	0.7%	1	0.6%	0	0.0%	0	1.6%	1	0.6%	1	0.7%	1	1.3%	2	8.8%	13	0.7%	0	3.8%	6	
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, zone 6	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	0.0%	0	
Other foodstores, Basildon	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	10	
Other foodstores, Billericay (Don't know / can't remember)	0.6% 1.8%	6 20	0.0% 0.0%	0 0	0.0% 3.2%	0 4	0.0% 1.7%	0 1	0.0% 0.7%	0 1	0.0% 5.8%	0 4	0.0% 1.7%	0 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 4.2%	0 6	0.0% 1.0%	0 1	3.9% 1.1%	6 2	
Weighted base: Sample:		1071 1070		96 98		128 97		43 99		72 97		70 96		103 98		75 94		136 98		143 96		52 99		153 98	

Bus

Sample:

1085

98

98

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for Peter Brett Associates

Weighted: Total Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Q03AWhat form of transport do you use to visit your main food shopping destination? Those who do main food shopping at O01 48 72.2% 52 64.5% 70.3% 92 66.2% Car - Driver 62.4% 679 53.4% 51 61.3% 79 60.4% 26 66.8% 67 54 44.4% 61 61.4% 34 73.2% 115 Car - Passenger 10.7% 116 11.0% 11 5.7% 7 14.9% 6 7.0% 5 7.0% 5 13.3% 14 11.1% 8 22.4% 31 11.1% 17 16.6% 9 2.3% 4 8.1% 88 10.0% 10 4.6% 6 7.7% 3 10.1% 7 2.6% 2 8.0% 8 13.2% 10 16.8% 23 9.4% 14 5.3% 3 1.1% 2 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% 0 Cycle 0.1% 1 0 0 Disabled Vehicle (e.g. 0.7% 8 3.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 1.7% 2 0.0% 0 0.5% 0 0.6% 1 mobility scooter) 0 0.0% 0 0.6% 2.7% 2 0.7% Taxi 1.0% 10 0.0% 0 0.0% 0 1.2% 1 0.5% 1 1 0.0% 0 0.0% 0 3.7% 6 0.6% 7 1.3% 3.2% 4 0.0% 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0.5% 0.0% 0 0.0% 0 Train 1 0 0 1 Walk 8.0% 87 9.7% 9 15.2% 20 8 9.7% 7 3.4% 1.3% 8.8% 6.8% 10 2.4% 11 8.9% 4 11.4% 4 1 12 1 7.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Other 0 0 0 2.3% 25 4.8% 5 0.9% 4.8% 2 0.0% 0 0.0% 0 1.9% 2 0.0% 0 0.7% 4.0% 0.5% 0 5.2% 8 (Don't know / varies) 1 1 6 67 6.3% 12 2.2% 2.8% 2 8.5% 6 7.1% 7 1.3% 4.5% 6.8% 10 8.5% 4 6.9% 11 (Don't travel - Goods 6.1% 6 9.1% 1 1 6 delivered) Weighted base: 1087 96 128 43 72 72 105 76 137 149 52 157

98

100

95

99

100

99

101

98

99

Cleanliness

work

cvcle

Good prices

goods

offer

shopping

Sample:

1085

98

98

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September 2014

for Peter Brett Associates

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q03BWhat is the MAIN reason that you visit (STORE MENTIONED AT Q01) in preference to any other? Those who do main food shopping at Q01 Attractive environment 0.7% 8 1.2% 1 0.0% 0 1.0% 0 1.4% 1 0.0% 0 0.6% 1 0.7% 1 1.3% 2 0.0% 0 0.0% 0 1.5% 2 1 0.2% 2 1.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.0% 0 0.0% 0 38.0% 413 25.2% 24 43.9% 56 43.7% 19 45.2% 33 37.5% 27 37.5% 39 32.6% 25 39.2% 54 25.0% 37 55.0% 29 45.0% 71 Close to home 2 2.3% 2 0 0 2 2 5 Close to work / en route to 1.8%20 4.4% 6 0.0% 0 2.1% 0.0% 0.0% 1.0% 1 1.0% 1 1.3% 3.0% 2.9% Easily accessible by foot / 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5 0.5% 2 0.7% 3 Good and / or free parking 1.5% 16 5.5% 1 5.8% 0.0% 0 2.2% 2 0.6% 1 2.0% 2 0.0% 0 1 0.0% 0 1.9% 0 0.0% 0 1.3% 0 Good bus service / accessible 0.3% 3 0.6% 1 0.0% 0 1.7% 1 0.0% 0.0% 0 1 0.7% 1 0.0% 0 0.0% 0 0.0% public transport 0.2% 2 0 0.0% 0 0.0% 0 Good disabled access 0.0% 0 0.6% 0 0.0% 0 0.0% 0.6% 1 0 0.0% 0 0.0% 0 0.0% 0.6% 1 21.6% 235 23.8% 23 22.3% 29 14.8% 6 20.3% 15 21.2% 15 24.6% 26 24.9% 19 23.2% 32 33.2% 50 15.8% 8 8.0% 13 1 2.0% 21 1.5% 1.8% 2 0.0% 0.0% 0 0.0% 0 0.6% 0.7% 1 1.3% 2 4.6% 7 0.0% 0 8 Good range of comparison 0 1 5.0% 7.7% 8 7 3 Good range of food offer 84 8.6% 4.4% 6 8.5% 4 9.1% 4.4% 3 12.7% 13 12.3% 9 4.4% 6 10.2% 15 4.9% 6.3% 10 Good variety of goods on 3.0% 33 3.5% 3 0.9% 0.8% 0 4.8% 3 3.6% 3 2.3% 2 1.4% 1 7.6% 10 0.0% 0 0.5% 0 4.8% 8 1 Habit / familiarity 8.7% 95 7.9% 8 10.9% 14 6.5% 3 6.8% 5 7.8% 6 5.8% 6 6.6% 5 13.1% 18 7.4% 11 13.5% 7 8.3% 13 0 0.0% 0 1.2% 0.0% 0 Has other facilities (e.g. 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0 0.0% 0.0% 0 pharmacy, optician, dry cleaners, cafes) 0.9% 0 Links to the other shops / 1.0% 11 1.2% 1 2.6% 3 0.0% 0 1.9% 1 1 0.0% 0 5.4% 4 0.0% 0 0.0% 0 0.7% 0.0% 0 facilities in the town centre 1.9% 0.0% 6.7% 0.5% 0 0.0% 0 1.9% 1.8% 2 Good quality 21 7.4% 7 0 3 0 4.4% 3 0.0% 3 3 1.0% 1.0% 1 0.7% 7 3 0 0.5% 0.0% 0 Good loyalty scheme 0.6% 1 0.0% 0 1.4% 1 0.0% 0 4.1% 0.0% 1.9% 1 0.0% 0 1 0.6% 1 7 0 0.6% 0 0 0.0% 3 Close to friends / family 0.6% 0.0% 1.1% 1 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.9% 1 0.0% 0 1.8% Easy to get to 0.3% 3 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.6% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 Convenience of Internet 4.5% 48 4.8% 5 6.5% 2.2% 2.1% 2 8.5% 6 6.5% 7 1.3% 0.7% 5.0% 4.1% 2 5.4% 9 8 1 1 1 8 Helpful staff 0.1% 2 1.1% 1 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 Good opening hours 0.1% 1 0.6% 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 0.0% 0 0.0% 0 0.7% 3 3 10 5.1% 55 3.1% 3 5.6% 2 4.4% 3.6% 5.4% 7.8% 6 5.6% 8 9.1% 14 1.5% 6.2% (Don't know) 1 6 1 1087 96 128 43 72 72 105 76 137 149 52 157 Weighted base:

98

100

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for Peter Brett Associates

	Total	Zone	1 Zor	ne 2 Zon	e 3 Zone	4 Zo	one 5 Zone	e 6 Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	
Q04 When your househ ones? [MR] Those who do main fo			in food and	grocery sper	d (STORE ME	NTIONED A	AT Q01) does it	visit other shops	, leisure or se	rvice outlets o	n the same sl	hopping trips?	And if so which
Yes - other food shops	14.1% 15		13 10.79		6 8.1%	6 11.6				9 22.3% 33		20.8% 33	
Yes - other non food shops (clothing, footwear, electrical etc)	16.8% 18	32 25.9%	25 19.99	6 26 20.4%	9 10.8%	8 8.2	% 6 12.2%	13 10.9%	8 8.9% 1	2 11.5% 17	6.2% 3	35.5% 56	
Yes - pubs, restaurants or cafes	2.4% 2	.6 1.3%	1 1.19	6 1 4.9%	2 0.0%	0 1.3	% 1 1.2%	1 3.2%	2 4.7%	6 3.1% 5	0.0% 0	3.3% 5	
Yes - financial service (i.e. bank, building society)	4.4% 4	4.2%	4 7.0%	6 9 0.6%	0 7.9%	6 2.3	% 2 3.0%	3 3.9%	3 6.0%	8 0.5% 1	6.7% 3	5.3% 8	
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.4%	4 0.0%	0 0.5%	6 1 0.6%	0 0.9%	1 0.09	% 0 0.6%	1 1.4%	1 0.0%	0 0.0% 0	0.9% 0	0.0% 0	
Yes - leisure activity	3.4% 3	0.0%	0 2.79	6 3 0.8%	0 3.9%	3 6.4	% 5 3.2%	3 2.0%	2 3.4%	5 7.4% 11	2.3% 1	2.5% 4	
Yes - other	0.0%	0 0.0%	0 0.09			0 0.0		0 0.0%	0 0.0%	0 0.0% 0	0.0% 0	0.070 0	
Yes - visit petrol station	1.0% 1	1 0.0%	0 3.99			0 1.7		2 0.7%	1 0.0%	0 0.0% 0		010/0	
No	62.7% 68		65 62.29		27 71.2%	51 68.5		• • • • • •		9 57.4% 86			
(Don't know / varies)	3.2% 3	35 0.0%	0 2.19	6 3 1.2%	1 1.5%	1 3.0	% 2 6.2%	7 0.0%	0 1.0%	1 6.0% 9	0.0% 0	7.3% 11	
Weighted base:	108	37	96	128	43	72	72	105 7	6 13	7 149	52	157	
Sample:	108	35	98	98	99	98	98	100 9	5 9	9 100	99	101	

by Zone	
Weighted	:

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Mean score: [£]

Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?

Those who do main food shopping at Q01

£1-10	0.5%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.9%	1	0.5%	0	0.6%	1	
£11-20	2.8%	31	7.6%	7	3.7%	5	4.6%	2	1.9%	1	1.8%	1	2.2%	2	2.7%	2	4.4%	6	1.4%	2	1.0%	1	0.6%	1	
£21-30	5.2%	56	4.8%	5	3.2%	4	5.4%	2	7.2%	5	2.7%	2	5.0%	5	4.3%	3	13.2%	18	4.9%	7	2.1%	1	1.9%	3	
£31-40	5.8%	63	4.3%	4	7.4%	9	5.6%	2	7.6%	6	4.7%	3	10.6%	11	10.3%	8	7.6%	10	3.0%	5	3.8%	2	1.3%	2	
£41-50	9.3%	101	11.3%	11	7.2%	9	10.0%	4	12.8%	9	7.1%	5	8.6%	9	13.7%	10	10.6%	14	5.9%	9	8.8%	5	9.4%	15	
£51-60	7.5%	82	7.4%	7	4.2%	5	12.5%	5	4.4%	3	10.0%	7	14.1%	15	11.5%	9	8.0%	11	3.1%	5	10.2%	5	6.0%	9	
£61-70	8.2%	90	5.6%	5	11.3%	14	8.2%	4	10.3%	7	5.3%	4	5.9%	6	3.4%	3	6.2%	8	10.9%	16	9.7%	5	10.6%	17	
£71-80	8.7%	95	13.2%	13	8.5%	11	3.9%	2	6.2%	4	10.0%	7	7.4%	8	11.0%	8	8.5%	12	10.7%	16	10.6%	6	5.4%	8	
£81-90	4.2%	46	2.9%	3	4.5%	6	4.0%	2	6.6%	5	2.8%	2	3.5%	4	4.1%	3	5.7%	8	3.1%	5	2.1%	1	5.3%	8	
£91-100	15.3%	166	10.9%	10	16.3%	21	22.6%	10	21.0%	15	15.7%	11	8.2%	9	11.3%	9	11.2%	15	14.0%	21	23.5%	12	21.1%	33	
£101-150	12.2%	133	13.3%	13	13.0%	17	8.3%	4	12.5%	9	20.9%	15	11.2%	12	6.0%	5	2.3%	3	18.3%	27	10.1%	5	15.1%	24	
£151-200	3.4%	37	5.8%	6	3.2%	4	0.0%	0	2.7%	2	1.7%	1	0.6%	1	5.3%	4	1.9%	3	1.3%	2	5.1%	3	7.9%	12	
£201+	1.3%	14	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.9%	1	4.1%	4	0.0%	0	0.0%	0	1.7%	3	3.7%	2	1.5%	2	
(Don't know / can't remember)	13.8%	151	11.1%	11	14.7%	19	10.7%	5	6.7%	5	11.9%	8	15.5%	16	12.4%	9	17.6%	24	20.3%	30	6.1%	3	12.7%	20	
(Refused)	1.7%	19	1.9%	2	1.6%	2	1.2%	1	0.0%	0	4.4%	3	3.0%	3	3.4%	3	1.7%	2	0.5%	1	2.6%	1	0.8%	1	
Mean:		83.24		80.45		85.54		74.89		79.44		90.01		79.09		74.58		62.92		90.38		94.13		97.50	
Weighted base:		1087		96		128		43		72		72		105		76		137		149		52		157	
Sample:		1085		98		98		99		98		98		100		95		99		100		99		101	

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Those who do main food shopping at Q01

Everyday	1.2%	13	0.6%	1	1.8%	2	3.8%	2	0.5%	0	3.0%	2	2.3%	2	0.7%	1	0.7%	1	0.0%	0	0.9%	0	1.3%	2
5 - 6 times a week	0.6%	6	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.7%	1	0.9%	1	0.9%	0	0.6%	1
3 - 4 times a week	2.1%	23	1.8%	2	0.0%	0	6.3%	3	0.7%	1	6.6%	5	1.2%	1	4.0%	3	1.0%	1	2.6%	4	0.9%	0	2.1%	3
Twice a week	7.3%	79	9.2%	9	4.7%	6	11.4%	5	7.2%	5	7.5%	5	3.8%	4	8.2%	6	14.8%	20	6.7%	10	2.1%	1	4.5%	7
Once a week	68.6%	745	72.0%	69	74.1%	95	63.1%	27	76.5%	55	65.7%	47	55.1%	58	62.9%	48	63.9%	87	77.1%	115	72.2%	38	67.6%	106
Once every two weeks	13.3%	144	9.6%	9	15.1%	19	10.2%	4	5.7%	4	6.9%	5	23.4%	25	18.9%	14	13.9%	19	8.7%	13	14.3%	7	15.2%	24
Once a month	4.0%	44	2.8%	3	1.9%	2	2.4%	1	4.8%	3	7.2%	5	11.7%	12	0.0%	0	2.1%	3	1.7%	3	6.9%	4	5.0%	8
Less often	0.2%	2	0.0%	0	1.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
(Don't know / varies)	2.7%	30	4.0%	4	0.7%	1	2.2%	1	3.9%	3	3.1%	2	2.4%	3	3.3%	3	2.8%	4	2.3%	3	1.0%	1	3.8%	6
Mean:		1.13		1.11		1.07		1.44		1.09		1.34		1.01		1.22		1.17		1.12		1.02		1.09
Weighted base:		1087		96		128		43		72		72		105		76		137		149		52		157
Sample:		1085		98		98		99		98		98		100		95		99		100		99		101

for Peter Brett Associates Weighted: September 2014 Total Zone 2 Zone 3 Zone 9 Zone 10 Zone 11 Zone 1 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop) Aldi, High Road Seven 0.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1.7% 0 0.0% 0.0% 0 2 0.0% 0 0.0% 0 0 0 0 2 0.0% 0 Kings, Ilford, IG3 8RS Aldi, Market Place, Romford 0.7% 0 2.0% 1 1.4% 1 0.0% 1.8% 2 0.0% 0 0.0% 0 0.0% 0 7 1.1% 0.0% 0 2 0.7% 1 1.4% 1 RM1.3AB Aldi, Marlborough Road, 0 0 1.3% 15 1.8% 2 0.0% 0 0.0% 0 1.3% 1 0.0% 1.6% 2 9.2% 7 2.0% 3 0.0% 0 0.0% 0 0.0% Romford, RM7 8AB Aldi, Ripple Road, 0.7% 8 0.0% 0 0.0% 0 0.0% 0 2.5% 2 0.0% 0 0.0% 0 0.0% 0 1.0% 2.2% 3 2.9% 2 0.0% 0 1 Dagenham, RM9 6SJ Aldi, St Mary's Lane, 1.3% 0 0.0% 0 12.2% 0.0% 0.0% 0 0.5% 1.0% 11 0.0% 0 2 0.0% 9 0 0 0.0% 1 0.0% 0 0.0% 0 Upminster, RM14 2OB Asda, Dolphin Approach. 0.5% 0 2 1.7% 2 0 3.4% 37 16.8% 17 6.2% 8 1.2% 1 0 0.0% 2.7% 3 2.8% 2 0.9% 1 4.3% 0.0% Mercury Gardens, Romford, RM1 3EE Asda, Merrielands Crescent, 1.9% 0.5% 3.3% 0 0.0% 0.7% 0 21 0.0% 0 0.0% 0 2 0.0% 0 3.8% 5 7.7% 12 1.2% 1 0.0% 1 1 Dagenham, RM9 6SJ Asda, Whalebone Lane, 0.1% 1 0.0% 0 0.0% 0 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 Chadwell Heath, RM8 1BB Co-op (Somerfield). 1.2% 13 0.0% 0 3.2% 4 0.0% 0 0.0% 0 0.0% 0 7.4% 8 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Farnham Road, Harold Hill, Romford, RM3 8DX Co-op, 201-207 Rayleigh 0.5% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 6 6 Road, Hutton, Brentwood, CM13 1LZ Co-op, 208-212 Hutton 0.0% 1.5% 17 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.6% 17 0 Road, Shenfield, CM15 8NR Co-op, 6/8-8A Harewood 0.7% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.4% 7 1 Road, Pilgrims Hatch, Brentwood, CM15 9PD Co-op, Becontree Avenue, 0.2% 3 0.0% 0 0.0% 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 0.0% 0 Becontree, Dagenham, RM8 2UU Co-op, Dagenham Road, 0.4% 4 0.0% 0 0.0% 0 10.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Rush Green. Romford. RM7 0TJ Co-op, Elm Park Avenue, 0.1% 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 0.0% 0 1 1 0 0 Hornchurch, RM12 4SD Co-op, Station Road, Harold 0.8% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.4% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Wood, Romford, RM3 0BP 0.2% Co-op, The Baytree Centre, 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 2 Brentwood, CM14 4BX Co-op, The Retail Unit, 0.6% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 8.0% 6 0.0% 0.0% 0 0.0% 0 0.0% 0 6 0 0 0 Turpin Avenue, Colliers

Havering Retail & Leisure Study

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by Zone

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									for	Pe	eter Br	et	tt Ass	ocia	ates	-									September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	5	Zone 7		Zone 8	8	Zone 9		Zone 10)	Zone 11		
Row, RM5 2PU																									
Costcutter, Farringdon Avenue, Romford, RM3 8SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, High Road, Romford, RM6 6PX	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	0.0%	0	
Costcutter, Highfield Link, Romford, RM5 3DH	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	0.0%	0	
Iceland, 32 The High Street, Brentwood,CM14 4AJ	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	0.0%	0	2.8%	4	
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	1.5%	16	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Heathway, Dagenham, RM10 8QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	
Iceland, London Road, Romford, RM7 9NA	0.4%	5	0.0%	0	0.0%	0	10.6%	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	
Iceland, Market Place, Romford, RM1 3AB	0.3%	3	2.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	0.6%	6	0.0%	0	4.4%	6	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	
Iceland, Whalebone Lane, Dagenham, RM8 1FB	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	3.6%	5	0.0%	0	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.1%	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	0.0%	0	
Lidl, Heathway, Dagenham, RM10 8QS	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.9%	0	0.0%	0	
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0	0.0%	0	
Londis, Warley Hill, Brentwood, CM14 5HR	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	
Marks & Spencer, South Street, Romford, RM1 1NT	1.5%	16	5.2%	5	0.7%	1	3.4%	1	0.7%	1	0.0%	0	1.2%	1	2.0%	2	2.4%	3	1.3%	2	0.5%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	6	1.1%	1	0.0%	0	0.0%	0	0.5%	0	5.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.1%	23	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	14	5.2%	8	0.5%	0	0.0%	0	
Sainsbury's Local, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									for	Pe	eter B	ret	t Ass	ocia	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l	
Road, Harold Hill, Romford, RM3 8DX																									
Sainsbury's Local, North Street, Romford, RM1 1ED	0.7%	7	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.3%	3	0.0%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	2.0%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	13.6%	19	1.0%	1	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	3.4%	37	0.0%	0	26.6%	35	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Sainsbury's, Howard Road, Grays, RM16 6YJ Sainsbury's, King George	0.0% 0.5%	1 6	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% 0.7%	0	0.0% 3.1%		0.0% 0.0%	0 0		0 0	
Avenue, Ilford, IG2 7SH Sainsbury's, The Brewery,	1.6%	18	9.1%	9		0	7.9%	3	0.0%		1.2%	1	1.2%		1.3%		1.0%	1			1.3%	1		0	
Romford, RM1 1AU Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	31	
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	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	0.0%	0	0.0%	0	6.0%	9	
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	4	2.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 80S	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	12	0.0%	0	0.0%	0	
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.3%	3	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	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Zone 6

Zone 5

Zone 7

Zone 8

Zone 9

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Weighted:

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Zone 2

Zone 1

Zone 3

Zone 4

Zone 10 Zone 11

Tesco Express, High Road, Chadwell Heath, RM6 6PR	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Brentwood, CM14 4QG	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Tesco Express, Main Road, Romford, RM1 3BT	1.0%	11	8.9%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.6%	7	3.8%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	10.1%	5	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	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	0.0%	0	2.8%	4
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.9%	32	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	40.7%	21	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.4%	27	5.4%	6	0.0%	0	3.8%	2	0.0%	0	0.6%	0	15.0%	16	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	10	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	3.0%	33	2.0%	2	14.9%	19	14.7%	6	1.8%	1	3.7%	3	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	2.7%	30	1.6%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.0%	22	0.0%	0	0.7%	1	3.9%	2	24.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.9%	10	0.0%	0	1.5%	2	0.0%	0	0.9%	1	8.4%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.6%	1	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.8%	1
Other foodstore outside study area	3.3%	37	2.4%	2	1.1%	1	0.0%	0	0.7%	1	2.3%	2	1.7%	2	0.7%	1	6.3%		13.1%	20	0.0%	0	0.0%	0
Other, zone 1	1.5%	16	8.7%	9	0.7%	1	3.3%	1	0.0%	0	0.0%	0	2.8%	3	0.7%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Other, zone 2	0.6%	7	1.1%	1	0.9%	1	3.9%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.4%	10	5.8%	3	0.0%	0
Other, zone 10	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other, zone 11	1.0%	10	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	6.2%	10
Other foodstores, Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other foodstores, Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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

Havering Retail & Leisure Study for Peter Brett Associates

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Other, zone 8	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.8%	6	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	26	0.0%	0		6	0.004	0		1	2.5%	2	2.0%	2	0.0%	0		5	2.6%	4		2	2.3%	4
(Don't do this kind of shopping)	25.4%	280	14.9%	15	25.8%	34	23.4%	10	24.0%	18	37.5%	28	33.6%	35	25.6%	20	25.4%	35	20.2%	30	23.2%	12	27.5%	43
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101

Havering Retail & Leisure Study

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for Peter Brett Associates

weighteu.									101	•			11000		uco										Sept
	Tota	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1	
Q08 And where did you s Those who specified a la	•	•	p food s	hopp	ping the t	time	before th	at?																	
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	
Aldi, Market Place, Romford RM1, 3AB	0.8%	6	2.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Aldi, Marlborough Road, Romford, RM7 8AB	2.7%	22	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	20.4%	12	3.8%	4	0.0%	0	0.0%	0	0.0%	0	
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.5%	6	3.4%	1	0.0%	0	
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.4%	11	1.8%	2	0.9%	1	0.0%	0	2.5%	1	13.8%	6	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	3.6%	29	9.4%	8	2.3%	2	3.0%	1	0.7%	0	1.9%	1	1.9%	1	6.3%	4	6.0%	6	1.1%	1	10.5%	4	0.0%	0	
Asda, Merrielands Crescent, Dagenham, RM9 6SJ	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	3.6%	4	11.2%	13	4.2%	2	0.0%	0	
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.8%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	1.3%	11	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.7%	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	0.0%	0	5.3%	6	
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	13	
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	1.0%	8	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	6.3%	7	
Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.5%	4	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Elm Park Avenue, Hornchurch, RM12 4SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Baytree Centre, Brentwood, CM14 4BX	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	0.0%	0	0.0%	0	3.3%	4	
Co-op, The Retail Unit,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:									for	Pe	eter B	re	tt Ass	oci	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7	7	Zone 8		Zone 9		Zone 10		Zone 11		
Turpin Avenue, Colliers Row, RM5 2PU																									
Costcutter, Becontree Avenue, Dagenham, RM8 3UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
Costcutter, Farringdon Avenue, Romford, RM3 8SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Highfield Link, Romford, RM5 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, The Cardrome, Upper Rainham Road, Hornchurch, RM12 4ET	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	4.1%	5	0.0%	0	0.0%	0	
Iceland, 32 The High Street, Brentwood,CM14 4AJ	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	0.0%	0	0.0%	0	3.7%	4	
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	2.4%	19	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Heathway, Dagenham, RM10 8QS	1.1%	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	7.8%	9	0.0%	0	0.0%	0	
Iceland, London Road, Romford, RM7 9NA	0.4%	3	0.0%	0	0.0%	0	10.3%	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	
Iceland, Market Place, Romford, RM1 3AB	0.8%	6	5.0%	4	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, North Street, Hornchurch, RM11 1RL	1.3%	10	0.0%	0	10.3%	9	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	
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.5%	4	2.5%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Lidl, Heathway, Dagenham, RM10 80S	1.0%	8	0.0%	0	0.0%	0	1.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	3.1%	1	0.0%	0	
Lidl, Longbridge Road, Dagenham, RM8 2DB	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%	2	0.8%	1	0.0%	0	0.0%	0	
Londis, Rainham Road South, Dagenham, RM10 8AH	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	1.6%	2	0.0%	0	0.0%	0	
Londis, Warley Hill, Brentwood, CM14 5HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZO	0.1%	1	0.0%	0	0.0%	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	0.8%	1	
Marks & Spencer, Ongar Road Pilgrims Hatch,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	
by Zone

Havering Retail & Leisure Study for Peter Brett Associates

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Weighted:									for	P	eter B	ret	t As	soci	ate	s										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Z	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	l	
Brentwood, CM15 9HZ																										
Marks & Spencer, South Street, Romford, RM1 1NT	2.6%	20	13.5%	12	0.9%	1	5.9%	2	0.9%	1	0.0%	0	1.0%	1	3.4	4%	2	0.0%	0	2.2%	3	0.7%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.2%	9	0.0%	0	1.3%	1	0.0%	0	2.3%	1	13.4%	6	1.0%	1	0.0	0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.7%	5	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Wood Lane, Becontree Heath,	2.1%	17	0.0%	0	0.0%	0	3.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0	0%	0	7.4%	7	7.0%	8	0.0%	0	0.0%	0	
Dagenham, RM10 7RA Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	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%	0	0.0%	0	
Sainsbury's Local, North Street, Romford, RM1 1ED	0.5%	4	4.4%	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%	0	0.0%	0	
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.5%	4	0.0%	0	1.4%	1	0.0%	0	3.8%	2	0.0%	0	1.0%	1	0.0	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	2.6%	21	1.8%	2	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9	9%	1	15.5%	15	1.2%	1	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	3.9%	31	0.9%	1	26.4%	24	0.0%	0	9.9%	5	1.1%	0	0.0%	0	0.0	0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0		0		0			0.0%	0			0.0			0.0%	0		0	0.0%	0		0	
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.8%	6		0		0		0			0.0%	0			0.0			1.4%	1		5	0.0%	0		0	
Sainsbury's, The Brewery, Romford, RM1 1AU Sainsbury's, William Hunter	1.7% 2.7%	14 21	4.9% 0.0%	4		0 0	9.7%	3 0	1.3% 0.0%		0.0% 0.0%	0 0	0.0% 0.0%	0				0.0% 0.0%	0 0		0	1.8% 0.0%	1	0.0% 19.1%	0 21	
Way, Brentwood, CM14 4WO	2.170	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	070	0	0.070	0	0.0%	0	0.070	0	19.1%	21	
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 20G	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12	
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	3	1.8%	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%	0	
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15	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%	0	0.0%	0	0.0%	0	4.4%	5	

by Zone

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Weighted:									for	Pe	eter B	ret	t Ass	ocia	ates										September 2014
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7	,	Zone 8	;	Zone 9		Zone 10)	Zone 11	l	
8JD																									
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	2	0.0%	0	1.6%	1	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	
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, London Road, Brentwood, CM14 4QG	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10	
Tesco Express, Main Road, Romford, RM1 3BT	2.1%	17	16.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0	
Tesco Express, Mawney Road, RM7 7HL	0.6%	5	2.8%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Rainham Road, Rainham, RM13 7OX	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	12.0%	5	0.0%	0	
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	0.0%	0	0.0%	0	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	
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	3.5%	28	0.0%	0	0.0%	0	0.0%	0	15.4%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	45.6%	17	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.6%	21	3.3%	3	2.8%	2	1.4%	0	0.0%	0	1.1%	0	19.6%	13	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.4%	11	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	5.3%	43	2.3%	2	27.9%	25	17.3%	6	3.4%	2	7.3%	3	1.3%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.1%	1	
Tesco Metro, Collier Row	2.7%	21	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Total

Zone 2

Zone 1

Zone 3

Zone 4

Havering Retail & Leisure Study

Zone 6

Zone 7

Zone 8

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for Peter Brett Associates

Zone 5

Zone 9 Zone 10 Zone 11

Lane, Collier Row,																								
Romford, RM5 3NL																								
Tesco, Airfield Way,	1.8%	14	0.0%	0	0.9%	1	5.1%	2	22.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch, RM12 5AF	1.070		0.070	0	0.970		5.170	2	22.070	12	0.070	0	0.070	0	0.070	0	0.070	Ŭ	0.070	0	0.070	0	0.070	0
Waitrose, St Mary's Lane,	1.6%	13	0.0%	0	1.8%	2	0.0%	0	1.3%	1	20.7%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Upminster, RM14 3BT																								
Internet / delivered	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.3%	2	0.9%	1	2.0%	2	0.6%	1	0.0%	0	1.1%	1
Other foodstore outside	5.6%	45	0.9%	1	3.5%	3	0.0%	0	0.0%	0	1.1%	0	6.4%	4	1.9%	1	16.4%	16	16.1%	19	1.3%	0	0.0%	0
study area																								
Other, zone 1	1.7%	13	7.5%	6	0.0%	0	3.6%	1	1.3%	1	0.0%	0	5.4%	4	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0
Other, zone 2	1.0%	8	1.3%	1	2.0%	2	5.1%	2	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	1.6%	13	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.1%	7	7.5%	3	0.0%	0
Other, zone 10	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other, zone 11	1.6%	13	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	10.6%	12
Other foodstores, Basildon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other foodstores, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, zone 7	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.9%	6	0.0%	0	0.0%	0
(Don't know / can't	1.9%	15	2.0%	2	2.2%	2	2.1%	1	0.0%	0	2.8%	1	1.0%	1	0.0%	0	4.2%	4	3.6%	4	1.8%	1	0.0%	0
remember)																								
Weighted base:		796		87		90		33		54		44		67		59		98		115		38		110
Sample:		755		80		69		69		68		60		59		74		66		69		72		69
-																								

by Zone
Weighted:

September 2014

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Mean score: [£]

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

Those who specified a location at Q07

1102

100

100

100

				-																					
£1-10	25.1%	199	29.5%	26			26.4%	9	26.8%		21.3%			15	25.5%	15	23.0%	22	26.5%		21.7%	8		31	
£11-20	26.3%	209	23.7%	21	18.6%	17	36.5%	12	21.2%	12	35.2%	15	30.6%	21	32.3%	19	23.2%	23	23.6%	27	32.9%	13	28.1%	31	
£21-30	18.9%	150	12.5%	11	29.6%	27	13.7%	4	31.9%	17	12.5%	6	14.4%	10	8.7%	5	26.6%	26	22.8%	26	16.1%	6	10.9%	12	
£31-40	5.7%	45	4.6%	4	8.1%	7	1.1%	0	4.4%	2	1.4%	1	9.2%	6	7.0%	4	1.4%	1	7.0%	8	11.4%	4	6.1%	7	
£41-50	3.8%	30	6.2%	5	2.5%	2	1.1%	0	0.9%	1	4.2%	2	3.6%	2	5.6%	3	4.2%	4	4.4%	5	0.0%	0	4.5%	5	
£51-60	1.0%	8	4.6%	4	1.8%	2	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
£61-70	0.6%	5	2.0%	2	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
£71-80	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	1.7%	1	1.1%	1	
£81-90	0.3%	3	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	0.0%	0	2.1%	2	
£91-100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£101-150	0.1%	1	0.0%	0	0.0%		0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£151-200	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	15.9%	126	16.2%	14			20.4%	7	10.1%	5	14.8%	7	20.5%	14	16.4%	10		18	13.4%	15	11.6%	4	16.5%	18	
(Refused)	1.5%	12	0.7%	1	1.3%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	3.6%	2	3.3%	3	0.0%	0	2.9%	1	1.1%	1	
Mean:		22.08		23.39		24.26		17.03		22.35		22.80		20.38		20.20		19.96		22.03		22.41		23.97	
Weighted base:		796		87		90		33		54		44		67		59		98		115		38		110	
Sample:		755		80		69		69		68		60		59		74		66		69		72		69	
Q10 Does your house	hold also	spend	money	y on fo	od and	l groce	ries in	small	shops	? (i.e., ı	not sup	permar	kets)												
Yes	36.3%	400	27.1%	28	37.3%	48	32.5%	14	44.8%	33	40.2%	30	30.4%	32	32.3%	26	40.8%	56	45.3%	68	24.2%	13	33.9%	53	
No	63.7%	702	72.9%	74			67.5%	29	55.2%	40	59.8%	44	69.6%	73	67.7%	54		82	54.7%	82	75.8%	40			
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157	

100

101

100

100

100

100

100

101

Sample:

Heath

Sample:

Havering Retail & Leisure Study

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for Peter Brett Associates

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q11 Where are these small shops located? Those who use small shops at O10 Local Stores - Romford 14.9% 60 60.3% 17 1.8% 1 56.5% 8 2.7% 1 0.0% 0 28.1% 9 26.0% 7 13.8% 8 9.8% 7 27.3% 3 0.0% 0 Local Stores - Hornchurch 11.9% 48 6.2% 2 57.0% 28 0.0% 48.9% 16 5.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.0% 1 0.0% 0 0 7.6% 30 0.0% 0 3.4% 2 0.0% 1.5% 26 3.6% 0.0% 0.0% 0.0% 5.0% Local Stores - Upminster 0 1 86.6% 1 0 0 0 1 1.6% 1 2 0.0% 0 Local Stores - Collier Row 4.8% 19 5.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 69.0% 18 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Local Stores - Elm Park 4.5% 18 0.0% 0 15.1% 7 0.0% 0 29.4% 10 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% 0 0.0% 0 0.0% 0 20 Local Stores - Harold Hill 6.4% 26 0.0% 0 8.5% 4 0.0% 0 0.0% 0 0.0% 0 64.2% 2.9% 1 0.0% 0 0.0% 0 3.9% 0 0.0% 0 0 Local Stores - Rainham 2.5% 10 0.0% 0 0.0% 0 2.5% 0 8.1% 3 1.6% 0 0.0% 0.0% 0 0.0% 0 1.1% 1 45.2% 6 0.0% 0 5.7% 23 0.0% 0.0% 3.2% 0.0% 0 0 0.0% 0 0.0% 21 0.0% 0 Local Stores - Chadwell 0 0 0 0.0% 0 38.1% 1.1% 1 0.0% 0 13.2% 53 0.0% 0 0.0% 2 0.0% 0 0 0.0% 0 24.6% 14 52.7% 36 0 Local Stores - Dagenham 0 3.6% 1 5.6% 0.0% 5.8% 1 0.0% 0 0.0% 0 Local Stores - Ilford 3.5% 14 0.0% 0 0.0% 0 0.0% 0 1.5% 1 1.6% 0 0.0% 0 14.8% 8 6.9% 5 0.0% 0 0.0% Local Stores - Barking 3.5% 14 3.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0 18.6% 13 0.0% 0 0.0% 0 10.5% 42 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 0 37 Local Stores - Brentwood 5.2% 1 3.4% 0 1 0.0% 0 0.0% 70.2% Other, outside area 4.3% 17 3.0% 1 2.4% 1 2.5% 0 0.0% 0 5.3% 2 4.1% 1 0.0% 0 4.5% 3 6.9% 5 3.9% 0 8.2% 4 2.0% 8 14.5% 0 0 0 Gidea Park 4 8.5% 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% Rush Green 1.1% 4 0.0% 0 0.0% 0 31.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 Shenfield 2.1% 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 0.0% 0 16.0% 9 2 (Don't know / varies) 1.5% 6 2.2% 1 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 2 3.9% 0 3.9% 28 33 32 53 Weighted base: 400 48 14 30 26 56 68 13 389 33 38 35 43 40 28 32 36 40 27 37

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for Peter Brett Associates

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Mean score: [£]

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

Those who use small shops at Q10

£1-10	46.7%	187	46.5%	13	66.9%	32	45.2%	6	36.2%	12	50.0%	15	44.0%	14	49.5%	13	49.5%	28	35.7%	24	44.7%	6	45.1%	24
£11-20	17.2%	69	22.3%		20.0%		22.1%	3	29.4%	10	13.0%	4	8.4%		31.9%	8	13.5%	- 20	9.4%		24.4%		16.0%	9
£21-30	9.3%	37	9.2%	3	0.0%	0	4.3%	1	6.0%	2	7.8%	2	12.2%	4	3.9%	1	20.0%	11	11.7%		12.4%	2	7.8%	4
£31-40	0.6%	2	2.2%	1	0.0%	ŏ	0.0%	0	0.0%	0	0.0%	0	0.0%	Ó	2.1%	1	0.0%	0	0.0%	0	2.9%	õ	1.6%	1
£41-50	2.4%	10	0.0%	0	1.8%	1	0.0%	0	1.1%	Ő	0.0%	Ő	8.2%	3	0.0%	0	4.5%	3	1.4%	1	0.0%	0	4.5%	2
£51-60	0.0%	10	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	ő	0.0%	0
£61-70	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71-80	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
£81-90	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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%			0	0.0%		0.0%	0	1.6%	1
£151-200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	22.0%	88	17.7%	5	11.3%	5	28.4%	4	27.2%	9	27.0%	8	23.1%	7	10.4%	3	10.1%	6	41.7%	28	12.7%	2	21.1%	11
(Refused)	1.2%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	2.1%	1	2.4%	1	0.0%	0	0.0%	0	2.2%	1
Mean:		13.88		13.89		9.91		10.82		12.25		11.38		19.06		11.75		14.84		13.79		16.33		17.46
Weighted base:		400		28		48		14		33		30		32		26		56		68		13		53
Sample:		389		33		38		35		43		40		28		32		36		40		27		37

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Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11

Mean score: [%]

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

0%	66.3%	730	82.9%	84	69.3%	90	80.4%	35	81.2%	59	38.2%	28	65.7%	69	88.7%	70	73.6%	101	54.7%	82	53.2%	28	53.3%	84
1-5%	1.6%	18	1.2%	1	4.1%	5	2.7%	1	0.0%	0	4.4%	20	1.1%	1	0.7%	, 0	0.0%	0	0.0%	0	2.6%	20	2.5%	
6-10%	1.6%	18	0.8%	1	3.2%	4	1.1%	0	3.3%	2	2.8%	2	0.0%	0	2.8%	2	1.3%	2	0.0%	Ő	3.4%	2	1.5%	2
11-20%	1.0%	11	1.7%	2	4.1%	5	0.0%	ŏ	0.0%	õ	0.9%	1	0.6%	1	0.0%	õ	0.0%	0	1.3%	2	1.0%	1	0.0%	0
21-30%	1.1%	12	1.6%	2	0.0%	0	1.6%	1	0.0%	ŏ	4.2%	3	0.0%	0	2.0%	2	1.9%	3	0.5%	1	0.0%	0	1.0%	
31-40%	0.6%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	0	1.9%	3	0.0%	0	3.4%	2	0.8%	
41-50%	2.7%	30	1.7%	2	3.1%	4	3.4%	1	0.7%	1	1.7%	1	1.6%	2	2.0%	2	1.3%	2	6.6%	10	3.4%	2	2.9%	
51-60%	0.2%	2	0.0%	0	1.4%	2	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
61-70%	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1
71-80%	4.3%	47	5.1%	5	8.2%	11	2.4%	1	0.7%	1	5.9%	4	6.7%	7	0.0%	0	1.0%	1	2.5%	4	5.7%	3	6.4%	10
81-90%	2.7%	30	3.5%	4	4.5%	6	0.0%	0	1.4%	1	4.2%	3	1.6%	2	0.0%	0	0.0%	0	2.1%	3	0.7%	0	7.1%	11
91-99%	0.6%	7	0.6%	1	0.7%	1	1.6%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.8%	1
100%	1.0%	11	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	2	1.3%	2	2.3%	1	2.2%	3
(Don't know / varies)	15.6%	172	1.0%	1	0.0%	0	5.1%	2	11.3%	8	35.2%	26	20.3%	21	2.6%	2	16.9%	23	29.8%	45	21.4%	11	20.7%	33
(Refused)	0.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.3%	1	0.0%	0
Mean:		11.99		9.51		15.88		6.45		4.26		20.00		11.80		3.14		5.14		14.23		15.29		21.59
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone 7	7	Zone 8	8	Zone	9	Zone 1	0	Zone 1	1
Q14 So, speaking as an i	individu	al, ca	n you te	ll me	where y	ou la	st made	a pu	rchase o	of clo	thes or s	shoes	?											
Brentwood	3.1%	34	0.6%	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	0.5%	0	20.9%	33
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.4%	27	0.0%	0	5.6%	7	1.7%	1	4.3%	3	1.2%	1	3.4%	4	0.0%	0	4.2%	6	2.2%	3	0.9%	0	1.0%	2
Dagenham	0.8%	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	5.8%	9	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.0%	11	0.0%	Õ	4.7%	6	0.0%	Ő	4.8%	3	1.5%	1	0.6%	1	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Õ
Ilford	1.0%	11	0.0%	Õ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.4%	5	3.1%	5	0.0%	Ő	0.0%	Ő
Rainham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.8%	1
Romford (including The Liberty, The Mall and The Brewery)	42.2%	465	65.5%	67	39.7%	52		27	43.7%	32	10.5%		48.2%	50	66.6%		63.1%	87	40.3%	60	25.0%	13	10.8%	17
Stratford (including Westfield Stratford City)	2.2%	25	2.8%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	4	3.8%	6	0.0%	0	6.9%	11
Upminster	1.0%	11	0.0%	0	0.0%	0	1.1%	0	0.0%	0	10.8%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Bluewater	1.2%	13	0.0%	0	1.8%	2	2.4%	1	0.0%	0	2.1%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.9%	0	2.9%	5
Lakeside	21.8%	240	10.4%	11	25.1%	33	13.1%	6	34.7%	25	59.8%	44	13.2%	14	8.3%	7	7.5%	10	20.5%	31	53.6%	28	20.5%	32
Gallows Corner Retail Park, Romford	0.8%	8	0.0%	0	1.3%	2	0.0%	0	1.2%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Merrielands Retail Park, Dagenham	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	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	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	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	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	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	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	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.1%	1	0.0%	0	0.0%	0	0.0%	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, Bridge Road, Rainham, RM13 9YZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road,	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0

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	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8	8	Zone	9	Zone 1	.0	Zone	1
Goodmayes, Romford, RM6 4HY																								
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.9%	76	5.6%	6	10.5%	14	2.1%	1	0.7%	1	5.2%	4	12.2%	13	7.8%	6	3.7%	5	11.9%	18	2.7%	1	5.3%	8
Home Catalogue	1.4%	16	1.2%	1	0.0%	0	2.9%	1	0.5%	0	0.0%	0	4.4%	5	2.0%	2	2.1%	3	1.0%	1	1.0%	1	1.1%	2
TV / Interactive Shopping	0.2%	2	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	0.5%	0	0.8%	1
Other location outside study	1.5%	16	3.3%	3	3.2%	4	2.1%	1	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%	0	1.1%	2	4.9%	3	1.1%	2
area																								
Other, zone 8	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	0	0.6%	1
Southend	0.1%	2	1.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	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	0.0%	0
Chelmsford	1.5%	17	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11
Billericay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Beckton superstores and retail parks	0.4%	5	0.0%	0	3.2%	4	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
Basildon	1.6%	18	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	15
(Don't know / can't remember)	2.1%	23	1.2%	1	0.7%	1	3.0%	1	0.0%	0	3.6%	3	3.0%	3	5.2%	4	1.7%	2	1.0%	1	1.2%	1	3.3%	5
(Don't do this type of shopping)	2.9%	32	6.3%	6	2.2%	3	3.5%	2	2.4%	2	1.3%	1	1.8%	2	5.0%	4	2.1%	3	3.6%	5	0.9%	0	2.2%	4
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

by Zone Weighted:								ł		C	,		k Lei it As		e Stu ates	dy									Page 1 September 20
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
Mean score [Time months = 0.125, 3 Q15 How often do you	or 4 times visit (LOC	s a yea CATIO	ar = 0.0	67, Tw	vice a ye	ear = C).038, O	nce a	year = (0.019,	Less o			= 2, Or	nce a we	eek =	1, Once	every	' two we	eks =	: 0.5, Oı	nce a	month =	: 0.25, Ond	ce every two
Those who specified a	a location a	t Q15																							
Everyday	0.9%	10	1.5%	1	0.0%	0	0.0%	0	0.0%		2.6%	2		0	0.0%	0		0		0	0.0%	0	4.4%	6	
- 6 times a week	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
- 4 times a week	0.6%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0		1		0	0.0%	0		3	0.0%	0	0.5%	0		1	
wice a week	1.1%	12	0.6%	1	0.9%	1	0.6%	0	0.0%	0		1	1.5%	2	0.8%	1	2.1%	3	1.7%	2	2.1%	1	0.0%	0	
nce a week	7.8%	82	9.3%	9	5.0%	6		5	5.4%	4	6.0%	4		11	5.9%	4	8.8%	12	8.9%	13	5.3%	3	7.8%	12	
Once every two weeks	12.9%	135			15.6%	20		5			15.4%	11			11.9%	8			14.8%	21	9.6%	5	1.7%	2	
Once a month	25.6%	268	26.1%		30.2%	38	20.0%	8		22			24.5%	24	18.0%	13			24.2%	34	39.1%		24.9%	37	
Once every two months	14.4%	150		13		12	6.7%		18.4%		10.9%		16.4%		11.9%		13.5%		13.9%	20	13.6%		21.5%	32	
or 4 times a year	12.0%	126	13.4%		10.7%	14	17.8%		14.4%		10.9%	8			18.6%		11.5%	15	8.1%	12	8.0%		15.9%	24	
wice a year	7.2%	75	4.7%		15.7%	20	6.8%	3	2.8%	2	6.6%		10.1%	10	8.5%	6		9	0.5%	1	5.2%	3		13	
nce a year	3.0%	31	3.1%	3		7	4.2%	2	0.0%	0		2		3		3		3	1.2%	2	7.1%	4	1.4%	2	
ess often	2.3%	24	6.0%	6	3.0%	4	3.5%	1	3.1%	2		1	2.0%	2	4.4%	3		2	1.2%	2	1.6%	1	0.6%	1	
Don't know / varies)	12.3%	128	7.1%	7	3.3%	4	15.6%	6	3.7%	3	16.5%	12	16.0%	16	15.5%	11	8.2%	11	25.5%	36	7.9%	4	12.8%	19	
Aean:		0.41		0.45		0.27		0.34		0.33		0.59		0.33		0.26		0.44		0.39		0.33		0.60	
Weighted base:		1047		94		126		40		71		70		100		71		133		143		51		148	
Sample:		1026		89		96		90		96		94		94		90		95		92		97		93	
Q16 How do you norma Not those who shop v	•	•				ED AT	Q14)?																		
Car - Driver	58.2%	555	44.3%		66.1%		51.8%		59.5%		72.5%		53.3%		55.8%		45.0%		57.2%		74.5%		65.9%	90	
Car - Passenger	8.9%	85	7.4%	6		3	7.7%	3	6.9%	5	5.6%		16.6%	14	5.0%	3			10.5%	13	16.0%	8	5.1%	7	
Bus	17.4%	166			12.0%		17.8%	7		17	8.7%		18.1%		32.6%	21			24.2%	30	8.0%	4	1.9%	3	
Cycle	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Disabled vehicle (e.g. mobility scooter)	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	0.0%	0	
axi	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	1	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
rain	6.5%	62	5.0%	4	4.2%	5	5.2%	2	4.4%	3	1.3%	1	8.3%	7	0.0%	0	6.2%	8	4.2%	5	1.6%	1	19.5%	27	
Valk	5.6%	54	18.0%	16		9	14.1%	5	2.4%	2		6	2.1%	2	2.4%	1	1.1%	1	1.2%	1	0.0%	0	7.7%	11	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ube	0.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
ube	0.4%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
	1.000	17	7.4%	6	1.0%	1	3.3%	1	0.7%	1	2.2%	1	0.8%	1	2.4%	2		1	2.7%	3	0.0%	0	0.0%	0	
eroplane	1.8%	± /																							
Aeroplane Don't know / varies) Veighted base:	1.8%	954		87		113		38		71		66		82		64		125		123		49		137	

Barking

Brentwood

Collier Row

Dagenham

Harold Hill

Hornchurch

Brewerv)

Upminster

Bluewater

Romford

Dagenham

Romford

RM8 1BB

RM6 6PB

Hornchurch, RM11 1TX Sainsbury's, The Brewery,

Romford, RM1 1AU Tesco Extra, Bridge Road,

Rainham, RM13 9YZ

Romford, RM3 0LL

Tesco Extra, Bryant Avenue,

0.1%

0.2%

0.4%

1 0.0%

2 0.0%

4 0.0% 0.0%

0

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0 2.3% 0 1.2%

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3 0.0% 0.0%

0

0 0.7%

0 0.0%

Lakeside

Elm Park

Ilford

Rainham

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September 2014

for Peter Brett Associates

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q17 And the time before that, where did your household go to make a purchase of clothes or shoes? Those who specified a location at O15 0.2% 3 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 2 0.0% 0 0.0% 0 3.4% 36 1.9% 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 22.2% 33 36 2.6% 2 7.9% 10 1.2% 0 4.4% 3 2.4% 2 3 2.2% 2 2.5% 3 5.6% 2 Central London - West End 3.4% 2.6% 8 1.5% 1 1.4% (Oxford Street / Regent Street / Bond Street) 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 2 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 7.4% 11 3.5% 0.0% 0 0 0.1% 1 0.0% 0 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 1.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.5% 5 0 0.0% 0 0.0% 0.0% 0.0% 0 0.6% 1 1 0.0% 0 6.9% 0.7% 0 0 0 1.0% 1 0.0% 0 3.3% 0 1.7% 18 0.6% 1 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 2.0% 1 7.4% 10 5 0.7% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.8% 1 359 56.6% 53 25.4% 32 60.6% 24 37.7% 27 16.1% 39 47.3% 63 32.0% 46 22.1% 10 Romford (including The 34.3% 11 43.1% 43 54.3% 11 6.8% Liberty, The Mall and The Stratford (including 4.4% 2.6% 2 3.1% 1.8% 1.2% 4.8% 3 7.3% 7 0.0% 0 7.6% 10 1.3% 2 1.0% 9.8% 14 46 4 1 1 1 Westfield Stratford City) 0.5% 5 0.9% 1 0.0% 0 0.0% 0 1.4% 1 3.7% 3 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 33 6.4% 3 7 3.1% 0.0% 0 8 4.2% 2 4.6% 9.7% 1.9% 2 0.8% 1 0.0% 0 0.7% 1 0.0% 0 6.4% 9 35 33 28.8% 301 19.4% 18 36.5% 46 21.6% 9 35.1% 25 50.1% 18.3% 18 21.5% 15 16.7% 22 27.9% 40 63.7% 27.0% 40 0 0.0% 0 Gallows Corner Retail Park, 1.0% 10 1.2% 2.2% 3 0.0% 0 0.0% 0 0.9% 0.0% 0 0.7% 3.3% 5 0.0% 0 0.0% 1 1 1 0 Ilford Retail Park 0.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.8% 6 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0.5% 0 Merrielands Retail Park, 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 1 0.0% 0 0.0% 1 0 0.0% Matalan, North Street, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 2 0.0% 0 0.0% 0 0.0% 0 Asda Superstore, Whalebone 0.1% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1 0.0% 0 0 0.0% 0 0 1.0% 1 0 0.0% Lane. Chadwell Heath. Asda, Dolphin Approach, 0.5% 5 0.0% 0 3.3% 4 0.9% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Mercury Gardens, Romford, RM1 3EE 0 0.0% 0 0 0 Sainsbury's, High Road, 0.1% 1 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% Chadwell Heath, Romford, Sainsbury's, High Street, 0.3% 3 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 0.5% 0 1.7% 2

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for Peter Brett Associates

	Total		Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	1
Tesco Extra, High Road, Goodmayes, Romford,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 4HY Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Internet / delivered	5.2%	55	5.2%	5	4.9%	6	2.3%	1	2.1%	2	8.9%	6	10.8%	11	0.0%	0	1.7%	2	7.3%	10	0.5%	0	7.5%	11
Home Catalogue	1.6%	17	0.6%	1	0.0%	0	2.4%	1	0.5%	0	0.0%	0	2.6%	3	4.6%	3	2.5%	3	2.4%	3	1.0%	1	1.4%	2
Other location outside study area	1.4%	15	3.0%	3	3.3%	4	0.0%	0	1.5%	1	1.8%	1	1.7%	2	1.0%	1	0.7%	1	0.5%	1	0.0%	0	0.8%	1
Other, zone 8	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.7%	1	0.0%	0	0.0%	0
Other, zone 9	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	1.2%	2	0.0%	0	0.0%	0
London (Other)	0.2%	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	0.7%	1	0.0%	0	0.0%	0
Southend	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	0.0%	0
Chelmsford	1.1%	12	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Basildon	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	2	0.0%	0	0.0%	0	6.2%	9
(Don't know / can't remember)	2.8%	29	3.3%	3	3.5%	4	2.1%	1	2.2%	2	0.0%	0	2.6%	3	6.0%	4	0.7%	1	4.0%	6	1.6%	1	3.2%	5
Weighted base:		1047		94		126		40		71		70		100		71		133		143		51		148
Sample:		1026		89		96		90		96		94		94		90		95		92		97		93

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for	Peter	Brett A	Associates
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	Tota	1	Zon	e 1	Zone	2	Zone 3	5	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8	3	Zone 9)	Zone 1	0	Zone	11	
Q18 Now can you tell m	e where	your l	househ	old las	st made	a pur	chase of	furr	niture, ca	rpets	s, or soft	hous	sehold f	urnisl	hings?										
Barking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brentwood	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	4.8%	8	
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.5%	1	0.0%	0	
Dagenham	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	7.4%	11	0.0%	0	0.0%	0	
Elm Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harold Hill	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch	1.8%	20	3.0%	3	8.3%	11	3.9%	2	1.6%	1	3.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Ilford	0.8%	9	0.0%	呪印.	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.9%	1	1.2%	1	0.0%	0	
Rainham	0.4%	5	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	8.1%	4	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	11.4%	126	19.6%	20	17.0%	22		7	6.2%	5	5.2%	4	12.1%	13	16.3%	13	14.0%	19	5.0%	7	7.3%	4	8.2%	13	
South Ockendon	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	0.0%	0	
Stratford (including Westfield Stratford City)	0.5%	6		1	0.0%	0	0.0%	0		0	1.2%	1	0.0%	0	0.9%	1	2.6%	4	0.0%	0	0.0%	0	0.0%	0	
Upminster	5.7%	63	5.4%	5	5.3%	7	2.3%	1	6.9%	5	26.9%	20	5.4%	6	4.3%	3	2.1%	3	0.9%	1	5.1%	3	5.5%	9	
Bluewater	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	3	
Lakeside	13.2%	145	6.2%	6	17.3%	23	7.4%	3	21.9%	16	14.4%	11	7.1%	7	5.3%	4	5.7%	8	12.1%	18	38.2%	20	18.6%	29	
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Eastern Avenue West Retail Park, Romford	1.7%	18	0.8%	1	1.1%	1	5.7%	2	2.4%	2	0.9%	1	1.1%	1	9.0%	7	1.3%	2	0.0%	0	0.0%	0	0.8%	1	
Gallows Corner Retail Park, Romford	6.9%	76	16.6%	17	7.6%	10	12.6%	5	5.5%	4	3.1%	2	14.0%	15	10.9%	9	3.4%	5	3.2%	5	0.0%	0	3.1%	5	
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ilford Retail Park	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	0.0%	0	
Merrielands Retail Park, Dagenham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.6%	1	0.0%	0	
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rom Valley Way Retail Park, Romford	1.5%	16	2.1%	2	3.1%	4	3.5%	2	4.4%	3	1.2%	1	1.7%	2	2.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
B&Q Roneo Corner Retail Park, Romford	0.8%	9	0.0%	0	1.3%	2	7.1%	3	0.5%	0	0.0%	0	1.6%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.6%	1	
B&Q Tangent Link, Harold Hill, Romford	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	0.0%	0	2.6%	4	
Homebase, High Road, Seven Kings, Ilford	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	
Homebase, Rom Valley Way, Romford	0.2%	2	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	0.8%	1	
Ikea, Lakeside Tesco Extra, Bridge Road,	2.6% 0.0%	29 0	5.6% 0.0%	6 0	5.1% 0.0%	7 0	0.6% 0.0%	0 0	0.7% 0.0%	1 0	0.0% 0.0%	0 0	3.3% 0.0%	3 0	3.4% 0.0%	3 0	0.0% 0.0%	0 0	4.0% 0.0%	6 0	0.0% 0.5%	0 0	2.2% 0.0%	3 0	

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for Peter Brett Associates

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	.0	Zone	1
Rainham. RM13 9YZ																								
Pesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
nternet / delivered	4.9%	54	4.2%	4	3.6%	5	1.6%	1	3.3%	2	12.7%	9	5.6%	6	2.2%	2	3.7%	5	4.4%	7	4.2%	2	7.1%	11
lome Catalogue	1.4%	16	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.6%	1	0.0%	0	0.7%	1	3.1%	5	0.0%	0	2.8%	4
V / Interactive 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	0.5%	0	0.0%	0
ther location outside study	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.8%	6	0.9%	0	1.0%	2
area																								
Other, zone 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
other, zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
other, zone 8	0.8%	9	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.5%	1	0.0%	0	0.0%	0
other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
ondon (Other)	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0
boodmayes (including retail park)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
helmsford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
illericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eckton superstores and retail parks	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
asildon	1.3%	14	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	7.7%	12
Don't know / can't remember)	11.2%	123	7.9%	8	9.8%	13	11.4%	5	10.9%	8	13.6%	10	14.7%	15	15.6%	12	10.5%	14	13.4%	20	7.0%	4	8.9%	14
Don't do this type of shopping)	22.9%	252	27.0%	27	18.5%	24	24.9%	11	23.1%	17	9.6%	7	27.7%	29	25.2%	20	29.2%	40	25.3%	38	22.5%	12	17.3%	27
Veighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
ample:		1102		100		100		100		100		101		100		100		100		100		100		101

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for Peter	Brett A	Associates
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	Tota	1	Zone	1	Zone	2	Zone 3		Zone 4		Zone	5	Zone	6	Zone 7	,	Zone 8	;	Zone 9)	Zone 1	0	Zone	11
Q19 And the time before Those who specified a l			lid your	hous	ehold go	o to n	nake a pu	rcha	ise of furr	nitur	re, carpe	ets, o	r soft ho	useh	old furni	shing	js?							
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Central London - West End (Oxford Street / Regent Street / Bond Street)	2.2% 0.5%	16 3	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.8% 0.0%	0 0		1 1	3.0% 0.0%	2 0	0.0% 2.1%	0 1	3.1% 1.6%	3 1	0.0% 0.0%	0 0	0.0% 1.3%	0 0	9.1% 0.0%	$ \begin{array}{c} 11 \\ 0 \end{array} $
Street / Bond Street) Dagenham	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	10.2%	9	0.0%	0	0.0%	0
Harold Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
								0			0.0% 1.9%	1	0.0%	0	4.3% 4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	3.0%	22	2.4%	2		15	0.0%		3.4%	2		1		1				-						
Ilford	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Rainham	1.0%	7	0.0%	0	0.9%	1	0.0%	0	0.8%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%		11.2%	4	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	14.3%	104	31.0%	21	12.1%	11	14.0%	4	6.4%	3	5.4%	3	19.6%	12	20.7%	10	34.4%	29	4.3%	4	9.8%	4	3.8%	4
South Ockendon	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	2.0%	2	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.7%	5	2.4%	2	0.9%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	0	1.0%	1
Upminster	7.2%	52	11.2%	7	4.3%	4	1.7%	0	16.5%	8	27.6%	16	10.4%	6	6.1%	3	3.5%	3	0.0%	0	5.1%	2	2.5%	3
Bluewater	0.7%	5	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	2
Lakeside	17.5%	127	7.1%	5	19.1%	18	23.2%	6	17.6%	8	18.9%	11	14.8%	9	6.8%	3	14.7%	12	18.6%	17	57.7%	21	14.5%	17
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	2.4%	18	4.7%	3	3.3%	3	9.8%	3	1.5%	1	1.1%	1	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gallows Corner Retail Park, Romford	7.1%	51	14.5%		12.3%		11.6%	3	3.8%	2		1		10		6	1.6%	1	4.1%	4	0.0%	0	2.0%	2
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0		0	0.0%	0		0		0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	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	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	2.9%	3	2.3%	1	0.0%	0
Newbury Retail Park, Horns Road, Ilford	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%	0
Rom Valley Way Retail Park, Romford	1.3%	10	3.3%	2	1.2%	1	4.7%	1	2.1%	1	0.0%	0		1	3.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	1.1%	8	0.0%	0	1.8%		16.6%	5	1.4%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	1
Homebase, Rom Valley Way, Romford	0.1%	0	0.0%	0	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, Lakeside Matalan, North Street, Romford	4.1% 0.2%	30 2	2.6% 0.0%	2 0	7.1% 0.7%	7 1	2.4% 0.0%	1 0	7.9% 0.0%	4 0	0.8% 0.0%	0 0		3 0	3.3% 2.1%	2 1	0.0% 0.0%	0 0	8.7% 0.0%	8 0	1.0% 0.0%	0 0	3.5% 0.0%	4 0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Romford, RM1 1AU Tesco Extra, Bryant Avenue, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 Romford, RM3 0LL Internet / delivered 8.3% 60 6.5% 4 6.0% 4.2% 2 14.3% 7 2.3% 4.7% 4 6.8% 6 2.3% 1 17.1% 20 6 1 5.1% 8 11.1% 1 Home Catalogue 2.3% 17 0.0% 0 0.0% 0 0.0% 0 10.1% 5 0.0% 0 2.2% 1 0.0% 0 1.2% 1 7.9% 7 0.0% 0 2.0% 2 0.8% 1.2% 0.0% 0 0.0% 0.0% 0 1.1% 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 3.5% Other location outside study 6 1 0 1 1 4 area Other, zone 1 0.2% 2 0.0% 0 0.0% 0 0.0% 0 3.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, zone 5 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 2 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, zone 8 0.5% 4 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 0.0% 0 0.0% 0 1 0.0% 0 3 0.0% 0 3 0 Other, zone 9 0.4% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 3 0.0% 0 0.0% 0 Other, zone 11 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 0.0% 0 2.0% 2 London (Other) 1.5% 11 6.0% 4 0.0% 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 7.2% 7 0.0% 0 0.0% 0 0 0 0 Goodmayes (including retail 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 1.1% 1 0.0% 0 0.0% 0 1 park) Chelmsford 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 3 Beckton superstores and 0.9% 6 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.7% 0 0 4.8% 4 1.4% 1 1.3% retail parks Basildon 2.1% 15 0.0% 0 0.0% 0 1.7% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0.0% 0 11.1% 13 1 13.4% 98 7.2% 5 11.2% 10 5.3% 1 15.1% 7 17.3% 10 7.4% 12.2% 6 11.1% 9 19.6% 18 3.7% 1 21.5% 25 (Don't know / can't 4 remember) Weighted base: 727 93 27 48 57 60 47 83 92 37 66 116 697 60 76 53 63 75 60 58 53 52 72 75 Sample:

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8	8	Zone	9	Zone 1	.0	Zone	11
Q20 Now can you tell me	e where	your l	househo	old la	st made	a pur	chase o	of DIY	and dec	corati	ng good	ls?												
Brentwood	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	21
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	8.1%	12	0.9%	0	0.0%	0
Elm Park	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	0.0%	0
Harold Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.7%	8	0.0%	0	0.0%	0	0.6%	0	0.9%	1	3.4%	3	0.6%	1	0.7%	1	1.9%	3	0.0%	0	1.2%	1	0.0%	0
lford	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%	0
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	Õ	0.0%	Õ		0	0.7%	1	0.0%	Ő	0.7%	Õ	0.0%	0
Romford (including The	6.4%	71	11.8%	12	2.2%	3	8.3%	4		3		3	1.2%	1			13.3%	18	7.1%	11	7.2%	4	5.9%	9
Liberty, The Mall and The	0.170	, 1	1110/0		2.270	0	01070	·	110 /0	0	110 /0	0	112/0	-	0.270	2	101070	10	/11/0				01970	
Brewery)																								
Upminster	0.0%	0	0.0%	0	0.0%	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	0.0%	0
Lakeside	4.3%	48	0.0%	0	0.0%	0	3.9%	2		2		11	0.0%	0		0	1.2%	2	6.6%	10	30.5%	16	3.6%	6
Abbey Retail Park, Barking	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Eastern Avenue West Retail	0.0%	1	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
Park, Romford	0.170	1	0.070	0	0.070	0	0.070	0	0.070	0	1.7 /0	1	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
Gallows Corner Retail Park,	8.1%	89	9.7%	10	2.9%	4	0.0%	0	1.3%	1	9.2%	7	26.1%	27	15.2%	12	1.9%	3	0.0%	0	0.0%	0	16.3%	26
Romford	0.170	09	9.170	10	2.970	4	0.070	0	1.570	1	9.270	/	20.170	21	13.270	12	1.970	5	0.070	0	0.070	0	10.570	20
Grove Farm Retail Park,	0.2%	3	0.0%	0	0.0%	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	0.0%	0
Romford	0.270	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.970	5	0.0%	0	0.0%	0	0.0%	0
lford Retail Park	0.20/	2	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	1.3%	2	0.00/	0	0.0%	0	0.0%	0
	0.2%	33		0		0	0.0%	-	0.0.0					-	010/0	0			0.0%			7		
Merrielands Retail Park,	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.5%	25	12.9%	/	0.0%	0
Dagenham	0.20/	2	0.00/	0	1.00/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.70/	1	0.00/	0	0.00/	0	0.00/	0
Rom Valley Way Retail	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Park, Romford	26.200	200	20.00/	21	65.000	0.5	EE 60/	24	61.60/	47	22.00/	1.0	C 10/	-	10.00/	1.7	10 (0)	10	14.00/	0.1	10 60/	10	0.00/	1.5
B&Q Roneo Corner Retail	26.2%	289	30.0%	31	65.2%	85	55.6%	24	64.6%	47	22.0%	16	6.4%	/	18.9%	15	13.6%	19	14.0%	21	18.6%	10	9.8%	15
Park, Romford	4.4.4.4		4			0	0.004	0	2.24		10 50				.	10	0.50		a <i>cat</i>				10	•
B&Q Tangent Link, Harold	11.4%	126	16.5%	17	7.0%	9	0.0%	0	3.3%	2	19.5%	14	34.4%	36	24.1%	19	0.7%	1	2.6%	4	6.5%	3	12.7%	20
Hill, Romford																-								
Homebase, High Road,	0.7%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0
Seven Kings, Ilford																								
Homebase, Rom Valley	3.5%	39	8.8%	9	5.1%	7	12.2%	5	3.8%	3	2.0%	1	0.0%	0	7.4%	6	2.1%	3	1.6%	2	0.9%	0	1.5%	2
Way, Romford																								
kea, Lakeside	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
Vickes Extra, Hertford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.6%	5	0.0%	0	0.0%	0
Road, Barking																								
Vickes, Brook Street,	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.0%	5
Brentwood																								
ainsbury's, High Street,	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7
Hornchurch, RM11 1TX																								
nternet / delivered	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.9%	1	3.8%	3	0.0%	0	3.6%	5	0.5%	0	0.0%	0
Iome Catalogue	0.1%	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	0.0%	0
Other location outside study	0.5%	5	0.0%	0	0.0%	0	0.0%	0		0	0.9%	1	0.0%	0		0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
area		-										-				, e				-		-		
Other, zone 8	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0	0.0%	0
Suici, Lone o	0.770	10	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.070	10	0.070	0	0.070	0	0.070	,

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zon	e 6	Zo	one 7		Zone 8	8	Zone)	Zone 1	.0	Zone	11	
Other, zone 9	0.1%	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	0.0%	0	
Other, zone 11	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	0.0%	0	2.5%	4	
London (Other)	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	0.0%	0	0.0%	0	
Goodmayes (including retail park)	1.5%	16	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0	%	0	8.6%	12	2.1%	3	0.0%	0	0.0%	0	
Beckton superstores and retail parks	1.0%	11	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	%	0	1.9%	3	2.8%	4	0.7%	0	0.0%	0	
Basildon	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9	%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	14	
(Don't know / can't remember)	3.2%	35	3.3%	3	0.9%	1	6.0%	3	2.3%	2	3.8%	3	0.6%	1	2.1	%	2	3.1%	4	7.6%	11	4.4%	2	2.1%	3	
(Don't do this type of shopping)	18.1%	200	18.8%	19	11.7%	15	12.1%	5	14.7%	11	11.5%	8	25.6%	27	19.6	% 1	6 2	27.6%	38	19.4%	29	13.1%	7	15.9%	25	
Weighted base:		1102		102		130		43		73		74		105		7	9		138		149		52		157	
Sample:		1102		100		100		100		100		101		100		10	00		100		100		100		101	

Park, Romford B&O Tangent Link, Harold

Hill, Romford Homebase, High Road,

Way, Romford Wickes Extra, Hertford

Road, Barking Wickes, Brook Street,

Internet / delivered

Home Catalogue

Hornchurch, RM11 1TX

Other location outside study

Brentwood Sainsbury's, High Street,

Seven Kings, Ilford Homebase, Rom Valley 12.5%

1.0%

10.1%

0.3%

2.1%

0.7%

1.2%

0.1%

0.8%

108 12.5%

9 0.0%

88 29.1%

2 0.0%

0.0%

0.0%

0.0%

0.0%

18

6 0.0%

11

1

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Havering Retail & Leisure Study

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for Peter Brett Associates

September 2014

	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone)	Zone 1	0	Zone	11
Q21 And the time before Those who specified a			lid your	house	ehold go	o to n	nake a pu	urcha	ase of DI	Y and	d decora	ating g	goods?											
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Brentwood	1.9%	16	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	13
Collier Row	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	0.0%	0
Dagenham	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.2%	10	2.3%	1	0.0%	0
Elm Park	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Harold Hill	0.9%	8	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hornchurch	1.0%	8	0.0%	0	0.0%	0	0.7%	0	1.1%	1	5.5%	3	0.8%	1	0.0%	0	1.0%	1	1.2%	1	2.5%	1	0.0%	0
Ilford	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.8%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	7.5%	65	15.9%	13	1.5%	2	9.4%	3	1.4%	1	4.3%	3	3.7%	3	5.7%	4	17.8%	17	6.0%	7	12.1%	5	7.0%	9
Upminster	0.2%	2	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	1.1%	0	0.0%	0
Lakeside	5.4%	47	0.0%	0	0.7%	1	4.8%	2	3.7%	2	13.5%	8	0.0%	0	0.0%	0	3.2%	3	8.6%	9	36.5%	16	4.4%	6
Eastern Avenue West Retail Park, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	9.0%	78	12.4%	10	6.5%	7	3.3%	1	1.6%	1	10.2%	6	21.7%	17	18.1%	11	5.1%	5	0.0%	0	0.0%	0	15.2%	20
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	3.1%	27	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	19.2%	21	10.2%	4	0.0%	0
Rom Valley Way Retail Park, Romford	0.5%	5	0.0%	0	2.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail	27.2%	236	22.3%	18	59.8%	68	44.4%	16	65.8%	40	26.2%	16	7.9%	6	24.7%	15	20.4%	19	13.8%	15	19.2%	8	11.2%	14

3 18.8%

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area

Havering Retail & Leisure Study for Peter Brett Associates

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	Tota	1	Zone	1	Zone	2	Zone 3	;	Zone 4	Ļ	Zone 5	;	Zone 6		Zone 7	,	Zone 8	6	Zone	9	Zone 1	0	Zone	11
Other, zone 8	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	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	0.0%	0
Other, zone 11	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	0.0%	0	0.0%	0	3.1%	4
London (Other)	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Goodmayes (including retail park)	1.6%	14	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	11	1.7%	2	0.0%	0	0.0%	0
Billericay	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	1.6%	14	0.0%	0	3.6%	4	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.2%	8	0.0%	0	0.0%	0
Basildon	2.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	19
(Don't know / can't remember)	3.7%	32	3.6%	3	3.0%	3	0.0%	0	0.0%	0	5.7%	4	0.8%	1	3.4%	2	5.1%	5	10.2%	11	1.7%	1	1.9%	2
Weighted base:		867		79		114		35		61		62		77		62		96		109		43		129
Sample:		854		73		84		78		85		83		78		75		68		71		80		79

Total

Zone 1

Zone 2

Zone 3

Zone 4

Havering Retail & Leisure Study

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September 2014

for	Peter	Brett	Associates
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Zone 6

Zone 7

Zone 5

Zone 9

Zone 10

Zone 11

Zone 8

Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers? 0 Barking 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% Brentwood 2.5% 27 0.0% 0 0.0% 0 0.6% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.6% 26 0.5% 6 0.6% 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 1.3% 1 2.6% 0.0% 0 0.0% 0 0.0% 0 Central London - West End 1 4 (Oxford Street / Regent Street / Bond Street) Dagenham 2.5% 28 0.0% 0 0.0% 0 4.7% 2 1.9% 1 0.0% 0 0.0% 0 0.0% 0 0.7% 1 15.5% 23 0.0% 0 0.0% 0 Elm Park 0.3% 3 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.3% 2 0.0% 0 0.0% 0 0.0% 0 Harold Hill 0.5% 6 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.9% 1 0.9% 1 1.8% 1 0.0% 0 1.3% 2 0.0% 0 0.0% 0 2.2% 0 Hornchurch 24 1.8% 2 5.4% 7 1.1% 0 10.6% 8 3.6% 3 3.0% 3 0.7% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0 Ilford 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.8% 1 1.7% 2 0.0% 0 0.7% 0 0.0% 0.5% 0.0% 0 0.0% 0.0% 0.5% 0 1.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Rainham 6 0 0 1 0 8.1% 4 5 Romford (including The 11.4% 126 31.0% 32 8.8% 11 27.8% 12 11.3% 8 7.7% 6 13.1% 14 7.4% 6 14.9% 21 7.9% 12 1.0% 1 2.9% Liberty, The Mall and The Brewery) Stratford (including 0.6% 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.6% 0.0% 0 3.3% 5 0.0% 0 0.0% 0 0.0% 0 6 1 Westfield Stratford City) Upminster 0.1% 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Bluewater 1.0% 11 0.0% 0 2.1% 3 0.0% 0.0% 0 6.6% 5 1.8% 2 1.3% 0.0% 0.0% 0.0% 0 0.6% 0 1 0 0 1 Lakeside 9.8% 108 0.6% 1 13.3% 17 3.4% 1 13.2% 10 23.4% 17 4.3% 5 0.0% 0 2.8% 4 12.4% 19 32.4% 17 11.7% 18 0 0 Chase Lane Retail Park. 0.2% 2 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 0.0% 0 Ilford Eastern Avenue West Retail 6.0% 7.2% 7 16.2% 21 12.2% 5 2.0% 1 1.5% 5 20.2% 16 5.2% 1.5% 2 0.0% 0 0.0% 0 66 1 4.6% 7 Park. Romford Gallows Corner Retail Park. 3.8% 41 3.9% 4 3.3% 4 5.7% 2 0.5% 0 1.2% 1 15.1% 16 9.7% 8 0.0% 0 0.5% 1 0.7% 0 3.1% 5 Romford Grove Farm Retail Park. 0.7% 8 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.3% 7 0.0% 0 0.0% 0 0.0% 0 Romford Merrielands Retail Park, 1.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 6.3% 9 0.0% 0 0.0% 0 11 0 2 Dagenham Rom Vallev Wav Retail 0.2% 2 0.0% 0 0.5% 1 0.0% 0 0.9% 1 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Park. Romford B&O Roneo Corner Retail 0.3% 3 0.0% 0 0.0% 0 0.6% 0 1.2% 1 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.9% 1 0.0% 0 0.0% 0 Park, Romford B&Q Tangent Link, Harold 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 0.0% 0 Hill. Romford Homebase, Rom Valley 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 0.0% 0.0% Way, Romford Asda Superstore, Whalebone 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 0.0% 0 0.0% 0 Lane, Chadwell Heath, RM8 1BB Asda, Dolphin Approach, 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 0.0% 0 Mercury Gardens, Romford, RM1 3EE Morrisons, Wood Lane, 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.5% 0 0.1% 1 0.0% 0 0 0.0% 0 1 0.0% 0 0.0%

Becontree Heath,

by Zone

Havering Retail & Leisure Study for Peter Brett Associates

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Weighted:									fo	r Po	eter I	Bret	tt Ass	socia	ates										September 2014
	Total		Zone 1	L	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	7	Zone	8	Zone 9	1	Zone 1	0	Zone 1		
Dagenham, RM10 7RA																									
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	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	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	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	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	10.4%	5	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.6%	18	10.6%	11	0.0%	0	0.8%	0	0.7%	1	0.0%	0	4.5%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.5%	6	0.0%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.0%	11	0.0%	0	1.8%	2	3.3%	1	5.0%	4	2.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	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	3.4%	2	0.0%	0	
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	15.3%	168	11.6%		21.4%	28	10.8%		11.0%		19.3%	14	16.2%		11.4%		14.8%		11.9%	18	21.4%		16.9%	27	
Home Catalogue	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	
Other location outside study area	0.7%	8	0.0%	0		0	1.0%	0			0.9%	1		0		0	0.0%	0		1	0.0%	0		6	
Other, zone 1	0.6%	7	1.8%	2		2	0.0%	0	0.7%	1	0.0%	0	1.8%	2		1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Other, zone 6	0.1%	2	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	0.0%	0	0.6%	1	
Other, zone 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2 0	1.7%	3	0.0%	0	0.0%	0	
Other, zone 11	0.1%	1	0.0%	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	0.0%	0 2	0.0%	0	0.8% 0.8%	1	
London (Other) Goodmayes (including retail	0.6% 1.1%	6 12	0.0% 0.0%	0	0.0% 0.9%	1	0.0% 0.0%	0	0.0%	0		0	$0.0\% \\ 0.0\%$	0 0		1 0	1.9% 7.3%	5 10	1.3% 0.7%	2	$0.0\% \\ 0.0\%$	0	0.8%	1 0	
park) Chelmsford	0.3%	4	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	
Beckton superstores and retail parks	0.5%	4	0.0%	0		0	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0	3.8%	6	0.0%	0	0.0%	4	
Basildon	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	21	
(Don't know / can't remember)	9.2%	102	5.1%		10.7%		10.3%	4	7.6%	6			11.4%	12		7	6.8%		10.5%	16	4.4%		12.3%	19	
(Don't do this type of shopping)	19.4%	214	25.2%	26	12.5%	16	13.9%	6	23.2%	17	18.9%	14	20.0%	21	30.2%	24	21.3%	29	21.2%	32	15.4%	8	13.8%	22	
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157	
Sample:		1102		102		100		100		100		101		100		100		100		100		100		101	

Total

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for Peter	Brett A	Associates
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 Zone 1
 Zone 2
 Zone 3
 Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11

Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers? *Those who specified a location at Q22*

Those who specified a	locunon a	" <u>2</u> 22																						
Barking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0
Brentwood	1.7%	13	0.0%	Õ	0.0%	0	0.8%	Ő	0.0%	Ő	1.6%	1	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Ő	10.4%	12
Central London - West End	1.1%	8	0.8%	1	0.0%	0	0.0%	Ő	9.6%	5	0.0%	0	0.9%	1	2.1%	1	0.0%	Ő	1.3%	1	0.0%	Ő	0.0%	0
(Oxford Street / Regent		-		-										-		-				-				÷
Street / Bond Street)																								
Collier Row	0.2%	1	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	0.0%	0	0.0%	0
Dagenham	3.1%	25	0.0%	Õ	0.0%	0	5.1%	2	0.7%	Õ	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Ő	21.9%	22	0.6%	Ő	0.0%	Õ
Elm Park	0.1%	1	0.0%	Õ	0.0%	Õ	0.0%	0	0.7%	Õ	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	0	0.6%	Ő	0.0%	Õ
Harold Hill	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.9%	15	1.7%	1	1.3%	1	0.8%	Ő	14.6%	7	4.9%	3	2.5%	2	0.0%	Õ	0.0%	Ő	0.0%	0	0.6%	Ő	0.0%	Õ
Ilford	0.8%	6	0.0%	0	4.7%	5	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	1.3%	1	0.0%	Ő	0.0%	Ő	0.0%	0
Rainham	0.4%	3	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	4.6%	2	0.0%	0
Romford (including The	14.1%	111	35.4%	25	10.4%	10	24.7%	8	7.9%	4	4.5%	2	19.4%	14	15.8%	8	23.0%	23	8.5%	9	10.2%	4	3.0%	3
Liberty, The Mall and The																								
Brewery)																								
Stratford (including	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.9%	1	1.1%	1	3.7%	4	0.0%	0	0.0%	0	0.8%	1
Westfield Stratford City)																								
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	1.0%	8	0.0%	0	1.6%	2	1.1%	0	0.0%	0	6.7%	4	1.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	13.2%	104	2.9%	2	19.8%	20	3.4%	1	22.4%	11	26.5%	14	4.1%	3	0.0%	0	7.8%	8	14.3%	15	42.8%	18	10.4%	12
Chase Lane Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Ilford																								
Eastern Avenue West Retail	7.5%	59	7.5%	5	16.8%	17	17.7%	6	5.6%	3	0.9%	0	6.0%	4	30.0%	14	4.3%	4	3.2%	3	0.0%	0	1.0%	1
Park, Romford																								
Gallows Corner Retail Park,	4.5%	35	2.3%	2	2.3%	2	8.0%	3	1.7%	1	3.7%	2	18.1%	13	13.7%	7	0.0%	0	0.0%	0	0.9%	0	5.3%	6
Romford																								
Grove Farm Retail Park,	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Romford																								
Ilford Retail Park	0.3%	2	0.0%	0		2	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
Merrielands Retail Park,	1.7%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	10.8%	11	0.0%	0	0.0%	0
Dagenham																								
Rom Valley Way Retail	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park, Romford																								
B&Q Roneo Corner Retail	0.4%	3	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Park, Romford		_																						
B&Q Tangent Link, Harold	0.6%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill, Romford	0.44		0.004	0	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0			0.004	0	0.004	0	0.004	0	0.004	0
Homebase, Rom Valley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way, Romford	0.000		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0			0.004	0	0.004	0	0.004	0	0.004	0
Asda, Dolphin Approach,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Gardens,																								
Romford, RM1 3EE	0.00/	~	0.00/	0	0.00/	0	0.00/	0	0.00/	c	0.00/	0	0.00/	0	0.00/	C	1.00/	2	0.00/	0	0.00/	0	0.00/	0
Sainsbury's, High 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	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath, Romford,																								

by Zone

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Weighted:									foi	r Po	eter B	ret	t Ass	oci	ates										September 2014
	Tota	1	Zone	1	Zone	2	Zone 3		Zone 4	ŀ	Zone 5	;	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	1	
RM6 6PB																									
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, William Hunter Way, Brentwood, CM14 4WO	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.5%	12	12.2%	9	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	3	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.3%	10	0.0%	0	1.3%	1	9.4%	3	1.7%	1	2.5%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	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	4.2%	2	0.0%	0	
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	19.6%	154	20.5%	15	22.2%	22	9.6%	3	16.1%	8	25.8%	14	25.2%	18	16.8%	8	16.1%	16	8.9%	9	21.7%	9	27.7%	32	
Home Catalogue	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	
Other location outside study area	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0	5.0%	6	
Other, zone 1	0.7%	6	1.7%	1	1.7%	2	0.0%	0	1.0%	1	1.6%	1	0.9%	1	1.1%	1	0.0%	0		0	0.6%	0		0	
Other, zone 6	0.2%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0		0		0	0.0%	0		1	
Other, zone 8	0.7%	5	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0		0	0.070	0	1.8%	2		2	0.0%	0		0	
London (Other)	0.9%	7		0		0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		7	0.0%	0		0	
Goodmayes (including retail park)	1.0%	8	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		6		1	0.0%	0		0	
Chelmsford	0.2%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.070	0		0		0	0.0%	0		1	
Beckton superstores and retail parks	1.0%	8	0.0%	0		0	0.0%	0		1	0.0%	0		0	,.	0		0		7	0.0%	0		0	
Basildon	2.9%	23	0.0%	0		0	0.0%	0	0.7%	0	0.0%	0		0	0.0%	0		0		0	0.0%		19.3%	22	
(Don't know / can't remember)	9.8%	77	12.5%	9	10.9%	11	12.7%	4	5.1%	3	8.4%	4	9.3%	7	8.5%	4	12.2%	12	10.4%	11	3.6%	1	10.0%	12	
Weighted base:		786		71		100		33		51		53		72		48		99		102		42		116	
Sample:		762		67		75		70		73		71		67		61		67		68		73		70	
1																									

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	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone s	5	Zone	6	Zone '	7	Zone 8	8	Zone 9)	Zone 1	0	Zone	11
Q24 Can you tell me whe	ere you o	or you	ır house	hold	last mad	le a p	urchase	of d	omestic a	ippli	ances, s	uch	as wash	ning n	nachines	, frid	ges or c	ooke	rs?					
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0
Brentwood	3.4%	37	0.0%	0	0.9%	1	0.0%	0	0.5%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	33
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	0.6%	1	1.3%	2	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.9%	32	0.0%	0	1.3%	2		2	0.0%	0	0.0%	0	0.0%	0		0	0.0% 3.1%	4	15.5%	23	1.2%	1	0.0%	0
Dagenham				-			4.5%	_														-		
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	4.1%	46	6.3%	6	6.9%	9	3.3%		15.2%	11		7	3.8%	4		2	1.0%	1	0.7%	1	4.8%	2	0.0%	0
lford	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	8.0%	88	20.8%	21	3.4%	4	18.0%	8	8.1%	6	5.0%	4	6.9%	7	5.9%	5	14.3%	20	5.4%	8	2.2%	1	2.9%	5
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Upminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
luewater	1.3%	14	0.6%	1	3.8%	5	0.0%	0	0.5%	0	4.0%	3	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.3%	4
akeside	7.3%	80	0.8%	1	5.1%	7	0.8%	0	12.6%	9	14.9%	11	0.9%	1	2.5%	2	1.2%	2	9.4%	14	31.7%	17	10.9%	17
astern Avenue West Retail Park, Romford	6.2%	68	13.3%	14	9.9%	13	19.1%	8	0.0%	0	0.0%	0	10.3%	11	17.6%	14	4.1%	6	2.0%	3	0.0%	0	0.0%	0
allows Corner Retail Park, Romford	4.2%	46	4.2%	4	0.5%	1	2.6%	1	1.2%	1	2.1%	2	17.6%	18	13.7%	11	0.7%	1	0.0%	0	3.4%	2	3.3%	5
Brove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	,.	0		0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
lford Retail Park	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ierrielands Retail Park, Dagenham	1.0%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		0		1	6.1%	9	0.7%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.5%	5	0.0%	0	0.5%	1	0.6%	0	0.7%	1	0.0%	0	0.0%	0		1	2.1%	3	0.0%	0	0.0%	0	0.0%	0
3&Q Roneo Corner Retail Park, Romford	0.4%	5	0.0%	0	1.1%	1	1.7%	1	3.3%	2	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0
3&Q Tangent Link, Harold Hill, Romford	0.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	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	0.0%	0
sda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, High Street, Hornchurch, RM11 1TX	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	0.9%	0	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

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for Peter Brett Associates

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	3	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford,	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
RM6 4HY Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.3%	3	0.6%	1	0.9%	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
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	19.1%	210	12.9%	13	22.9%	30	14.5%	6	17.6%	13	29.3%	22	13.7%	14	15.2%	12	14.6%	20	17.8%	27	23.3%	12	26.2%	41
Home Catalogue	1.5%	16	0.0%	0	0.0%	0	1.1%	0	3.3%	2	0.0%	0	2.3%	2	1.3%	1	1.7%	2	2.1%	3	0.5%	0	2.6%	4
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, zone 8	1.2%	13	0.0%	0	0.0%	0	1.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	8	1.9%	3	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
London (Other)	0.5%	5	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	13.2%	18	0.7%	1	0.0%	0	0.0%	0
Chelmsford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Beckton superstores and retail parks	1.0%	10	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Basildon	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	12
(Don't know / can't remember)	7.2%	79	11.4%	12	10.6%	14	12.6%	5	4.0%	3	4.9%	4	11.3%	12	5.0%	4	4.2%	6	7.6%	11	6.0%	3	3.4%	5
(Don't do this type of shopping)	22.1%	244	26.6%	27	18.6%	24	14.7%	6	21.0%	15	21.8%	16	30.6%	32	29.3%	23	24.7%	34	23.4%	35	14.4%	8	14.6%	23
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101

Havering Retail & Leisure Study

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

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for Peter	Brett A	Associates
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Zone 5

Zone 2

Zone 3

Zone 4

Zone 1

Total

		-		-		_				-		-				-								
Q25 And the time before		-	ou or yo	our ho	ousehole	d last	made a j	purc	hase of	dome	stic app	olianc	es, sucł	n as w	vashing	mach	ines, frio	lges	or cook	ers?				
Those who specified a l		~																						
Barking	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.6%	0	0.0%	0
Brentwood	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%		12.4%	16
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	5	1.0%	1	0.0%	0	1.5%	0	0.0%	0	1.2%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Dagenham	3.4%	26	1.3%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	16.3%	17	1.8%	1	0.0%	0
Harold Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	5.2%	41	5.2%	3	11.7%	11	3.3%	1	19.2%	11	12.1%	7	3.0%	2	3.9%	2	1.4%	1	0.9%	1	5.4%	2	0.0%	0
lford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.9%	1	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	2.1%	1	0.0%	Ő
Romford (including The	8.8%	68		15	4.4%		18.2%	6		5	5.5%	3	7.7%	5	5.6%	3	14.5%	14	6.2%	6	6.1%	3	3.4%	4
Liberty, The Mall and The Brewery)	0.070	00	24.070	15	ч. т /0	-	10.270	0	9.070	5	5.570	5	7.770	5	5.070	5	14.570	14	0.270	0	0.170	5	5.470	-
Stratford (including Westfield Stratford City)	0.7%	5	0.0%	0	1.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Jpminster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
luewater	1.7%	13	1.0%	1	1.8%	2	1.1%	0	0.0%	0	4.3%	2	0.0%	0	1.9%	1	0.0%	0	0.9%	1	0.0%	0	5.0%	6
akeside	12.1%	94	8.6%	5	9.0%	8	1.1%	0	14.1%	8	22.3%	12	6.9%	4	3.8%	2	3.1%	3	13.2%	14	38.0%	16	17.2%	22
astern Avenue West Retail Park, Romford	8.2%	64	18.7%	12	11.1%	10	21.6%	7	0.9%	1	0.0%	0	17.2%	10	27.6%	14	6.6%	6	2.9%	3	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	5.2%	40	1.8%	1	2.5%	2	1.6%	1	2.8%	2	2.3%	1	26.0%	16	21.9%	11	1.0%	1	0.7%	1	0.0%	0	3.8%	5
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
lford Retail Park	0.2%	2	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	0.0%	0	0.0%	0
Ierrielands Retail Park, Dagenham	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.7%	11	1.5%	1	0.0%	0
om Valley Way Retail Park, Romford	0.4%	3	1.0%	1	0.7%	1	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
&Q Roneo Corner Retail Park, Romford	0.5%	4	0.0%	0	0.9%	1	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
&Q Tangent Link, Harold Hill, Romford	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%	0
lomebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0
esco Extra, Bridge Road, Rainham, RM13 9YZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
esco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.1%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes, Romford,	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0

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for Peter Brett Associates

	Tota	1	Zone 1	l	Zone	2	Zone 3		Zone 4		Zone 5		Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	11
Tesco Extra, Hornchurch Road, Hornchurch, RM11	0.3%	3	0.0%	0	0.9%	1	1.5%	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
1PY Tesco, Airfield Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch, RM12 5AF Internet / delivered	24.7%	192	23.4%		34.0%	31	19.7%	6	,.	8	37.7%	20	19.5%	12	19.4%	10	14.7%	14	23.8%	25	26.3%	11	31.1%	40
Home Catalogue Other location outside study	1.9% 0.1%	15 1	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	1.5% 0.0%	0 0	8.9% 0.0%	5 0	0.0% 0.0%	0 0	3.9% 0.0%	2 0	1.9% 0.0%	1 0	1.0% 0.0%	1 0	0.7% 0.0%	1 0	0.6% 0.0%	0 0	3.2% 0.7%	4 1
area Other, zone 6 Other, zone 8	$0.1\% \\ 1.7\%$	1 13	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.6%	$\begin{array}{c} 0 \\ 1 \end{array}$	0.0% 1.2%	$\begin{array}{c} 0 \\ 1 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 10.1%	0 10	0.0% 1.8%	$\begin{array}{c} 0\\ 2\end{array}$	0.0% 0.0%	0 0	0.7% 0.0%	$1 \\ 0$
Other, zone 11 London (Other)	$0.1\% \\ 0.4\%$	1 3	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 1.4%	0 1	0.0% 1.8%	0 2	0.0% 0.0%	0 0	0.7% 0.0%	1 0
Goodmayes (including retail park)	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		13	0.9%	1	0.0%	0	0.0%	0
Chelmsford Beckton superstores and retail parks	0.3% 0.6%	2 5	0.0% 0.0%	0	0.0% 4.5%	0 4	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.7%	0 1	0.0% 0.0%	0 0	1.9% 0.0%	
Basildon (Don't know / can't remember)	1.2% 11.7%	9 91	0.0% 12.4%	0 8	0.0% 12.9%	0 12	0.0% 19.4%	0 6	0.0% 9.8%	0 5	0.0% 7.7%	0 4	0.0% 11.1%	0 7	0.0% 2.5%	0 1	0.0% 15.5%	0 15	0.0% 11.6%	0 12	0.0% 9.4%	0 4	7.1% 13.0%	9 17
Weighted base: Sample:		779 772		63 61		92 73		31 68		55 76		54 75		61 60		52 63		98 71		103 66		42 77		129 82

Barking Brentwood

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	Total		Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	0	Zone	1	
her	e you o	r you	r house	hold	last mad	le a p	urchase	e of h	ealth, be	auty	or chemi	st it	ems?												
	1.0%	11	0.8%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	
	10.1%	111	0.6%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.0%	107	
	2.4%	26	0.8%	1	7.0%	9	0.0%	0	3.3%	2	2.6%	2	0.9%	1	1.8%	1	3.8%	5	3.1%	5	0.0%	0	0.0%	0	
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	2.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	5.8%	64	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	13	32.2%	48	2.3%	1	0.0%	0	
	1.3%	15	0.0%	0	3.6%	5	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	22	3.5%	3	0.0%	0	0.0%	0	0.9%	0	0.8%	1	
	7.5%	82	1.4%	1	44.3%	58	3.9%	2	24.1%	18	2.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
	1.0%	11	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	3.1%	5	0.0%	0	0.0%	0	
	1.9%	21	0.0%	0	0.0%	0	0.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	29.6%	16	0.0%	0	
	24.8%	273	63.3%	64	9.7%	13	67.8%	29	20.4%	15	7.0%	5	23.0%	24	41.8%	33	41.0%	56	17.2%	26	12.6%	7	0.6%	1	
e																									
	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.0%	0	

Q26 Can you tell me when

Dicitiwood	10.170	111	0.070	1	0.070	0	0.070	0	0.070	0	1.2/0	1	2.570	-	0.070	0	0.070	0	0.070	0	0.070	0	00.070	107	
Central London - West End	2.4%	26	0.8%	1	7.0%	9	0.0%	0	3.3%	2	2.6%	2	0.9%	1	1.8%	1	3.8%	5	3.1%	5	0.0%	0	0.0%	0	
(Oxford Street / Regent																									
Street / Bond Street)																									
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Collier Row	2.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dagenham	5.8%	64	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	13	32.2%	48	2.3%	1	0.0%	0	
Elm Park	1.3%	15	0.0%	0	3.6%	5	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Harold Hill	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	22	3.5%	3	0.0%	0	0.0%	0	0.9%	0	0.8%	1	
Hornchurch	7.5%	82	1.4%	1	44.3%	58	3.9%	2	24.1%	18	2.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Ilford	1.0%	11	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	3.1%	5	0.0%	0	0.0%	0	
Rainham	1.9%	21	0.0%	0	0.0%	0	0.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	29.6%	16	0.0%	0	
Romford (including The	24.8%	273	63.3%	64	9.7%	13	67.8%	29	20.4%	15	7.0%	5	23.0%	24	41.8%	33	41.0%	56	17.2%	26	12.6%	7	0.6%	1	
Liberty, The Mall and The																									
Brewery)																									
Stratford (including	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.0%	0	
Westfield Stratford City)																									
Upminster	3.8%	42	0.0%	0	1.1%	1	0.6%	0	1.2%	1	53.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bluewater	0.1%	1	0.0%	0	0.9%	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	
Lakeside	4.1%	45	0.0%	0	0.7%	1	0.0%	0	6.5%	5	14.8%	11	1.1%	1	0.0%	0	2.6%	4	7.2%	11	12.7%	7	4.3%	7	
Gallows Corner Retail Park,	1.2%	14	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.9%	1	6.0%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romford																									
Merrielands Retail Park,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	
Dagenham																									
B&Q Roneo Corner Retail	0.2%	2	0.0%	0	1.3%	2	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	
Park, Romford																									
Asda Superstore, Whalebone	0.2%	3	0.0%	0	0.0%	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	0.0%	0	
Lane, Chadwell Heath,																									
RM8 1BB																									
Asda, Dolphin Approach,	1.3%	14	3.2%	3	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Mercury Gardens,																									
Romford, RM1 3EE																									
Asda, Lakeside 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	0.7%	0	0.0%	0	
Thurrock, RM20 3LP																									
Sainsbury's, Elm Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Avenue, Hornchurch,																									
RM12 4RX																									
Sainsbury's, High Road,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	
Chadwell Heath, Romford,																									
RM6 6PB																									
Sainsbury's, High Street,	0.3%	3	1.1%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch, RM11 1TX																									
Sainsbury's, Howard Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Grays, RM16 6YJ																									

by Zone

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Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone	5	Zone	6	Zone	7	Zone 8	6	Zone	•	Zone 1	.0	Zone	11
Sainsbury's, The Brewery,	0.6%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Romford, RM1 1AU Sainsbury's, William Hunter	0.7%	8	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	4.5%	7
Way, Brentwood, CM14 4WO	0.770	0	0.0%	1	0.070	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	4.3%	7
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.7%	19	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	20.4%	11	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.8%	30	3.6%	4	0.0%	0	0.0%	0	0.9%	1	2.5%	2	20.7%	22	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.9%	21	2.6%	3	7.8%	10	5.8%	2	2.9%	2	0.6%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.7%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.2%	2	0.0%	0	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.9%	32	2.1%	2	4.7%	6	0.0%	0	0.7%	1	7.1%	5	1.2%	1	2.0%	2	0.0%	0	4.1%	6	5.7%	3	4.1%	6
Home Catalogue	0.9%	10	1.1%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.1%	5	0.7%	0	0.0%	0
TV / Interactive Shopping	0.1%	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	0.0%	0	0.9%	0	0.0%	0
Other location outside study area	0.3%	3	0.0%	0	0.7%	1	1.9%	1	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.5%	6	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Other, zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.5%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	16	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.3%	3	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Other, zone 11	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
London (Other)	0.2%	2	0.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Basildon	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11
(Don't know / can't remember)	1.2%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	1.2%	1	0.7%	1	4.6%	7	0.5%	0	0.0%	0
(Don't do this type of shopping)	8.4%	92	10.2%	10	5.1%	7	4.9%	2	5.3%	4	3.9%	3	13.7%	14	5.7%	5	12.1%	17	10.6%	16	10.1%	5	6.3%	10
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

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	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 10)	Zone	11
Q27 And the time before Those who specified a l			id you o	r you	ır housel	nold	go to ma	ake a	purchas	se of	health, b	peaut	y or che	mist i	items?									
Barking	0.8%	8	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0
Brentwood	9.7%	97	0.7%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.0%	91
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.5%	25	1.8%	2	7.4%	9	0.0%	0	0.7%	1	3.6%	3	0.0%	0	3.3%	2	1.1%	1	3.7%	5	0.0%	0	1.6%	2
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	3.0%	30	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	5.7%	57	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	11	33.6%	43	3.4%	2	0.0%	0
Elm Park	1.4%	14	0.0%	0	3.3%	4	0.0%	0	13.0%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
frays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
larold Hill	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	23	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Iornchurch	7.2%	72	0.7%	1	32.0%	39	4.1%	2	30.6%	21	2.7%	2	2.3%	2	0.0%	0	0.8%	1	1.5%	2	4.4%	2	0.0%	0
ford	1.9%	19	4.4%	4	1.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	7	3.7%	5	0.0%	0	0.0%	0
ainham	1.3%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	18.0%	8	0.0%	0
comford (including The Liberty, The Mall and The Brewery)	27.1%	270	61.1%	55	21.0%	26	59.5%	24	17.0%	12	3.4%	2	24.6%	21	43.4%	32	47.2%	57	22.6%	29	18.5%	9	2.2%	3
tratford (including Westfield Stratford City)	0.6%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	1.1%	0	0.8%	1
Jpminster	3.9%	39	0.0%	0	1.4%	2	0.6%	0	0.5%	0	48.5%	34	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
luewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
akeside	5.8%	58	0.7%	1	5.0%	6	7.6%	3	11.3%	8	18.1%	13	1.0%	1	0.0%	0	2.1%	3	10.2%	13	17.7%	8	2.0%	3
allows Corner Retail Park, Romford	2.2%	22	4.4%	4	2.7%	3	0.0%	0	0.0%	0	2.4%	2	8.9%	8	5.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ierrielands Retail Park, Dagenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.8%	0	0.0%	0
Lane, Chadwell Heath, RM8 1BB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.8%	8	1.2%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Elm Park Avenue, Hornchurch,	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4RX ainsbury's, High Road, Chadwell Heath, Romford,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
RM6 6PB ainsbury's, High Street, Hornchurch, RM11 1TX	0.6%	6	1.2%	1	3.6%	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
insbury's, Howard Road, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	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	0.0%	0
ainsbury's, The Brewery, Romford, RM1 1AU	1.3%	13	4.4%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.7%	2	1.4%	1	2.1%	3	0.6%	1	3.8%	2	0.0%	0

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Weighted:

	Tota	l	Zone 1	L	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7	7	Zone 8	6	Zone 9		Zone 1	0	Zone 1	1
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.7%	6	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	4.0%	6
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.0%	20	0.0%	0	0.0%	0	0.0%	0	9.5%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3	21.7%	10	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	3.2%	32	4.9%	4	1.6%	2	0.0%	0	1.7%	1	4.3%	3	21.3%	18	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.7%	17	1.2%	1	9.8%	12	6.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.6%	6	0.0%	0	2.0%	2	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.8%	27	2.4%	2	3.6%	4	0.0%	0	0.0%	0	6.5%	5	3.0%	3	1.5%	1	0.0%	0	4.3%	5	3.8%	2	3.6%	5
Home Catalogue	0.8%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	3.7%	5	0.8%	0	0.0%	0
TV / Interactive Shopping	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	1.1%	0	0.0%	0
Other location outside study	0.2%	2	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
area																								
Other, zone 1	0.3%	3	3.5%	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	0.0%	0	0.0%	0
Other, zone 3	0.6%	6	0.0%	0	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0
Other, zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	14	0.8%	1	0.0%	0	0.0%	0
Other, zone 9	0.1%	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	0.0%	0
Other, zone 11	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	0.0%	0	3.6%	5
London (Other)	0.2%	2	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0	0.0%	0	4.3%	6
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Beckton superstores and retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	14
(Don't know / can't remember)	1.7%	17	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.2%	2	1.8%	2	0.0%	0	1.9%	2	2.5%	3	2.1%	1	3.7%	5
Weighted base:		996		91		123		41		69		71		87		74		120		127		47		147
Sample:		976		85		95		92		92		96		79		94		85		77		89		92

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for Peter 1	Brett A	Associ	iates
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	Tota	1	Zone	1	Zone 2	2	Zone 3	;	Zone	4	Zone	5	Zone	5	Zone 7		Zone 8	3	Zone	9	Zone 1	0	Zone 1	1
Q28 Can you tell me whe	ere you o	or you	ır house	hold	last mad	le a p	ourchase	of re	ecreation	nal go	ods su	ch as	sports e	quip	ment, bic	ycle	s, music	al in:	strumen	ts or	toys?			
Brentwood	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	30
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	9	0.8%	1	3.2%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.6%	1	0.0%	0	1.9%	3	7.2%	11	0.0%	0	0.0%	0
Elm Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.9%	10	1.6%	2	2.8%	4	0.0%	0	4.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.4%	4	1.6%	2	0.0%	0	0.0%	Ő	0.0%	0	0.6%	0	0.0%	Õ	0.7%	1	1.0%	1	0.0%	Õ	0.0%	Õ	0.0%	Õ
Rainham	0.1%	1	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.7%	1	0.7%	Õ	0.0%	Õ
Romford (including The Liberty, The Mall and The Brewery)	9.7%	107	17.6%	18	16.5%	21	13.8%	6	13.7%	10	3.9%	3	9.2%	10	8.9%	7	10.5%	14	7.7%	11	9.2%	5	0.8%	1
Stratford (including Westfield Stratford City)	0.1%	1	0.0%	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	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	2	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	9.2%	102	1.9%	2	13.7%	18	0.0%	0	15.5%	11	33.0%	24	6.7%	7	1.6%	1	0.7%	1	10.4%	15	39.0%	20	0.8%	1
Gallows Corner Retail Park, Romford	2.2%	24	3.9%	4	5.1%	7	2.7%	1	0.7%	1	0.0%	0	5.4%	6	3.9%	3	1.3%	2	0.0%	0	0.0%	0	0.8%	1
Grove Farm Retail Park, Romford	0.6%	6	0.0%	0	1.3%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	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	3.6%	5	1.4%	1	0.0%	0
Rom Valley Way Retail Park, Romford	0.1%	1	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	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	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.9%	9	3.9%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / delivered	8.8%	97	3.7%	4	17.4%	23	3.7%	2	4.9%	4	7.8%	6	5.6%	6	2.6%	2	5.5%	8	4.3%	6	7.7%	4	21.2%	33
Home Catalogue	0.4%	4	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0
Other location outside study area	0.4%	5	0.0%	0	1.5%	2	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, zone 1	0.2%	2	0.6%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.6%	17	1.6%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.2%	7	4.4%	7	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	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
London (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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	34	7.5%	8	2.2%	3	4.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	4.7%	6	1.7%	3	4.4%	2	5.6%	9
(Don't do this type of shopping)	53.4%	589	54.0%	55	32.3%	42	57.9%	25	50.9%	37	44.0%	32	66.6%	70	72.7%	58	65.8%	91	55.1%	82	33.7%	18	50.5%	79
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

by Zone	
Weighted	:

Total

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September 2014

for Pe	eter Bı	rett Ass	sociates
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 Zone 1
 Zone 2
 Zone 3
 Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11

Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys? *Those who specified a location at Q28*

Those who specified a l	ocunon a	Q_{20}																						
Brentwood Central London - West End (Oxford Street / Regent	5.6% 1.4%	27 7	0.0% 0.0%	0 0	0.0% 4.8%	0 4	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 3.2%	0 1	2.7% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 3.3%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	37.4% 0.0%	26 0
Street / Bond Street) Chigwell Collier Row	0.4% 0.1%	2 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.0%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	5.5% 0.0%	2 0	0.0%	0 0
Dagenham Else Darla	2.9%	14	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	2.0%	1 0	0.0%	0	6.3%	3	13.1%	8	0.0%	0	0.0%	0
Elm Park	$0.7\% \\ 0.1\%$	3	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0 0	$0.0\% \\ 0.0\%$	0	9.5% 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% 0.0%	0
Grays Hornchurch	0.1%	8	0.0%	0	0.0% 6.9%	6	0.0%	0	2.8%	0	0.0% 3.6%	1	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	1.5% 0.0%	0	0.0%	0
Ilford	0.8%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 7.2%	3	1.5%	1	0.0%	0	0.0%	0
Rainham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	22.2%	106	56.7%	22	26.7%	23	32.0%	5	18.2%		11.3%	5	24.4%	8	43.8%		27.6%	11	19.0%		12.6%	4	0.0%	0
Stratford (including Westfield Stratford City)	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	23.9%	115	15.1%		21.4%	18	5.8%	1	38.2%			23	26.0%	9	3.4%	1	2.4%	1	27.8%		56.2%	18	8.5%	6
Gallows Corner Retail Park, Romford	2.3%	11	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	16.2%		11.8%	3	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Grove Farm Retail Park, Romford	1.4%	7	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	1.2%	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	8.4%	5	1.1%	0	0.0%	0
Newbury Retail Park, Horns Road, Ilford	1.4%	7	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	1	6.3%	3	1.5%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	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	0.0%	0
Homebase, Rom Valley Way, Romford	0.2%	1	0.0%	0	0.0%	0	7.2%	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
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.0%	5	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.5%	2	0.0%	0	2.0%	2	2.9%	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

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	Total	l	Zone 1	1	Zone	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8		Zone 9		Zone 1	0	Zone	11
Internet / delivered	17.5%	84	9.7%	4	20.8%	18	8.6%	1	1.4%	1	17.3%	7	18.3%	6	14.5%	3	22.0%	9	5.0%	3	15.8%	5	38.6%	27
Home Catalogue	0.8%	4	0.0%	0	0.0%	0	10.4%	2	0.0%	0	1.1%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
TV / Interactive Shopping	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	1.1%	1	0.8%	0	0.0%	0
Other location outside study area	1.1%	5	0.0%	0	4.3%	4	2.9%	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
Other, zone 1	0.2%	1	1.5%	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	0.0%	0
Other, zone 8	3.5%	17	6.1%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	11.9%	5	10.2%	7	0.0%	0	0.0%	0
Other, zone 11	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
London (Other)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.3%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	6
Beckton superstores and retail parks	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	7.3%	5	0.0%	0	0.0%	0
Basildon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.8%	18	5.7%	2	1.0%	1	9.4%	2	18.8%	7	1.5%	1	0.0%	0	6.0%	1	0.0%	0	3.5%	2	0.0%	0	3.6%	2
Weighted base:		479		39		85		16		36		41		33		22		41		64		32		69
Sample:		423		34		57		29		41		52		29		28		27		35		53		38
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for l	Peter	Brett	Associates
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	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8		Zone 9)	Zone 1	0	Zone	11
O20 And where was the	I		of other		fa a d 14 a									- 14										
Q30 And where was the	last pur	cnase	of othe	non	-1000 Ite	ms s	uch as r	DOOKS	, CDS, Je	eweile	ery or cr	nina a	nd glass	siten	15?									
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		20.4%	32
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	17	0.0%	0	0.0%	0	1.6%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	5	5.5%	8	0.0%	0	0.0%	0
Elm Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.4%	4	0.0%	0	0.5%	1	0.0%	0	3.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Ilford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.6%	6	0.0%	0	0.5%	0	0.0%	0
Rainham	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	0.0%	0	4.8%	3	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	17.3%	191	31.0%	32	22.5%	29	42.8%	18	25.3%	18	2.9%	2	14.0%	15	26.0%	21	22.2%	31	14.4%	21	6.0%	3	0.6%	1
Upminster	1.0%	11	1.6%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bluewater	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Lakeside	3.8%	42	0.0%	0	2.6%	3	1.2%	1	9.3%	7	23.1%	17	0.9%	1	0.0%	0	0.0%	0	2.2%	3	16.9%	9	0.6%	1
Eastern Avenue West Retail Park. Romford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.5%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park,	0.1%	1	0.0%	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	0.0%	0
Dagenham Asda, Dolphin Approach,	0.2%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Gardens, Romford, RM1 3EE																								
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	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	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	4	1.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	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	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	4	1.6%	2	1.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Peter Brett Associates

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	•	Zone 1	.0	Zone	11
Hornchurch, RM12 5AF																								
Internet / delivered	35.6%	392	30.8%	31	50.5%	66	22.4%	10	23.4%	17	36.4%	27	28.3%	30	28.0%	22	24.3%	33	37.1%	55	36.4%	19	51.9%	82
Home Catalogue	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive Shopping	0.2%	2	0.6%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other location outside study	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
area																								
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
London (Other)	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	0.0%	0
Southend	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	0.0%	0
Chelmsford	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	0.0%	0	1.8%	3
Basildon	0.1%	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	0.0%	0	0.8%	1
(Don't know / can't remember)	3.1%	34	0.0%	0	2.8%	4	3.2%	1	0.5%	0	7.5%	5	2.5%	3	3.5%	3	5.1%	7	4.9%	7	0.0%	0	2.3%	4
(Don't do this type of shopping)	27.6%	304	28.1%	29	15.8%	21	23.6%	10	21.1%	15	16.3%	12	44.4%	46	37.2%	30	35.0%	48	35.0%	52	25.2%	13	17.9%	28
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

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September 2014

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11

Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?

Those who specified a location at Q30

Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	4.2%	32	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	30
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.4%	11	2.2%	2	0.6%	1	0.0%	0	4.2%	2	1.5%	1	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.0%	16	0.8%	1	0.0%	0	2.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	5	9.2%	8	0.0%	0	0.0%	0
Harold Hill	0.3%	2	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	Õ	3.5%	2	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	Õ
Hornchurch	1.2%	9	0.0%	0	4.5%	5	0.0%	Õ	5.1%	3	1.1%	1	1.2%	1	0.0%	0	0.0%	Õ	0.0%	Ő	0.9%	0	0.0%	Õ
Ilford	0.9%	7	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	0	1.1%	1	0.0%	0	0.0%	Ő	7.7%	6	0.0%	Ő	0.0%	Ő	0.0%	Ő
Rainham	0.8%	6	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.6%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	Ő	13.9%	5	0.0%	Ő
Romford (including The	22.6%	173	40.5%	30			58.9%	19	28.7%	16	3.8%		18.7%	10	49.0%	23	32.9%	0	22.7%	20	7.7%	3	2.1%	3
Liberty, The Mall and The Brewery)	22.070	175	10.570	50	10.170	17	50.970	17	20.770	10	5.670	-	10.770	10	19.070	23	52.970	27	22.770	20	1.170	5	2.170	5
Stratford (including	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Westfield Stratford City)	0.470	5	0.070	0	0.070	0	0.070	0	1.7 /0	1	0.070	0	0.070	0	0.070	0	0.070	0	2.170	2	0.070	0	0.070	0
Upminster	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bluewater	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	Ó	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside	10.4%	80	3.7%	3	14.7%	16	1.6%	1	20.0%		34.9%	20	12.5%	7	3.1%	1	3.1%	3	5.7%		25.8%	10	2.8%	3
Eastern Avenue West Retail	0.2%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	20	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park, Romford	0.270	1	0.870	1	0.0%	1	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.0%	0	0.070	0	0.070	0	0.070	0
Gallows Corner Retail Park, Romford	0.9%	7	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.5%	4	2.2%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.1%	1	7.9%	3	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	4	1.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.5%	4	2.2%	2	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Peter Brett Associates

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	1
Hornchurch, RM12 5AF Internet / delivered	45.5%	347	40.2%	29	52.8%	56	25.0%	8	22.0%	13	38.9%	22	47.9%	27	38.2%	18	38.0%	31	57.6%	52	36.5%	14	61.9%	77
Home Catalogue	43.3% 0.3%	347	40.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	27	0.0%	0	0.0%	0	0.8%	1	0.0%	0	01.9%	0
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other location outside study area	0.3%	2	0.8%	1	0.8%	1	0.0%	0		0	0.0%	0		0	2.1%	1	0.0%	0	0.0%	0	0.0%	0		0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	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	0.0%	0	1.7%	2
Southend	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Basildon	0.2%	1	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	0.7%	1
Don't know / can't remember)	1.8%	13	2.6%	2	1.7%	2	5.6%	2	0.9%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.8%	1	3.2%	1	2.8%	3
Weighted base:		763		73		106		31		57		56		55		47		83		90		39		125
ample:		710		70		77		61		66		77		50		58		56		54		65		76
232 Do you visit Romfo	ord town	centre	regula	rly fo	r shopp	ing, le	eisure o	worl	: ?															
7	50 601	CAC	90.9%	02	61.6%	80	82.4%	35	80.1%	59	29.6%	22	59.8%	63	71.0%	56	72.4%	100	52.0%	78	43.1%	23	24.7%	39
es	58.6%	646	90.970	74	01.070	- 00	02.470	55	00.1/0															
	58.6% 41.4%	646 456	90.9% 9.1%		38.4%		17.6%		19.9%		70.4%		40.2%		29.0%	23	27.6%	38	48.0%	72	56.9%	30	75.3%	118
lo		456		9		50		8		15		52		42			27.6%		48.0%		56.9%		75.3%	
No Weighted base:		456 1102		9 102		50 130		8 43		15 73		52 74		42 105		79	27.6%	138	48.0%	149	56.9%	52	75.3%	157
lo Veighted base:		456		9		50		8		15		52		42			27.6%		48.0%		56.9%		75.3%	
No Veighted base: ample: Mean score [Times Once a year = 0.019	41.4% a week] 9, Less o	456 1102 1102 Every ften =	9.1% yday / d 0.01	9 102 100 aily =	38.4%	50 130 100	17.6%	8 43 100	19.9%	15 73 100	70.4%	52 74 101	40.2%	42 105 100	29.0%	79 100		138 100		149 100		52 100		157 101
	41.4% a week] 9, Less o visit Rom	456 1102 1102 Every ften =	9.1% yday / d 0.01 own cer	9 102 100 aily =	38.4%	50 130 100	17.6%	8 43 100	19.9%	15 73 100	70.4%	52 74 101	40.2%	42 105 100	29.0%	79 100		138 100		149 100		52 100		157 101
No Veighted base: Sample: Mean score [Times Once a year = 0.019 Q32AHow often do you v Those who visit Romfor	41.4% a week] 9, Less o visit Rom	456 1102 1102 Every ften =	9.1% yday / d 0.01 pwn cer 4 <i>Q32</i>	9 102 100 aily =	38.4% 7, 2 - 3	50 130 100 times	17.6%	8 43 100 = 2.5	19.9% , Once a	15 73 100 a wee	70.4% k = 1, O	52 74 101	40.2%	42 105 100 at = 0.9	29.0% 5, Once	79 100	nth = 0.	138 100 25, Or	ice eve	149 100 r y 2 - 3	3 mont	52 100 hs = 0	.1, Once	157 101 every 6
io Veighted base: ample: Mean score [Times Once a year = 0.019 S2AHow often do you v Those who visit Romfor veryday / daily	41.4% a week] 9, Less o visit Rom	456 1102 1102 Every ften =	9.1% yday / d 0.01 own cer	9 102 100 aily =	38.4%	50 130 100 times	17.6%	8 43 100	19.9%	15 73 100	70.4%	52 74 101 nce a	40.2%	42 105 100 at = 0.9	29.0%	79 100		138 100 25, Or 3		149 100		52 100	.1, Once 8.2%	157 101
Io Veighted base: ample: Mean score [Times Once a year = 0.019 R32AHow often do you v Those who visit Romfor veryday / daily - 3 times a week	41.4% a week] 9, Less o visit Rom rd town co 4.8%	456 1102 1102 Every ften = fford to entre an 31	9.1% yday / d 0.01 own cer <i>Q32</i> 12.8%	9 102 100 aily = ntre?	38.4% 7, 2 - 3 2.1% 8.0%	50 130 100 times 2 6	17.6% a week	8 43 100 = 2.5 3 8	19.9% , Once a	15 73 100 a weel	70.4% k = 1, O 2.9%	52 74 101 nce a	40.2% fortnigh 7.2%	42 105 100 at = 0.9	29.0% 5, Once	79 100 a mo	nth = 0.1 3.3%	138 100 25, Or 3 16	2.4%	149 100 • y 2 - 5	3 mont 0.0% 5.0%	52 100 hs = 0 0 1	.1, Once 8.2%	157 101 every 6
io Veighted base: ample: Mean score [Times Once a year = 0.019 32AHow often do you v Those who visit Romfor veryday / daily - 3 times a week mce a week	41.4% a week] 9, Less o visit Rom rd town co 4.8% 16.8%	456 1102 1102 Every ften = ford to entre at 31 108	9.1% yday / d 0.01 own cer Q32 12.8% 32.5%	9 102 100 aily = ntre? 12 30	38.4% 7, 2 - 3 2.1% 8.0%	50 130 100 times 2 6 29	17.6% a week 7.7% 21.8%	8 43 100 = 2.5 3 8 16	19.9% , Once : 0.0% 8.5%	15 73 100 a weel 0 5	70.4% k = 1, O 2.9% 6.0% 8.2%	52 74 101 nce a	40.2% fortnigf 7.2% 10.1%	42 105 100 t = 0.3 5 6 22	29.0% 5, Once 1.9% 23.7%	79 100 a mo 1 13	nth = 0.1 3.3% 15.8%	138 100 25, Or 3 16 37	2.4% 27.5%	149 100 ry 2 - 7 21 14	3 mont 0.0% 5.0%	$52 \\ 100$ hs = 0 0 1 8	.1, Once 8.2% 0.0%	157 101 every 6 3 0
o Veighted base: ample: Mean score [Times Once a year = 0.019 S2AHow often do you v Those who visit Romfo. veryday / daily - 3 times a week nce a week nce a fortnight	41.4% a week] 9, Less o visit Rom rd town c 4.8% 16.8% 31.5%	456 1102 1102 Every ften = ford to entre at 31 108 203	9.1% yday / d 0.01 pwn cer Q32 12.8% 32.5% 37.9%	9 102 100 aily = ntre? 12 30 35	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0%	50 130 100 times 2 6 29	17.6% a week 7.7% 21.8% 45.9%	8 43 100 = 2.5 3 8 16 5	19.9% , Once a 0.0% 8.5% 24.3%	15 73 100 a weel 0 5 14	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4%	52 74 101 nce a	40.2% fortnigf 7.2% 10.1% 34.5%	42 105 100 t = 0.3 5 6 22	29.0% 5, Once 1.9% 23.7% 36.9%	79 100 a mo 1 13 21	3.3% 15.8% 36.9%	138 100 25, Or 3 16 37 16	2.4% 27.5% 17.7%	149 100 ry 2 - 7 21 14 19	0.0% 5.0% 33.8%	52 100 hs = 0 0 1 8 7	8.2% 0.0% 15.8%	157 101 every 6
o Veighted base: ample: Mean score [Times Once a year = 0.019 32AHow often do you v Those who visit Romfor veryday / daily - 3 times a week nce a week nce a fortnight nce a month	41.4% a week] 9, Less o visit Rom rd town c 4.8% 16.8% 31.5% 16.7%	456 1102 1102 Every ften = ford to entre an 31 108 203 108	9.1% yday / d 0.01 pwn cer Q32 12.8% 32.5% 37.9% 4.6%	9 102 100 aily = ntre? 12 30 35 4	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0%	50 130 100 times 2 6 29 16	17.6% a week 7.7% 21.8% 45.9% 13.9%	8 43 100 = 2.5 3 8 16 5 2	19.9% , Once a 0.0% 8.5% 24.3% 17.7%	15 73 100 a weel 0 5 14 10	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4%	52 74 101 nce a	40.2% fortnigf 7.2% 10.1% 34.5% 14.0%	42 105 100 t = 0.9 5 6 22 9	29.0% 5, Once 1.9% 23.7% 36.9% 23.8%	79 100 a mo 1 13 21 13	3.3% 15.8% 36.9% 15.6%	138 100 25, Or 3 16 37 16 22	2.4% 27.5% 17.7% 24.1%	149 100 ry 2 - 7 21 14 19	0.0% 5.0% 33.8% 29.4% 10.4%	52 100 hs = 0 0 1 8 7 2	8.2% 0.0% 15.8% 11.3%	157 101 every 6 3 0 6 4
o Veighted base: ample: Mean score [Times Once a year = 0.019 32AHow often do you v Those who visit Romfo. veryday / daily - 3 times a week nce a week nce a fortnight nce a month nce every 2 - 3 months	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5%	456 1102 1102 Every ften = ford to entre an 31 108 203 108 123 42	9.1% yday / d 0.01 pwn cer Q32 12.8% 32.5% 37.9% 4.6% 8.4% 1.8%	9 102 100 aily = ntre? 12 30 35 4 8	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 25.0% 6.4%	50 130 100 times 2 6 29 16 20	17.6% a week 21.8% 45.9% 13.9% 5.4% 0.7%	8 43 100 = 2.5 3 8 16 5 2	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3%	15 73 100 a wee 0 5 14 10 18	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2%	52 74 101 nce a	40.2% fortnigh 7.2% 10.1% 34.5% 14.0% 26.8% 5.4%	42 105 100 t = 0.9 5 6 22 9 17	29.0% 5, Once 1.9% 23.7% 36.9% 23.8% 9.1% 1.8%	79 100 a mo 1 13 21 13 5	3.3% 15.8% 36.9% 15.6% 22.0% 4.6%	138 100 25, Or 3 16 37 16 22 5	2.4% 27.5% 17.7% 24.1% 11.7% 10.3%	149 100 ry 2 - 2 21 14 19 9 8	0.0% 5.0% 33.8% 29.4% 10.4% 13.7%	52 100 hs = 0 0 1 8 7 2 3	8.2% 0.0% 15.8% 11.3% 28.4% 11.3%	157 101 every 6 3 0 6 4 11 4
 Weighted base: ample: Mean score [Times Once a year = 0.019 Call and the second second	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5% 2.3%	456 1102 1102 Every ften = ford ta entre an 31 108 203 108 123 42 15	9.1% yday / d 0.01 pwn cer Q32 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9%	9 102 100 aily = ntre? 12 30 35 4 8 2	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 25.0% 6.4% 1.1%	50 130 100 times 2 6 29 16 20 5 1	17.6% a week 21.8% 45.9% 13.9% 5.4% 0.7% 0.0%	8 43 100 = 2.5 3 8 16 5 2 0 0	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4%	15 73 100 a weel 0 5 14 10 18 7	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0%	52 74 101 nce a 1 1 2 5 9 4	40.2% fortnigh 7.2% 10.1% 34.5% 14.0% 26.8% 5.4% 0.0%	42 105 100 t = 0.9 5 6 22 9 17 3	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0%	79 100 a mo 1 13 21 13 5 1 0	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0%	138 100 25, Or 3 16 37 16 22 5 0	2.4% 27.5% 17.7% 24.1% 11.7% 10.3% 3.5%	149 100 ry 2 - 7 21 14 19 9	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6%	52 100 hs = 0 0 1 8 7 2 3	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0%	157 101 every 6 3 0 6 4 11 4 7
Io Veighted base: ample: Mean score [Times Once a year = 0.019 032AHow often do you v Those who visit Romfor (veryday / daily - 3 times a week Once a week Once a fortnight Once a fortnight Once a month Once every 2 - 3 months Once every 6 months Once a year	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5%	456 1102 1102 Every ften = ford ta entre an 31 108 203 108 123 42	9.1% yday / d 0.01 pwn cer <i>Q32</i> 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9% 0.0%	9 102 100 aily = ntre? 12 30 35 4 8 2 1	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 6.4% 1.1% 0.0%	50 130 100 times 2 6 29 16 20 5 1 0	17.6% a week 7.7% 21.8% 45.9% 13.9% 5.4% 0.7% 0.0% 0.7%	8 43 100 = 2.5 3 8 16 5 2 0	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4% 1.7%	15 73 100 a weel 0 5 14 10 18 7 1	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0% 2.9%	52 74 101 nce a 1 1 2 5 9 4	40.2% fortnigf 10.1% 34.5% 14.0% 26.8% 5.4% 0.0% 0.0%	$42 \\ 105 \\ 100 \\ \mathbf{nt} = 0.3 \\ 5 \\ 6 \\ 22 \\ 9 \\ 17 \\ 3 \\ 0 \\ 0 \\ 17 \\ 3 \\ 0 \\ 10 \\ 10 \\ 10 \\ 10 \\ 10 \\ 10 \\$	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0% 0.0%	79 100 a mo 1 13 21 13 5 1 0 0	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0%	138 100 25, Or 3 16 37 16 22 5	2.4% 27.5% 17.7% 24.1% 11.7% 10.3% 3.5% 0.0%	149 100 ry 2 - 2 21 14 19 9 8 3	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6% 1.2%	52 100 hs = 0 0 1 8 7 2 3 1	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0% 5.9%	157 101 every 6 3 0 6 4 11 4 7 2
o Veighted base: ample: Mean score [Times Once a year = 0.019 (32AHow often do you v Those who visit Romfor veryday / daily - 3 times a week nce a week nce a veek nce a fortnight nce a month nce every 2 - 3 months nce a year ess often	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5% 2.3% 0.7% 0.1%	456 1102 1102 Every ften = ford to entre an 31 108 203 108 123 42 15 4 1	9.1% yday / d 0.01 pwn cer <i>Q32</i> 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9% 0.0%	9 102 100 aily = ntre? 12 30 35 4 8 2 1 0	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 25.0% 6.4% 1.1% 0.0% 0.0%	50 130 100 times 2 6 29 16 20 5 1	17.6% a week 7.7% 21.8% 45.9% 13.9% 5.4% 0.7% 0.0% 0.7%	8 43 100 = 2.5 3 8 16 5 2 0 0 0 0 0 0 0	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4% 1.7% 1.2%	15 73 100 a weel 0 5 14 10 18 7 1 1	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0% 2.9% 0.0%	52 74 101 nce a 1 1 2 5 9 4 0 1 0	40.2% fortnigf 10.1% 34.5% 14.0% 26.8% 5.4% 0.0% 0.0% 0.0%	$42 \\ 105 \\ 100 \\ \text{ot} = 0.3 \\ 5 \\ 6 \\ 22 \\ 9 \\ 17 \\ 3 \\ 0 \\ 0 \\ 0 \\ 17 \\ 3 \\ 0 \\ 0 \\ 0 \\ 10 \\ 10 \\ 10 \\ 10 \\ 1$	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0% 0.0% 0.0%	79 100 a mo 1 13 21 13 5 1 0 0 0	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0% 0.0%	138 100 25, Or 3 16 37 16 22 5 0 0 0	2.4% 27.5% 17.7% 24.1% 10.3% 3.5% 0.0% 0.0%	149 100 ry 2 - 7 2 21 14 19 9 8 3 0 0	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6% 1.2% 0.0%	$52 \\ 100$ hs = 0 0 1 8 7 2 3 1 0 0	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0% 5.9% 0.0%	157 101 every 6 3 0 6 4 11 4 7 2 0
 Weighted base: ample: Mean score [Times Once a year = 0.019 Conce a weak Conce a weak Conce a weak Conce a fortnight Conce a weak Conce a fortnight Conce a weak Conce a month Conce a year Conce a year Conce a year Conce (know / varies) 	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5% 2.3% 0.7%	456 1102 1102 Every ften = ford to entre an 31 108 203 108 123 42 15 4	9.1% yday / d 0.01 pwn cer <i>Q32</i> 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9% 0.0%	9 102 100 aily = 12 30 35 4 8 2 1 0 0	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 6.4% 1.1% 0.0%	50 130 100 times 2 6 29 16 20 5 1 0 0	17.6% a week 7.7% 21.8% 45.9% 13.9% 5.4% 0.7% 0.0% 0.7%	8 43 100 = 2.5 3 8 16 5 2 0 0 0 0	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4% 1.7%	15 73 100 a weel 0 5 14 10 18 7 1 1	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0% 2.9%	52 74 101 nce a 1 1 2 5 9 4 0 1	40.2% fortnigf 10.1% 34.5% 14.0% 26.8% 5.4% 0.0% 0.0%	$42 \\ 105 \\ 100 \\ \text{ot} = 0.3 \\ 5 \\ 6 \\ 22 \\ 9 \\ 17 \\ 3 \\ 0 \\ 0 \\ 0 \\ 17 \\ 3 \\ 0 \\ 0 \\ 0 \\ 10 \\ 10 \\ 10 \\ 10 \\ 1$	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0% 0.0%	79 100 a mo 1 13 21 13 5 1 0 0	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0%	138 100 25, Or 3 16 37 16 22 5 0 0	2.4% 27.5% 17.7% 24.1% 11.7% 10.3% 3.5% 0.0%	149 100 ry 2 - 7 2 21 14 19 9 8 3 0	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6% 1.2%	$52 \\ 100$ hs = 0 0 1 8 7 2 3 1 0	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0% 5.9%	157 101 every 6 3 0 6 4 11 4 7 2
No Veighted base: ample: Mean score [Times Once a year = 0.019 232AHow often do you v Those who visit Romfor Weryday / daily - 3 times a week Once a week Once a fortnight Once a fortnight Once a orth Once a very 2 - 3 months Once every 6 months Once a year Less often Don't know / varies) Mean:	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5% 2.3% 0.7% 0.1%	456 1102 1102 Every ften = ford te <i>entre au</i> 31 108 203 108 123 42 15 4 11 1.24	9.1% yday / d 0.01 pwn cer <i>Q32</i> 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9% 0.0%	9 9 102 100 aily = 100 aily = 12 30 35 4 8 2 1 1 0 1 2.16	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 25.0% 6.4% 1.1% 0.0% 0.0%	50 130 100 times 2 6 29 16 20 5 1 0 0 1 0.90	17.6% a week 7.7% 21.8% 45.9% 13.9% 5.4% 0.7% 0.0% 0.7%	8 43 100 = 2.5 3 8 16 5 2 0 0 0 0 0 1 1.69	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4% 1.7% 1.2%	15 73 100 a weel 0 5 14 10 18 7 1 1 1 1 1 0.66	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0% 2.9% 0.0%	52 74 101 nce a 1 1 2 5 9 4 0 1 0 0 0.70	40.2% fortnigf 10.1% 34.5% 14.0% 26.8% 5.4% 0.0% 0.0% 0.0%	42 105 100 it = 0. 5 6 22 9 17 3 0 0 0 1 1.28	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0% 0.0% 0.0%	79 100 a mo 1 13 21 13 5 1 0 0 0 2 2 <i>1.28</i>	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0% 0.0%	138 100 225, Or 3 16 37 16 22 5 0 0 0 2 1.16	2.4% 27.5% 17.7% 24.1% 10.3% 3.5% 0.0% 0.0%	149 100 yy 2 - 21 14 19 9 8 3 0 0 2 1.23	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6% 1.2% 0.0%	$52 \\ 100$ hs = 0 0 1 8 7 2 3 1 0 0 0 0.65	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0% 5.9% 0.0%	157 101 every 6 3 0 6 4 11 4 7 2 0 0 0 0.89
No Weighted base: Sample: Mean score [Times Once a year = 0.019 Q32AHow often do you v	41.4% a week] b, Less o visit Rom ord town co 4.8% 16.8% 31.5% 16.7% 19.0% 6.5% 2.3% 0.7% 0.1%	456 1102 1102 Every ften = ford to entre an 31 108 203 108 123 42 15 4 1 11	9.1% yday / d 0.01 pwn cer <i>Q32</i> 12.8% 32.5% 37.9% 4.6% 8.4% 1.8% 0.9% 0.0%	9 9 102 100 aily = 12 30 35 4 8 2 1 0 0 1	38.4% 7, 2 - 3 2.1% 8.0% 36.6% 20.0% 25.0% 6.4% 1.1% 0.0% 0.0%	50 130 100 times 2 6 29 16 20 5 1 0 0 1	17.6% a week 7.7% 21.8% 45.9% 13.9% 5.4% 0.7% 0.0% 0.7%	8 43 100 = 2.5 3 8 16 5 2 0 0 0 0 0 0 1	19.9% , Once a 0.0% 8.5% 24.3% 17.7% 30.8% 12.3% 2.4% 1.7% 1.2%	15 73 100 a week 0 5 5 14 10 18 7 1 1 1	70.4% k = 1, O 2.9% 6.0% 8.2% 21.4% 40.3% 16.2% 0.0% 2.9% 0.0%	52 74 101 nce a 1 1 2 5 9 4 0 1 0 0	40.2% fortnigf 10.1% 34.5% 14.0% 26.8% 5.4% 0.0% 0.0% 0.0%	$\begin{array}{c} 42\\ 105\\ 100 \end{array}$	29.0% 5, Once 23.7% 36.9% 23.8% 9.1% 1.8% 0.0% 0.0% 0.0%	79 100 a mo 1 13 21 13 5 1 0 0 0 2	3.3% 15.8% 36.9% 15.6% 22.0% 4.6% 0.0% 0.0%	138 100 25, Or 3 16 37 16 22 5 0 0 0 2	2.4% 27.5% 17.7% 24.1% 10.3% 3.5% 0.0% 0.0%	149 100 y 2 - 2 21 14 19 9 8 3 0 0 2	0.0% 5.0% 33.8% 29.4% 10.4% 13.7% 6.6% 1.2% 0.0%	$52 \\ 100$ hs = 0 0 1 8 7 2 3 1 0 0 0 0	8.2% 0.0% 15.8% 11.3% 28.4% 11.3% 19.0% 5.9% 0.0%	157 101 every 6 3 0 6 4 11 4 7 2 0 0

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for Peter	Brett A	Associates
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() eighteur									101	· • ·					ares									
	Tota	ıl	Zone	1	Zone	2	Zone 3		Zone 4	ļ	Zone 5		Zone	6	Zone	7	Zone 8		Zone	9	Zone 1	9	Zone 1	1
Q32BWhat do you like ab Those who visit Romfor				ntre?	[MR]																			
Close to home	38.9%	251	55.4%		44.8%	36		16		16		6		30		28	44.0%	44	15.2%	12		6	17.1%	7
Close to work / en route to work	2.7%	17	7.3%	7	0.0%	0	0.0%	0	0.9%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%	0	2.3%	1
Easily accessible by foot / cycle	1.9%	12	1.7%	2	3.5%	3	4.2%	1	4.2%	2	0.0%	0	2.7%	2	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good and / or free car parking	3.5%	22	2.4%	2	3.1%	2	2.8%	1	3.4%	2	5.6%	1	2.7%	2	2.8%	2	1.0%	1	3.9%	3	1.6%	0	14.9%	6
Good bus service / accessible public transport	5.1%	33	2.0%	2	2.1%	2	4.2%	1	11.3%	7	4.3%	1	9.2%	6	7.0%	4	6.7%	7	1.3%	1	15.2%	3	0.0%	0
Markets	6.1%	39	2.2%	2	4.7%	4	4.2%	1	16.0%	9	12.8%	3	2.5%	2	5.7%	3	6.9%	7	4.8%	4	10.9%	2	5.3%	2
Good range of chain / well known stores	30.5%	197	14.7%	14		32			29.3%		22.3%		23.6%	15			36.9%	37	54.7%		27.2%	6	10.7%	4
Good range of independent stores	18.4%	119	19.5%	18	26.2%	21	15.3%	5	12.2%	7	11.2%	2	12.2%	8	8.0%	4	23.5%	23	25.2%	20	19.3%	4	13.5%	5
Restaurants / cafes	5.2%	33	5.8%	5	6.8%	5	0.0%	0	2.0%	1	2.1%	0	1.0%	1	1.8%	1	7.4%	7	10.6%	8	5.9%	1	5.9%	2
Bars / pubs / clubs	1.2%	8	4.3%	4	2.2%	2	0.0%	Ő	1.2%	1	0.0%	Ő		1	0.0%	0	1.0%	1	0.0%	0		0	0.0%	0
Leisure facilities	0.8%	5	0.0%	0	2.5%	2	1.0%	Ő	0.0%	0		1	0.0%	0		Ő	0.0%	0	2.4%	2		Ő	0.0%	Õ
Good range of services (bank, library, hairdresser etc.)	1.8%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	2.3%	2	4.8%	4	9.8%	2	0.0%	0
Good prices	0.8%	5	0.0%	0	0.8%	1	0.7%	0	1.2%	1	2.1%	0	1.4%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		0	0.0%	0
Attractive environment	6.6%	42	8.3%	8	7.4%	6	2.0%	1	4.1%	2	8.9%	2	4.5%	3		6		12	1.3%	1	3.6%	1	2.3%	1
Cleanliness	1.1%		0.0%	Ő	0.0%	Ő	0.7%	0	0.9%	1	0.0%	0		1	1.0%	1	0.0%	0	6.6%	5		0	0.0%	0
Interesting activities / promotional events	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2		0		0	1.0%	1	0.0%	0		0	0.0%	0
Safe and secure	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact centre	3.5%	23	3.0%	3	5.7%	5	0.7%	0	4.7%	3	0.0%	0	4.5%	3	1.0%	1	2.7%	3	4.1%	3	3.6%	1	5.9%	2
Undercover / sheltered areas	3.0%	19	0.7%	1	0.0%	0	2.8%	1	1.5%	1	5.8%	1	1.0%	1	1.0%	1	2.9%	3	4.3%	3	0.0%	0	21.3%	8
Familiarity	1.2%	8	0.0%	0	0.0%	0	6.6%	2	0.6%	0	2.1%	0	2.5%	2	1.9%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.1%	7	0.0%	0	2.1%	2	5.6%	2	0.0%	0	0.0%	0		0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	3.1%	1
Friendly people	1.1%	7	0.7%	1	2.1%	2	0.7%	0	4.2%	2	0.0%	0	1.4%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Close to family	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	5.9%	2
Not too busy	0.0%	0	0.0%	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 Don't know)	11.9% 1.2%	77 8	15.5% 1.1%	14 1	7.6% 5.1%	6 4	14.2% 0.0%	5 0	19.3% 0.6%	$\begin{array}{c} 11\\ 0\end{array}$	24.4% 0.0%	5 0		10 2		8 1	1.9% 0.0%	2 0	5.3% 0.0%	4 0		4 0	18.7% 0.0%	7 0
Weighted base:		646		92		80		35		59		22		63		56		100		78		23		39
Sample:		669		87		64		81		76		29		62		75		72		53		49		21

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for Peter Brett Associates

Zone 2 Zone 9 Zone 10 Zone 11 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q32CCan I ask, what things could be improved about Romford town centre? [MR] Those who visit Romford town centre at O32 More parking 7.5% 48 8.6% 8 8.5% 7 4.5% 2 6.3% 4 17.5% 4 6.1% 4 10.8% 6 8.5% 9 2.6% 2 14.0% 3 2.3% 1 More secure parking 0.4% 3 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 0.0% 0 0.0% 0 1.2% 0 0.0% 0 1 1 12.3% 80 12.5% 12 22.5% 18 2 16.0% 9 17.4% 4 12.7% 8 10.5% 8.2% 6 18.8% 4 2.3% Cheaper parking 5.6% 6 9.6% 10 1 3 3.6% 2 2.5% 2 2 More accessible car parking 2.6% 17 3.3% 3 0.7% 0 3.4% 2.1% 0 2.3% 1 1.9% 2 0.0% 0 10.2% 2.3% 1 More frequent bus services 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 to the centre More reliable / comfortable 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 0 0.0% 0 bus services New / relocated bus stops 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 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% 0.0% 0 0.0% 0 Better signposting within the 0.0% 0 0 0 0 Centre More priority for pedestrians 0.3% 2 0.0% 0 1.1% 0.0% 1.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0 1 Improved access for 0.9% 1.5% 2.0% 0.0% 0 0 2.7% 2 0.0% 1.0% 0.0% 0 0.0% 0 6 1 1.1% 0.0% 0 0 0.0% 1 1 1 wheelchair and pushchair users 4.8% 31 12.3% 11 5.2% 1.0% 0 3.4% 2 5.6% 5.8% 9.8% 6 0.0% 0 0.0% 0 0.0% 0 6.8% 3 Cleaner Streets / removal of 4 1 4 litter More shelter from wind / 1.3% 8 4.3% 4 2.5% 2 2.6% 1 0.9% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 rain Improve appearance / 3.4% 22 3.0% 3 5.2% 4 2.6% 1 4.6% 3 0.0% 0 5.8% 4 0.0% 0 1.0% 1 6.5% 5 0.0% 0 4.5% 2 environment of centre Improved security measures / 1.4% 9 1.7% 2 0.0% 0 1.0% 0 0.6% 0 0.0% 0 5.4% 3 0.0% 0 1.0% 1 2.4% 2 1.6% 0 0.0% 0 more CCTV / more police 1 More control on alcohol / 1.3% 2 1.1% 2.0% 0.9% 0.0% 0 4.8% 3 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 8 2.6% 1 1 1 drinkers / drug users More control on other anti-2.0% 13 3.8% 4 0.0% 0 1.7% 1 0.9% 1 0.0% 0 12.0% 7 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 social behaviour Better street furniture / floral 2.2% 1.3% 0.0% 0.7% 0.6% 0.0% 0 5.8% 7.3% 0 3.1% 14 1 0 0 0 4 4 1.0% 1 2.4% 2 1.2% 1 displays More green spaces / areas 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More national multiple (high 1.8% 12 2.2% 2 0.0% 0 4.1% 1 0.0% 0 2.9% 1 1.0% 1 1.0% 1 6.4% 6 0.0% 0 0.0% 0 0.0% 0 street chain) retailers Bigger / better supermarket 0.6% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 2 0.0% 0 2.4% 2 0.0% 0 0.0% 0 2.7% 17 1.3% 0.9% 0.0% 0 2 2.9% 2 6.9% 0.0% 0 0.0% 0.0% 0 More independent shops 1 6.7% 5 0.0% 0 1 3.0% 7 0 0.0% 2 2 12.2% 0 Better choice of shops in 3.5% 23 0 2.1% 2 3.1% 4.1% 0.0% 0 0.0% 0 3.1% 12 4.6% 0.0% 0 0.0% 1 4 general Better quality of shops 2.2% 14 1.8% 2 1.1% 2.0% 1 1.7% 1 0.0% 0 0.0% 0 4.1% 2 6.8% 7 0.9% 1 0.0% 0 0.0% 0 1 Improvement to the market 6.0% 39 6.2% 6 5.3% 4 8.6% 3 11.3% 7 0.0% 0 6.8% 4 4.7% 3 5.7% 6 3.1% 2 8.9% 2 5.9% 2 More / better eating places 1.2% 8 2.7% 2 5.1% 4 0.0% 0 0.9% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 3 0 Fewer bars / nightclubs 0.4% 1.7% 2 0.0% 0 1.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More / better leisure facilities 1.5% 10 6.9% 6 0.0% 0 0.0% 0 3.9% 2 0.0% 0 0.0% 0 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More family oriented 0.8% 5 1.7% 2 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 3 0.0% 0 0.0% 0 0.0% 0 facilities More secure children's play 0.4% 3 1.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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for Peter Brett Associates

	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone 7	,	Zone	8	Zone 9)	Zone 1	0	Zone 1	1
areas																								
Fewer closed shops	0.6%	4	3.0%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.7%	4	0.0%	0	1.1%	1	1.4%	1	4.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of services	1.1%	7	6.1%	6	0.0%	0	0.7%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer people / too busy	0.6%	4	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0
Make it more compact / shops are too spread out	1.0%	7	3.3%	3	0.0%	0	1.3%	0	0.0%	0	2.1%	0	1.8%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	22	3.3%	3	1.1%	1	6.7%	2	0.6%	0	8.2%	2	1.0%	1	7.2%	4	1.0%	1	6.1%	5	5.2%	1	5.9%	2
(None mentioned)	48.7%	315	30.1%	28	43.7%	35	56.4%	20	46.4%	27	40.3%	9	45.6%	29	43.9%	25	52.3%	52	63.2%	49	54.4%	12	76.0%	29
Weighted base:		646		92		80		35		59		22		63		56		100		78		23		39
Sample:		669		87		64		81		76		29		62		75		72		53		49		21

by Zone

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Weighted:									fo	r Po	eter B	Bret	t Ass	oci	ates										September 2014
	Tota	1	Zone 1	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 2	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	1	
Q33 In which town, villag	ge or ou	t-of-to	wn loca	tion	does you	ur hou	usehold	spen	d most i	mone	y on res	taura	nts?												
Barking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	
Bluewater	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Brentwood	11.2%	123	3.1%	3	1.8%	2	2.3%	1	3.0%	2	6.8%	5	19.5%	20	8.2%	7	0.0%	0	0.5%	1	0.0%	0	52.4%	82	
Central London - West End (Oxford Street / Regent Street / Bond Street)	8.0%	88	6.7%	7	13.7%	18	5.8%	2	2.3%	2	7.0%	5	8.6%	9	4.3%	3	11.0%	15	7.4%	11	9.4%	5	6.7%	11	
Chigwell	0.5%	5	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	1.7%	2	0.5%	1	0.7%	0	0.0%	0	
Collier Row	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dagenham	2.5%	27	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	9	11.6%	17	0.7%	0	0.0%	0	
Grays	0.0%	0	0.0%	0	0.0%	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	0.0%	0	
Harold Hill	0.3%	3	1.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch	14.6%	160	16.0%	16	49.5%	64	29.5%	13	40.3%	30	11.8%	9	3.0%	3	5.9%	5	1.9%	3	5.5%	8	19.6%	10	0.0%	0	
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	3.6%	5	0.5%	1	0.0%	0	0.0%	0	
Lakeside	4.0%	44	1.1%	1	3.2%	4	4.3%	2	5.0%	4	0.9%	1	2.5%	3	6.2%	5	1.4%	2	5.0%	8	18.3%	10	3.7%	6	
Rainham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	12.7%	7	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	18.4%	202	34.3%	35	17.2%	22	28.4%	12	9.5%	7	2.3%	2	19.7%	21	27.6%	22	23.8%	33	28.2%	42	11.2%	6	0.6%	1	
Stratford (including Westfield Stratford City)	0.6%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	6	
Upminster	4.6%	50	0.0%	0	1.9%	2	0.0%	0	7.6%	6	50.6%	37	1.2%	1	0.0%	0	0.0%	0	0.9%	1	1.2%	1	1.1%	2	
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	
Barkingside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	
Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.5%	7	
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Billericay	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	0.0%	0	2.1%	3	
Blackmore	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	0.0%	0	
Canterbury	0.0%	0	0.0%	0	0.0%	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	0.0%	0	
Chadwell Heath	1.5%	16	1.6%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10	1.9%	3	0.0%	0	0.0%	0	
Chelmsford	0.4%	5	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	2.6%	4	
Clacton-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	
Cranham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Ham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	
Edmonton	0.2%	3	0.0%	0	0.0%	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	0.0%	0	
Epping	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	0.0%	0	0.0%	0	
Gidea Park	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0		0	
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greenwich	0.1%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Guildford	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	0.0%	0	0.0%	0	
Hatfield Peverel	0.1%	1	0.0%	Õ		0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	Õ	0.0%	Õ		1	
Heathrow Airport	0.1%	1	0.0%	Õ		1	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	Õ		0	
Hutton	0.1%	1	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	Õ	0.0%	Õ		1	
Laindon	0.1%	1	0.0%	Ő		Ő	0.0%	ŏ	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.7%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő		0	
··· ··· •	0.1%	-	0.0%	Ő		2	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.6%	9	0.0%	0	0.0%	Ő		~		Ő		Ő	

Havering Retail & Leisure Study for Peter Brett Associates

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Weighted:									fo	r Po	eter I	Bret	t Ass	oci	ates										September 2014
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	1	
Newbury Park	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	0.0%	0	
Ongar	0.1%	1	0.0%	0	0.0%	0	0.0%	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	
Shenfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	
Shoeburyness	0.1%	1	0.0%	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	0.0%	0	
Southend-on-Sea	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	0.0%	0	
Stanford Rivers	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	0.0%	0	
Waltham Cross	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	0.0%	0	
Woodford Green	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0	
(Don't know / varies)	8.0%	88	13.2%	13	0.0%	0	5.4%	2	5.3%	4	3.9%	3	4.8%	5	7.2%	6	10.4%	14	11.4%	17	5.9%	3	13.2%	21	
(Don't do this activity)	18.8%	207	19.6%	20	10.6%	14	15.1%	6	23.1%	17	9.9%	7	37.6%	39	30.4%	24	28.6%	39	15.4%	23	15.1%	8	5.6%	9	
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157	
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101	

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 3																								
	Tota	1	Zone	1	Zone	2	Zone 3		Zone	4	Zone	5	Zone	b	Zone		Zone 8	8	Zone	9	Zone 10	,	Zone I	1
Q34 In which town, villag	ge or ou	t-of-to	own loca	ation o	does you	ur ho	usehold	spen	d most	mone	ey on caf	es/p	oubs / ba	ars?										
Barking	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.0%	0	0.0%	0	1.3%	2	4.0%	6	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brentwood	9.8%	107	1.6%	2	1.9%	2	1.6%	1	1.6%	1	2.9%	2	9.5%	10	1.6%	1	0.0%	0	0.5%	1	1.5%	1	55.1%	87
Central London - West End (Oxford Street / Regent Street / Bond Street)	5.5%	61	8.5%	9	7.9%	10	1.1%	0	1.4%	1	3.5%	3	8.9%	9	4.5%	4	6.6%	9	7.6%	11	1.9%	1	2.2%	3
Chigwell	0.3%	3	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.9%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	13.0%	19	1.2%	1	0.0%	0
Elm Park	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	3.4%	2	0.0%	0
Harold Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iornchurch	11.5%	127	5.5%	6	40.8%	53	19.5%	8	44.9%	33	6.7%	5	1.5%	2	3.2%	3	2.8%	4	2.6%	4	19.7%	10	0.0%	0
lford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
akeside	0.9%	10	0.0%	0	3.8%	5	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	5.1%	3	0.0%	0
Rainham	0.7%	8	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	7	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	15.2%	167	35.4%	36	19.9%	26	28.1%	12	10.6%	8	1.7%	1	20.0%	21	11.1%	9	23.3%	32	8.2%	12	17.1%	9	0.6%	1
tratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	C
Jpminster	3.8%	42	0.0%	0	2.2%	3	0.8%	0	1.7%	1	48.2%	35	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Abroad	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	C
Becontree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chadwell Heath	1.9%	21	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	13	4.3%	6	0.0%	0	0.0%	0
Chelmsford	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	0.0%	0
lacton-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
East Ham	0.1%	1	0.0%	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	0.0%	0
Forest Gate	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
idea Park	0.6%	7	3.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freat Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	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	0.0%	0	0.0%	0
Iarold Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
lavering-atte-Bower	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	0.0%	0
leacham, King's Lynn	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
utton	0.2%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
gatestone	0.3%	3		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
largaretting Tye	0.0%	0		Õ	0.0%	0	0.0%	Õ	0.0%	0	0.6%	Õ	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	0
avestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ush Green	0.1%	1	0.0%	Õ	0.0%	0	2.7%	1	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	Č
henfield	0.5%	6		Ő	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.6%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	3.3%	5
tock	0.1%	1	0.6%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0
Vest Hanningfield	0.1%	1	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.8%	1
Woodford Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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								for	Pe	eter Bi	ret	t Asso	cia	ates										Septe	mber 20	14
Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9)	Zone 10)	Zone 1	1			_
4 9%	54	8 5%	9	0.9%	1	3.9%	2	2.1%	2	6.9%	5	3.6%	4	2 3%	2	5.6%	8	7.2%	11	2.9%	1	6.6%	10			

(Don't know / varies)	4.9% 54 8.59	6 9 0.9%	1 3.9%	6 2 2.1%	2 6.9%	5 3.6%	4 2.3%	2 5.6%	5 8 7.2%	11 2.9%	1 6.6%	ы́ 10
(Don't do this activity)	37.1% 409 33.49	6 34 19.5%	25 37.2%	6 16 34.5%	25 24.5%	18 46.5%	49 58.8%	47 44.5%	61 47.3%	71 33.6%	18 28.8%	ы́ 45
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Total

Zone 1

Zone 2

Zone 3

Zone 4

Havering Retail & Leisure Study

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for Peter Brett Associates	
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Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Q35 In which town, villag	ge or ou	it-of-to	wn loca	tion o	does yo	ur ho	usehold	spen	d most	mone	y on the	e cine	ma / the	atre?										
Brookside Theatre, Eastern Road, Romford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (West End)	11.4%	125	14.9%	15	10.8%	14	3.2%	1	8.3%	6	16.4%	12	6.8%	7	3.8%	3	9.7%	13	7.0%	10	7.2%	4	24.6%	39
Cineworld, Ilford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.9%	2	0.8%	ó	0.0%	0	1.2%	2	2.2%	3	0.0%	0	0.0%	0
Kenneth More Theatre.	0.8%	2	0.0%	0		0	0.0%	0	0.0%	$\tilde{0}$		$\tilde{0}$	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Oakfield Road, Ilford		2						÷		÷	,.	÷												
Odeon, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Cinema, Mercury Mall, Romford	9.8%	108	24.0%	24	14.9%	19	23.2%	10	17.8%	13	4.4%	3	17.9%	19	7.6%	6	3.8%	5	1.5%	2	9.0%	5	0.8%	1
Queens Theatre, Billet Lane, Hornchurch	1.9%	21	1.7%	2	2.2%	3	2.9%	1	5.1%	4	3.0%	2	1.9%	2	3.7%	3	1.4%	2	0.5%	1	3.0%	2	0.0%	0
Showcase Cinema, Bluewater	0.5%	5	0.0%	0	1.3%	2	3.9%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Picture House, Stratford	0.1%	2	0.0%	0	0.7%	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
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.00/	0	0.0%	0	0.0%	0
Theatre Royal, Stratford				0		0		0				0		1				1	0.0%					0
Vue, Dagenham Leisure Park, Dagenham	4.3%	47	0.0%	0	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%		1.2%	1	3.5%	5	19.5%	29	19.7%	10	0.0%	-
Vue, Lakeside Shopping	6.4%	71	0.0%	0	5.7%	7	1.6%	1	8.1%	6	34.6%	25	2.3%	2	5.1%	4	0.0%	0	4.2%	6	17.2%	9	6.3%	10
Centre, Thurrock	01.00/	225	25.201	26	26.50	47	20.20/	10	16 500	10	0.00/		1 < 00/	17	21.00	20	22.00/	22	25 70/	20	15.00/	0	10 70/	17
Vue, The Brewery, Romford	21.3%	235	25.2%		36.5%	47	30.3%	13 0	16.5%	12			16.0%	17 0		20	22.9%	32 1	25.7%		15.0%		10.7%	17
Vue, Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	-	0.0%	0	0.7%	-	0.0%	0	0.0%	0	0.0%	0
Abroad	$0.1\% \\ 0.1\%$	1	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0	0.9%	1 0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0 0	0.0%	0 0
Apollo, Piccadily Circus, Regent Street, London	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
BFI IMAX, Charlie Chaplin Walk, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Festival	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	40
Leisure Park, Basildon New Barbican Cinemas, Silk	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	0.0%	0
Street, Barbican Centre, London																								
Odeon, Head Street, Colchester	0.1%	1	0.0%	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	0.0%	0
Odeon, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Kings Head Walk,	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Chelmsford Odeon, London Road,	0.4%	5	0.0%	0	3.2%	4	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
Southend-on-Sea Odeon, Parkway, Camden	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	0.0%	0
Town Showcase Cinemas, Jenkins	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.7%	1	0.0%	0	0.0%	0
Lane, Barking (Don't know / varies)	3.9%	43	7.7%	8	0.5%	1	3.9%	2	0.5%	0	0.9%	1		6	3.8%	3	3.3%	5	4.7%	7	2.1%	1	6.9%	11
(Don't Know / varies)	5.770	43	1.170	0	0.5%	1	5.770	2	0.570	0	0.970	1	J.+70	0	5.070	3	5.570	5	+./ 70	/	2.1 70	1	0.970	11

by Zone

Havering Retail & Leisure Study for Peter Brett Associates

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Weighted:									fo	r P	eter l	Bret	t Ass	oci	ates									
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
(Don't do this activity)	32.8%	361	26.5%	27	23.0%	30	30.5%	13	36.3%	27	23.1%	17	42.5%	44	46.8%	37	47.9%	66	32.7%	49	26.8%	14	23.6%	37
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101
Q36 In which town, villa	ge or ou	it-of-to	own loca	ation o	does yo	ur ho	usehold	spen	d most	mone	y on ar	t galle	ries & n	nuseı	ıms?									
Central London - West End (Oxford Street / Regent Street / Bond Street)	48.0%	529	59.0%	60	57.5%	75	49.5%	21	36.6%	27	66.8%	49	29.9%	31	30.7%	24	41.2%	57	38.9%	58	56.2%	29	61.6%	97
Dagenham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Hornchurch	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	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	0.5%	6	1.6%	2	0.0%	0	1.1%	0	0.0%	0	0.6%	0	0.6%	1	1.4%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford	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	0.0%	0	0.0%	0
Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	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	0.0%	0
Margate	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	0.0%	0
Rochester	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	0.0%	0
Southend-on-Sea	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	0.0%	0
York	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	16	3.7%	4	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0	4.3%	6	0.7%	0	1.9%	3
(Don't do this activity)	48.7%	537	34.6%	35	41.2%	54	48.2%	21	60.8%	45	28.2%	21	67.1%	70	66.5%	53	54.6%	75	56.3%	84	43.1%	23	36.6%	57
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

by Zone

Havering Retail & Leisure Study

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for Peter Brett Associates

September 2014

Weighted:									fo	r Pe	eter I	Bret	tt Ass	socia	ates									
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Q37 In which town, villa	ge or ou	it-of-to	own loca	ation o	does yo	ur ho	usehold	spen	nd most	mone	y on biı	ngo /	casino /	book	makers	?								
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	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 - West End (Oxford Street / Regent Street / Bond Street)	0.6%	7	0.0%	0	3.2%	4	0.8%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Collier Row	0.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.8%	20	1.1%	1	0.0%	0	1.4%	1	4.0%	3	1.7%	1	0.0%	0	0.0%	0	1.3%	2	6.3%	9	5.7%	3	0.0%	0
Elm Park	0.1%	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	0.0%	0
Hornchurch	1.8%	20	2.6%	3	5.3%	7	1.1%	0	5.5%	4	2.9%	2	2.6%	3	0.9%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	2.2%	25	3.2%	3	3.2%	4	6.5%	3	0.0%	0	0.0%	0	0.6%	1	1.9%	2	3.0%	4	4.9%	7	2.0%	1	0.0%	0
Stratford (including Westfield Stratford City)	1.1%	12	3.9%	4	2.5%	3	4.7%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	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	0.0%	0	0.0%	0
Chadwell Heath	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.5%	1	0.0%	0	0.0%	0
Southend-on-Sea	1.0%	11	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.9%	1	0.0%	0	1.3%	2	3.4%	2	1.5%	2
Westcliffe-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	0	1.5%	2
(Don't do this activity)	89.6%	987	88.5%	90	84.0%	109	83.9%	36	87.9%	64	89.9%	66	94.1%	98	92.3%	73	92.0%	127	85.5%	128	85.8%	45	95.5%	150
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101

Havering Retail & Leisure Study

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for Pet	er Brett	Associates
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September 2014

 $\begin{array}{c} 0 \\ 0 \end{array}$

TotalZone 1Zone 2Zone 3Zone 4Zone 5Zone 6Zone 7Zone 8Zone 9Zone 10	0 Zone 11
Q38 In which town, village or out-of-town location does your household spend most money on health & fitness?	
Barking 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 2 0.0% 0 0.0%	0 0.0%
Brentwood 6.0% 67 0.0% 0 0.9% 1 0.0% 0 0.0% 0 12.4% 9 1.5% 2 1.3% 1 0.0% 0 0.0% 0 0.0%	0 34.2% 5
Central London - West End 0.8% 9 0.0% 0 3.2% 4 0.8% 0 0.0% 1 2.5% 3 0.0% 0 0.0% 1 0.0% 0 0.0%	0 0.0%
Chigwell 0.2% 2 0.0% 0	0 1.5%
Collier Row 0.2% 3 0.0% 0 <td>0 0.0%</td>	0 0.0%
Dagenham 3.6% 40 0.0% 0 0.5% 2 1.2% 1 0.0% 0 0.0% 0 9.8% 13 14.8% 22 3.5%	2 0.0%
Elm Park 0.2% 2 0.0% 0 0.7% 1 0.0% 0	0 0.0%
Grays 0.0% 0 0.0% 0 0.0% 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 0.0%
Harold Hill 2.4% 27 9.4% 10 0.0% 0 0.9% 1 2.7% 2 9.9% 10 5.4% 4 0.0% 0 0.0%	0 0.0%
Hornchurch 5.8% 64 3.2% 3 24.6% 32 6.0% 3 18.6% 14 4.4% 3 4.1% 4 3.1% 2 0.0% 0 0.0% 0 5.0%	3 0.0%
Ilford 0.6% 7 0.0% 0 0.0% 0 0.6% 0 0.0% 0 1.4% 2 3.1% 5 0.0%	0 0.0%
Lakeside 0.2% 3 0.0% 0 0.0% 0 0.5% 0 0.0% 0	2 0.0%
Rainham 0.6% 7 0.0% 0	7 0.0%
Romford (including The 5.6% 62 24.7% 25 0.7% 1 25.1% 11 1.3% 1 2.5% 2 2.9% 3 6.6% 5 5.0% 7 0.9% 1 7.4%	4 1.5%
Liberty, The Mall and The Brewery)	
South Ockendon 0.2% 2 0.0% 0 0.0% 0 0.0% 0 3.3% 2 0.0% 0	0 0.0%
Upminster 0.9% 10 0.0% 0 1.1% 1 0.0% 0 9.4% 7 0.6% 1 0.0% 0 0.0% 0 0.0%	0 0.8%
Ashford 0.1% 1 0.0% 0	0 0.6%
Aveley 0.3% 3 0.0% 0 0.0% 0 3.3% 2 0.0% 0 0.0% 0 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 1.3%	1 0.0%
Barkingside 0.2% 2 0.0% 0 <td>0 0.0%</td>	0 0.0%
Basildon 0.3% 3 0.0% 0 0.0% 0 0.0% 0 1.6% 2 0.0% 0 0.0%	0 0.8%
Becontree 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 3 1.3% 2 0.0%	0 0.0%
Billericay 0.2% 2 0.0% 0 <td>0 1.3%</td>	0 1.3%
Chadwell Heath 0.5% 5 0.0% 0	0 0.0%
Chafford Hundred 0.0% 0 0.0% <th< td=""><td>0 0.0%</td></th<>	0 0.0%
Cranham 0.1% 1 0.0% 0	0 0.0%
Dartford 0.4% 5 0.0% 0 <th0.0%< th=""> <th0< th=""></th0<></th0.0%<>	0 0.0%
Gidea Park 0.4% 5 0.6% 1 1.3% 2 0.0% 0 0.9% 1 0.0% 0 <td>0 0.0%</td>	0 0.0%
Harlow 0.1% 1 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0 0.0%
Harold Wood 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0 0.0%
Hutton 0.1% 1 0.0% 0	0 0.6%
Loughton 0.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 5 0.0%	0 0.0%
Rush Green 0.1% 1 0.0% 0 <td>0 0.0%</td>	0 0.0%
Thurrock 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 2 0.0% 0 0.0% 0 0.0% 0 0.9%	0 0.0%
Warley 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0 1.5%
(Don't know / varies) 0.5% 6 0.0% 0 1.3% 2 0.0% 0 0.0% 0 0.6% 0 1.6% 2 0.0% 0 1.0% 1 0.0% 0 0.7%	0 0.0%
(Don't do this activity) 67.4% 743 62.1% 63 64.0% 83 63.5% 27 71.1% 52 56.7% 42 74.4% 78 80.2% 64 74.9% 103 72.4% 108 62.7%	33 57.4% 9

Sample:

Weighted base:

Have	ring	Reta	il &	Leis	sure	Study
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for Peter	Brett A	Associates
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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Q39 In which town, villag	je or ou	t-of-to	own loca	ation o	does yo	ur ho	usehold	spen	d most	mone	ey on fai	nily e	ntertain	ment	centres	(i.e. t	en pin k	oowlin	ıg; skati	ing rir	nks etc.)	?		
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	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 - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	2.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Collier Row	2.3%	25	2.0%	2	0.7%	1	1.1%	0	4.9%	4	1.7%	1	1.7%	2	12.4%	10	3.1%	4	0.7%	1	0.0%	0	0.0%	0
Dagenham	4.5%	50	0.0%	0	5.7%	7	0.0%	0	2.7%	2	1.7%	1	0.0%	0	1.3%	1	1.9%	3	15.7%	23	23.3%	12	0.0%	0
Hornchurch	0.2%	2	0.0%	0	0.9%	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
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The	19.8%	218	39.4%	40	31.9%	41	37.0%	16	33.0%	24	24.1%	18	14.8%	16	4.9%	4	14.3%	20	10.8%	16	16.3%	9	9.6%	15
Liberty, The Mall and The Brewery)																								
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	3.8%	42	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	2	0.7%	0	23.2%	36
Billericay	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	0.0%	0	2.6%	4
Chelmsford	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.2%	10
Hainault	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	0.0%	0
Hutton	0.1%	1	0.0%	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	0.0%	0
Loughton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Marks Gate	0.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	18	1.1%	1	0.7%	1	2.7%	1	0.5%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	1	1.3%	2	1.6%	1	5.0%	8
(Don't do this activity)	64.1%	707	55.1%	56	56.2%	73	59.2%	25	56.0%	41	64.8%	48	74.6%	78	80.2%	64	79.8%	110	68.5%	102	58.1%	30	50.4%	79
Weighted base: Sample:		1102 1102		102 100		130 100		43 100		73 100		74 101		105 100		79 100		138 100		149 100		52 100		157 101

Yes, bingo

Yes, bowling

Yes, cinema

Yes, shops

Yes, theatre

people to do

people to do

Yes, ice rink

Yes, ski centre

Yes, tennis courts

Yes, cycling facilities

Yes, more green spaces

Yes, athletics stadium

Yes, live music venue

Yes, football pitches

Yes, other

Yes, museum / art gallery

Yes, pubs / clubs / bars

Yes, restaurants / cafes

Yes, swimming pool

Total

Zone 1

Zone 2

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Zone 11

for Peter Brett Associates

Zone 5

Q40 Are there any leisure facilities that you think are lacking within a reasonable distance of your home? [MR] 0.5% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.7% 0.5% 0 0.8% 6 0.0% 0 0 0 4 1 0.0% 1 0.7% 1.7% 0.9% 2 2 0.0% 0 0.0% 3 8 1.8% 20 0.6% 1 1 1 1 2.6% 1.7% 0 1.3% 2 6.2% 5.1% 0 5.4% 60 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 36.9% 58 4.3% 48 2.5% 3 1.9% 2 0.8% 0 3.9% 3 8.4% 6 0.9% 1 4.7% 4 3.0% 7.9% 12 9.6% 5 5.0% 8 Yes, leisure / fitness centre 4 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0.5% 6 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 2.6% 4 0.0% 0 0.0% 0 2 0 0.0% 0 0.0% 0 0.7% 0 0.7% 8 0.8% 1 0.9% 1 0.0% 0 3.0% 0.0% 1 1.3% 2 1.6% 1 0.0% 7 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 3 0.6% 0.0% 0.7% 1 0.0% 0 2 0.0% 0 0.5% 0 2.2% 165 36.3% 9 14.2% 10 1.5% 2 29.6% 24 13.6% 4.2% 6 32.1% 17 3 15.0% 37 23.9% 31 17.7% 8 12.3% 19 2.0% 2 0.0% 0.0% 0.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0.0% 0 0 0 0 0.9% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0 0.0% 0.3% 0.7% 1.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.6% Yes, more things for older 3 0.0% 0 1 1 1 0.0% 0 0.0% 0 1 1.2% 0 0.0% 0.5% 0 2.3% 2 1.1% 5.0% 4 0.0% 0 0.5% 2 3 Yes, more things for younger 13 0.0% 0 0.0% 0 1 1 3.9% 2.1% 0 0.3% 0.0% 0.9% 0.0% 0 0.0% 0 0.0% 4 0.0% 0 1.3% 2 0.0% 0 1 0 0.0% 0 0.0% 0 0.8% -1 7.6% 83 10.0% 10 19.1% 25 10.3% 4 11.2% 8 5.1% 4 3.8% 4 5.1% 4 0.0% 0 7.2% 11 13.9% 7 3.7% 6 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0.6% 7 0.0% 0 0.0% 0 3.9% 2 0.0% 3 1.9% 3 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.1% 1 0.8% 1 0.0% 0 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 3 1.1% 1 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.4% 0.8% 1 0 0.0% 0 2.2% 3 0.0% 0.0% 0 0.7% 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0.0% 0 1 0.0% 0 0.0% 0 0.0% 1 0.3% 3 2.5% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 0 0 0.0% 0 0.0% 0 0.0%

Zone 6

Zone 7

Zone 9

Zone 10

Zone 8

70 52.6% 42 77.8% 27 No 62.1% 684 48.5% 49 54.0% 65.5% 28 71.4% 52 69.7% 51 80.0% 84 107 63.8% 95 52.2% 49.4% 78 4.5% 50 4.5% 5 2.6% 3 2.2% 1.2% 1 4.9% 4 11.9% 12 9.6% 8 2.1% 3 10 2 2 (Don't know) 1 6.5% 3.2% 1.5% 1102 102 130 43 73 74 105 79 138 149 52 157 Weighted base: 100 1102 100 100 100 101 100 100 100 100 100 101 Sample: **GEN Gender of respondent:** Male 310 30.2% 31 31 34.3% 15 32.0% 23 19 42.0% 44 22.8% 29.1% 40 24.2% 36 25.0% 13 25.1% 39 28.1% 23.7% 26.0% 18 Female 71.9% 792 69.8% 71 76.3% 99 65.7% 28 68.0% 50 74.0% 54 58.0% 61 77.2% 61 70.9% 98 75.8% 113 75.0% 39 74.9% 118 Weighted base: 1102 102 130 43 73 74 105 79 138 149 52 157 1102 100 100 100 100 101 100 100 100 100 100 101 Sample:

Total

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Zone 2

Zone 3

Zone 4

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for Peter	Brett A	Associates
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Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

AGE Could I ask how o	ld are you please	e?										
18 to 24	5.1% 56	0.0% 0 8.8	% 11 10.8%	5 9.2% 7	7 2.9% 2	2 8.5%	9 3.2%	3 0.0%	0 4.4%	7 2.3%	1 7.7%	12
25 to 34	15.2% 168	19.5% 20 19.0	% 25 15.6%	7 23.3% 17	7 0.0% 0) 12.3%	13 0.0%	0 4.6%	6 31.4%	47 30.4%	16 11.0%	17
35 to 44	19.8% 219	18.7% 19 30.3	% 39 7.8%	3 15.9% 12	2 28.2% 21	13.1%	14 16.3%	13 16.7%	23 20.1%	30 10.8%	6 24.9%	39
45 to 54	18.0% 198	12.9% 13 20.3	% 26 10.5%	5 23.4% 17	7 30.9% 23	3 11.9%	12 9.4%	7 15.4%	21 13.0%	19 15.4%	8 28.9%	45
55 to 64	16.1% 177	16.3% 17 9.7				2 17.2%		23 22.0%	30 11.4%	17 21.7%	11 11.3%	18
65 +		28.4% 29 11.1				4 33.7%		29 38.8%	53 17.2%	26 18.5%	10 16.2%	25
(Refused)	2.3% 25	4.2% 4 0.8	% 1 6.2%	3 0.0% 0	0 2.2% 2	2 3.3%	3 6.1%	5 2.5%	3 2.5%	4 0.9%	0 0.0%	0
Weighted base:	1102	102	130 4	3 73	3 74	1	105	79	138	149	52	157
Sample:	1102	100	100 10	0 100	0 101	l	100 1	100	100	100	100	101
CAR How many cars de	oes your househ	old own or have	the use of?									
None	15.6% 172	14.4% 15 12.8	% 17 14.3%	6 18.5% 14	4 4.3% 3	3 18.3%	19 16.1%	13 30.6%	42 19.2%	29 12.8%	7 5.4%	9
One		39.7% 40 48.4				5 43.8%		35 49.4%	68 50.9%	76 37.5%	20 28.3%	44
Two	25.9% 286	29.3% 30 27.1	% 35 29.1% 1	3 21.8% 16	6 28.9% 21	22.1%	23 26.7%	21 12.2%	17 20.4%	31 31.2%	16 40.2%	63
Three or more	10.8% 119	12.9% 13 9.5	% 12 5.1%	2 10.1% 7	7 12.8% 9) 11.3%	12 7.5%	6 7.0%	10 3.8%	6 16.4%	9 21.1%	33
(Refused)	3.8% 42	3.7% 4 2.2	% 3 7.2%	3 1.4% 1	1 5.7% 4	4.5%	5 5.3%	4 0.7%	1 5.7%	8 2.1%	1 5.0%	8
Weighted base:	1102	102	130 4	3 73	3 74	1	105	79	138	149	52	157
Sample:	1102	100	100 10	0 100	0 101	l	100 1	100	100	100	100	101
WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]												
Working full time	54.6% 602	60.0% 61 71.7	% 93 39.7% 1	7 65.4% 48	8 62.0% 46	5 45.5%	48 32.1%	26 33.8%	47 63.7%	95 59.8%	31 57.8%	91
Working part time		5.4% 5 5.8		4 3.7% 3			6 11.3%	9 6.7%	9 6.2%	9 10.8%	6 10.1%	16
Unemployed	3.0% 33	0.0% 0 5.7			6 1.2% 1	1.6%	2 2.8%	2 5.7%	8 1.9%	3 4.1%	2 0.8%	1
Retired	29.8% 328	31.5% 32 15.9			3 27.7% 20) 42.6%	45 49.1%	39 51.2%	71 19.7%	29 23.2%	12 18.6%	29
A housewife	0.7% 7	0.0% 0 0.0	% 0 0.0%	0 2.0% 1	1 0.0% 0) 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.7%	6
A student	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%	0 0.0%	0 2.6%	4
Other	0.0% 0	0.0% 0 0.0	% 0 0.0%	0 0.0% 0	0 0.0% 0) 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Refused)	4.4% 49	3.1% 3 0.9	% 1 8.4%	4 2.7% 2	2 3.5% 3	3 4.5%	5 4.6%	4 2.6%	4 8.5%	13 2.1%	1 6.7%	10
Weighted base:	1102	102	130 4	3 73	3 74	1	105	79	138	149	52	157
Sample:	1102	100	100 10	0 100	0 101	l	100 1	100	100	100	100	101

Zone 01

Zone 02

Zone 03

Zone 04

Zone 05

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 QUOTA Zone: 102 100.0% 9.2% 102 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 130 0 0 0.0% 0 11.8% 0.0% 0 100.0% 130 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 3.9% 43 0.0% 0 0.0% 0 100.0% 43 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.6% 73 0.0% 0 0.0% 0 0.0% 0 100.0% 73 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6.7% 74 0.0% 0 0 0.0% 0 0.0% 0 100.0% 74 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9 5% 105 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100 0% 105 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0

Zone 06	9.5%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 07	7.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 08	12.5%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	138	0.0%	0	0.0%	0	0.0%
Zone 09	13.6%	149	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%	149	0.0%	0	0.0%
Zone 10	4.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	52	0.0%
Zone 11	14.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52	
Sample:		1102		100		100		100		100		101		100		100		100		100		100	

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for Peter Brett Associates

Total Zune 1 Zune 2 Zune 3 Zune 4 Zune 6 Zune 7 Zune 8 Zune 9 Zune 1 Zune 1 C Particol Sune 1 Sune 1 Sune 1 Sune 1 Sune 1 Sune 1 C Sune 1 C Sune 1									10	'															Septer
CM131 2.5% 27 0.0% 0	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zon	e 7	Zone 8	8	Zone	•	Zone 1	10	Zone	11	
CM132 4.5% 9 0.0% 0																									
CM132 4.5% 9 0.0% 0	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	27	
CM144 21.% 23 0.0% 0																						0			
CM145 1.3% 1.4 0.0% 0	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	
CM1581.2%1.30.0%00.0%	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23	
CM19 19 21 0.0% 0 <	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	14	
EM11 0.1% 1 1.1% 1 0.0% 0 <	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13	
INI I.I.S. I.I. I.I.S. I.I. I.O.W. I.O.OW. O.O.W. O.O.W.	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	21	
RN13 0.2% 2 1.8% 2 0.0% 0 <	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	0.0%	0	
RM14 34% 37 36.% 37 0.0% 0	1.0%	11	11.1%	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	0.0%	0	0.0%		
IXN107 3.6% 39 0.0% 0	0.2%	2	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	0.0%	0	0.0%	0	
RM108 4.8% 53 0.0% 0	3.4%		36.6%		0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
IN1109 4.3% 48 0.0% 0	3.6%	39	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	39	0.0%	0	0.0%		
INTI 40% 44 0.0% 0			0.0%											0			0.0%					0			
IN11 2 15% 16 0.0% 0										-				0								0			
IN113 2.6% 28 0.0% 0														•								-			
IN1243.8%420.0%0										-				•				-				0			
IN12 5 1.8% 20 0.0% 0														-								0			
RM12 6 2.2% 2.4 0.0% 0								0		-				0				0		-		0			
RM137 2.7% 29 0.0% 0								-						0				0				0			
RM138 1.8% 20 0.0% 0														0				0				0			
RM139 2.9% 32 0.0% 0														0				0				0			
RM14 1 3.4% 37 0.0% 0 0.0% 0 50.3% 37 0.0% 0														0				0							
RMI4 2 1.6% 18 0.0% 0 0.0% 0 24.6% 18 0.0% 0														0				0							
RMI4 3 1.7% 18 0.0% 0 0.0% 0 0.0% 0 2.1% 18 0.0% 0																		-							
RM2 5 2.1% 24 23.2% 24 0.0% 0														•				0							
RM2 6 1.1% 12 11.5% 12 0.0% 0																						0			
RM3 0 3.0% 33 0.0% 0 0.0% 0 0.0% 0 33 0.0% 0 0.0%								0						0				0		-		0			
RM3 7 1.7% 18 0.0% 0 0.0% 0 0.0% 0 17.5% 18 0.0% 0																						~			
RM3 8 2.3% 26 0.0% 0 0.0% 0 0.0% 0 24.7% 26 0.0% 0								-										0		-		0			
RM3 9 2.5% 27 0.0% 0 0.0% 0 0.0% 0 25.9% 27 0.0% 0																		0				0			
RM4 1 0.3% 3 0.0% 0																		0				0			
RM5 2 2.2% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 0 30.8% 24 0.0% 0																						~			
RM5 3 2.8% 31 0.0% 0 0.0% 0 0.0% 0 0.0% 0 38.6% 31 0.0% 0								-										0				0			
RM6 4 3.6% 39 0.0% 0																						0			
RM6 5 3.0% 33 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 24.0% 33 0.0% 0								-										0				0			
RM6 6 2.0% 22 0.0% 0																				-		0			
RM7 0 2.4% 27 0.0% 0 62.0% 27 0.0% 0								-														0			
RM7 7 1.4% 15 14.8% 15 0.0% 0								0														0			
RM7 8 1.9% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 26.4% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 26.4% 21 0.0% 0										-												Ő			
RM7 9 1.5% 16 0.0% 0 38.0% 16 0.0% 0																						~			
RM8 1 1.6% 18 0.0% 0										-												0			
RM8 3 2.3% 26 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 18.5% 26 0.0% 0 0.0% 0 0.0% 0										-												0			
				-				0		0				0						-		0			
KW17 .2 U.5% 4 U.U% U Z.4% 4 U.U% U U.U% U		4		Ő		ŏ		Ő		Ő		-	0.070	Ő				0		4		Ő		Ő	
RM9 5		2.5% 4.5% 0.8% 2.1% 1.2% 1.9% 0.1% 1.0% 0.2% 3.4% 4.3% 4.0% 1.5% 2.6% 3.8% 1.8% 2.2% 2.7% 1.8% 2.9% 3.4% 1.6% 1.7% 2.1% 1.6% 1.7% 2.1% 1.6% 1.7% 2.3% 2.2% 2.3% 2.5% 0.3% 2.2% 2.8% 3.6% 3.0% 2.2% 2.5% 0.3% 2.2% 2.5% 0.3% 2.2% 2.5% 0.3% 2.2% 2.5% 0.3% 2.2% 2.5% 0.3% 2.2% 2.6% 3.6% 3.0% 2.2% 2.5% 0.3% 2.2% 2.5% 0.3% 2.2% 3.6% 3.6% 3.0% 2.2% 3.6% 3.6% 3.6% 3.6% 3.6% 3.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.5% 1.6% 1.5% 1.5% 1.6% 1.5% 1.5% 1.6% 1.5% 1.5% 1.5% 1.6% 1.5% 1.5% 1.6% 1.5% 1.6% 1.5% 1.5% 1.5% 1.6% 1.5% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6% 1.5% 1.6%	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		2.5% 27 0.0% 0 0	2.5% 27 0.0% 0 0.0%	2.5% 27 0.0% 0 0.											

by Z	Lone
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Havering Retail & Leisure Study for Peter Brett Associates

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Weighted:	for Peter Brett Associates											
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 Z	Zone 9	Zone 10	Zone 11
RM9 6	0.5% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0 0).0% 0 (0.0% 0 3	.7% 6	0.0% 0	0.0% 0
Weighted base: Sample:	1102 1102	102 100	130 100	43 100	73 100	74 101	105 100	79 100	138 100	149 100	52 100	157 101

Appendix 3:

Composite Analysis (Inc. SFT)

080914 Havering incl. SFT Results Summary

Percentage of Spend by Zone

	Lot to	Con	1000°	10 North	10re A	2010 e	100me	10ne	10 ^{ne}	10 ^{ne}	10 tone	1000 L
omposite food												
Zone 1	17.6%	61.6%	10.8%	40.8%	8.3%	3.7%	16.8%	47.8%	14.8%	3.2%	9.4%	2.9%
Zone 2	13.8%	5 7.9%	64.8%	27.7%	28.6%	11.5%	3.3%	0.4%	1.7%	4.6%	8.2%	0.4%
Zone 3	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Zone 4	1.9%	0.0%	1.3%	4.2%	21.8%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 5	5.5%	1.4%	5.7%	0.5%	6.1%	52.9%	4.0%	1.3%	0.0%	0.6%	1.4%	1.9%
Zone 6	11.4%	5 17.9%	7.1%	6.2%	0.5%	7.7%	62.5%	17.5%	0.0%	0.0%	1.9%	6.7%
Zone 7	2.1%	2.3%	0.0%	0.5%	0.0%	0.0%	1.2%	22.7%	0.6%	0.0%	0.0%	0.3%
Zone 8	7.3%	1.5%	0.0%	5.7%	0.5%	0.0%	0.0%	1.8%	46.0%	6.7%	0.2%	0.0%
Zone 9	12.3%	6 0.1%	0.3%	4.0%	8.4%	0.2%	0.0%	1.2%	19.6%	59.0%	16.3%	1.1%
) Zone 10	4.7%	0.0%	1.6%	0.6%	20.6%	2.6%	0.0%	0.0%	0.0%	6.8%	41.2%	0.0%
Zone 11	10.1%	5 1.4%	0.2%	0.0%	0.0%	2.2%	2.4%	0.3%	0.5%	0.0%	0.0%	67.2%
Outside catchmen	t area 7.9%	1.4%	0.9%	1.0%	3.2%	10.1%	3.3%	5.5%	13.3%	13.3%	14.5%	12.6%
SFT	5.2%	4.6%	7.2%	1.7%	2.0%	8.4%	6.5%	1.5%	3.5%	5.2%	6.8%	6.9%
omposite Non-food												
Zone 1	34.6%	60.4%	36.7%	64.6%	33.6%	12.7%	45.4%	64.0%	44.9%	24.1%	15.0%	9.0%
Zone 2	5.2%	4.6%	8.9%	3.5%	11.9%	16.5%	5.4%	3.2%	1.3%	0.4%	2.5%	2.5%
Zone 3	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%
Zone 4	0.3%	0.0%	0.3%	0.0%	2.9%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%
Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
Zone 6	1.3%	3.9%	0.9%	0.6%	0.2%	0.4%	5.1%	3.6%	0.1%	0.2%	0.0%	0.4%
Zone 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%
Zone 8	1.9%	0.6%	1.1%	1.7%	0.3%	0.0%	0.1%	0.8%	10.9%	2.7%	0.0%	0.0%
Zone 9	3.3%	0.1%	0.0%	1.9%	2.0%	0.0%	0.2%	0.0%	3.9%	19.8%	1.9%	0.0%
Zone 10	1.1%	0.0%	0.1%	0.0%	3.3%	0.8%	0.2%	0.0%	0.2%	0.4%	12.0%	0.2%
Zone 11	4.1%	0.6%	0.0%	0.2%	0.1%	1.3%	1.4%	0.0%	0.5%	0.0%	0.1%	25.3%
Outside catchmen			30.3%	14.9%	33.9%	47.3%	18.4%	12.8%	21.7%	30.9%	51.7%	35.3%
SFT	19.6%	5 15.9%	21.7%	12.3%	11.9%	20.4%	23.4%	15.7%	15.9%	20.5%	16.7%	27.3%

Appendix 4:

Composite Analysis (Excl. SFT)

080914 Havering excl. SFT Results Summary

Percentage of Spend by Zone

	1000	10 new	10ne2	10 me	10me	2000 See	1000 North	10 nee	10 North	10 North	10 North	2000 AND
omposite food												
Zone 1	18.5%	64.5%	11.7%	41.5%	8.5%	4.1%	17.9%	48.5%	15.3%	3.4%	9.9%	3.2%
Zone 2	14.6%	8.3%	69.7%	28.2%	29.1%	12.6%	3.6%	0.4%	1.8%	4.9%	9.0%	0.4%
Zone 3	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Zone 4	1.9%	0.0%	1.5%	4.3%	22.2%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 5	5.8%	1.4%	6.2%	0.5%	6.2%	57.6%	4.3%	1.4%	0.0%	0.6%	1.5%	2.1%
Zone 6	12.1%	18.9%	7.7%	6.4%	0.5%	8.5%	66.8%	17.8%	0.0%	0.0%	2.1%	7.3%
Zone 7	2.2%	2.4%	0.0%	0.6%	0.0%	0.0%	1.3%	23.0%	0.6%	0.0%	0.0%	0.3%
Zone 8	7.7%	1.5%	0.0%	5.8%	0.5%	0.0%	0.0%	1.9%	47.7%	7.0%	0.2%	0.0%
Zone 9	13.0%	0.1%	0.3%	4.0%	8.6%	0.2%	0.0%	1.2%	20.4%	62.4%	17.4%	1.2%
Zone 10	5.0%	0.0%	1.7%	0.6%	21.0%	2.9%	0.0%	0.0%	0.0%	7.2%	44.3%	0.0%
Zone 11	10.6%	1.5%	0.2%	0.0%	0.0%	2.5%	2.6%	0.3%	0.5%	0.0%	0.0%	71.8%
Outside catchment area	8.3%	1.4%	1.0%	1.0%	3.3%	11.1%	3.5%	5.6%	13.7%	13.9%	15.7%	13.7%
SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
omposite Non-food												
Zone 1	43.4%	72.4%	48.5%	74.3%	37.7%	15.4%	60.0%	77.1%	53.5%	32.6%	17.3%	11.4%
Zone 2	6.3%	5.4%	11.3%	3.9%	13.9%	21.2%	6.5%	3.5%	1.5%	0.5%	3.1%	2.9%
Zone 3	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%
Zone 4	0.4%	0.0%	0.3%	0.0%	3.3%	0.2%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%
Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%
Zone 6	1.6%	4.8%	1.2%	0.7%	0.2%	0.5%	7.2%	4.3%	0.1%	0.2%	0.0%	0.5%
Zone 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%
Zone 8	2.4%	0.7%	1.4%	2.0%	0.3%	0.0%	0.1%	0.8%	13.0%	3.1%	0.0%	0.0%
Zone 9	4.3%	0.2%	0.1%	2.3%	2.4%	0.0%	0.3%	0.0%	5.0%	25.1%	2.0%	0.0%
D Zone 10	1.5%	0.0%	0.1%	0.0%	4.0%	1.0%	0.5%	0.0%	0.2%	0.6%	16.2%	0.3%
Zone 11	5.4%	0.7%	0.0%	0.2%	0.1%	1.6%	1.9%	0.0%	0.5%	0.0%	0.1%	40.2%
Outside catchment area	34.5%	15.8%	37.2%	16.2%	38.2%	59.3%	23.3%	14.4%	25.5%	36.8%	61.2%	44.8%
SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Appendix 5:

Sample Questionnaire

Q01 Where did your household last undertake a main food and grocery purchase? DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Foo Food Shopping List

d

Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)? DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

IF OTHER PLEASE SPECIFY STORE NAME AND LOCATION. IF MARKET STALL PRO

#Foo Food Shopping List d

Q03A What form of transport do you use to visit your main food shopping destination?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Car Driver
- 2 Car Passenger
- 3 Bus 4 Cycle
- 5 Disabled Vehicle (e.g. mobility scooter)
- 6 Taxi
- 7 Train
- 8 Walk
 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)
- B (Don't travel Goods delivered)

Q03B What is the MAIN reason that you visit (STORE MENTIONED AT Q01) in preference to any other?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Attractive environment
- 2 Cleanliness
- 3 Close to home
- 4 Close to work / en route to work
- 5 Easily accessible by foot / cycle
- 6 Good and / or free parking
 7 Good bus service / accessible public transport
- 8 Good disabled access
- 9 Good disabled facilities
- A Good prices
- B Good range of comparison goods
- C Good range of food offer
- D Good variety of goods on offer E Habit / familiarity
- F Has other facilities (e.g. pharmacy, optician, dry cleaners, cafes)
- G Links to the other shops / facilities in the town centre
- H Other (PLEASE WRITE IN)
- I (Don't know)
- Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? DO NOT READ OUT. CAN BE MULTICODED.
- 1 Yes other food shops
- 2 Yes other non food shops (clothing, footwear, electrical etc)
- 3 Yes pubs, restaurants or cafes
- 4 Yes financial service (i.e. bank, building society)
- 5 Yes other service (e.g. hairdresser, travel agent, estate agent)
- 6 Yes leisure activity
- 7 Yes other (PLEASE WRITE IN)
- 8 No
- 9 (Don't know / varies)

Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)? PLEASE WRITE IN TO THE NEAREST £

- 1 To the nearest £: (PLEASE WRITE IN)
- X (Don't know / varies)
- Y (Refused)

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT

Q01)? ONE ANSWER ONLY.

- 1 Everyday
- 2 5 6 times a week
- 3 3 4 times a week4 Twice a week
- 5 Once a week
- 6 Once every two weeks
- 7 Once a month
- 8 Less often
- 9 (Don't know / varies)

Q07	Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop) DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION	
#Foo d	Food Shopping List	
Q08	And where did you shop for top-up food shopping the time before that? DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION	
#Foo d	Food Shopping List	
Q09	Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)? PLEASE WRITE IN TO THE NEAREST £	
1 X Y	To the nearest £: (PLEASE WRITE IN) (Don't know / varies) (Refused)	
Q10	Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets) DO NOT PROMPT. ONE ANSWER ONLY.	
1 2	Yes No	GO TO Q11 GO TO Q13
Q11	Where are these small shops located? DO NOT PROMPT. ONE ANSWER ONLY.	
#Sma IISho ps	a Small Shops List	
Q12	Approximately how much money does your household spend per week on food and groceries in these small shops?	
	PLEASE WRITE IN TO THE NEAREST £	
1 X Y	To the nearest £: (PLEASE WRITE IN) (Don't know / varies) (Refused)	
Q13	Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet? PLEASE WRITE IN TO THE NEAREST %	
1 X Y	To the nearest %: (PLEASE WRITE IN) (Don't know / varies) (Refused)	
Q14	So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION	
#Non Food	Non Food List	
Q15	How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping? ONE ANSWER ONLY.	
1 2 3 4 5 6 7 8 9 A B C D	Everyday 5 - 6 times a week 3 - 4 times a week Twice a week Once a week Once a week Once every two weeks Once every two months 3 or 4 times a year Twice a year Once a year Less often (Don't know / varies)	
Q16	If Internet / catalogue or TV at Q14, go to Q17 How do you normally travel to (LOCATION MENTIONED AT Q14)? ONE ANSWER ONLY.	
1 2 3 4 5 6 7	Car - Driver Car - Passenger Bus Cycle Disabled Vehicle (e.g. mobility scooter) Taxi Train	

- 8 9 A
- Train Walk Other (PLEASE WRITE IN) (Don't know / varies)

Q17	And the time before that, where did your household go to make a purchase of clothes or shoes? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q18	Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?
	DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q19	And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q20	Now can you tell me where your household last made a purchase of DIY and decorating goods? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q21	And the time before that, where did your household go to make a purchase of DIY and decorating goods? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q22	Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q23	And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q24	Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q25	And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q26	Can you tell me where you or your household last made a purchase of health, beauty or chemist items? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q27	And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?
	DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List
Q28	Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION
#Non Food	Non Food List

Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys? DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION

#Non Non Food List Food

Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?

DO NOT PROMPT. ONE ANSWER ONLY. IF 'MARKET STALL' PROBE FOR LOCATION

#Non Non Food List

Food

Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items? DO NOT PROMPT. ONE ANSWER ONLY.

GO TO Q32A

GO TO Q33

IF 'MARKET STALL' PROBE FOR LOCATION

#Non Non Food List Food

Q32 Do you visit Romford town centre regularly for shopping, leisure or work? DO NOT PROMPT. ONE ANSWER ONLY.

Yes 1

2 No

Q32A How often do you visit Romford town centre?

DO NOT PROMPT. ONE ANSWER ONLY

- Evervdav / dailv 1
- 2 2-3 times a week
- 3 Once a week 4
- Once a fortnight 5 Once a month
- Once every 2 3 months 6
- Once every 6 months 7
- 8 Once a year
- 9 Less often
- А Never
- В (Don't know / varies)

Q32B What do you like about Romford town centre?

- DO NOT PROMPT. TICK ALL THAT APPLY
- Nothing / very little 1
- 2 Close to home
- 3 Close to work / en route to work
- 4 Easily accessible by foot / cycle
- 5
- Good and / or free car parking Good bus service / accessible public transport 6 Good cycle parking 7
- 8 Markets
- 9 Good range of chain / well known stores
- А Good range of independent stores
- В Restaurants / cafes
- С Bars / pubs / clubs
- D Leisure facilities
- Good range of services (bank, library, hairdresser etc.) F
- F Good prices
- G Good disabled access
- Н Attractive environment Cleanliness I
- J Interesting activities / promotional events
- κ Safe and secure Other (PLEASE WRITE IN)
- L.
- Μ (Don't know)

Q32C Can I ask, are there what things that could be improved about Romford town centre?

DO NOT PROMPT, TICK ALL THAT APPLY

- 001 More parking
- More secure parking 002
- 003 Cheaper parking
- 004 More accessible car parking
- 005 More frequent bus services to the centre
- 006 More reliable / comfortable bus services
- 007 New / relocated bus stops More frequent train services
- 008 More reliable train services
- 009
- 010 Better signposting within the Centre 011 More priority for pedestrians
- 012 Improved access for wheelchair and pushchair users
- 013 Cleaner Streets / removal of litter
- 014 More shelter from wind / rain
- Improve appearance / environment of centre 015
- 016 Improved security measures / more CCTV / more police
- More control on alcohol / drinkers / drug users 017
- 018 More control on other anti-social behaviour
- 019 Better street furniture / floral displays 020
- More green spaces / areas 021 More national multiple (high street chain) retailers
- 022 Bigger / better supermarket
- 023 More independent shops
- Better choice of shops in general 024
- 025 Better quality of shops
- 026 Improvement to the market
- 027 More / better pubs / night-life
- 028 More / better eating places
- 029 Fewer bars / nightclubs
- More / better leisure facilities 030
- 031 More family oriented facilities
- 032 More secure children's play areas
- 033 Better crèche facilities
- 034 Provision of more residential accommodation
- 035 Expand the town centre's colleges / expand university
- 036 Other (PLEASE WRITE IN)
- 037 (Don't know)
- 038 (None mentioned)
- Q33 In which town, village or out-of-town location does your household spend most money on restaurants? DO NOT READ OUT. ONE ANSWER ONLY.

#Leis Leisure List ure

Q34 In which town, village or out-of-town location does your household spend most money on cafes / pubs / bars? DO NOT READ OUT. ONE ANSWER ONLY.

#Leis Leisure List ure

Q35 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?

DO NOT READ OUT. ONE ANSWER ONLY.

#Cin Cinema / Theatre List Thea

Q36 In which town, village or out-of-town location does your household spend most money on art galleries & museums?

DO NOT READ OUT. ONE ANSWER ONLY.

Q37 In which town, village or out-of-town location does your household spend most money on bingo / casino / bookmakers?

DO NOT READ OUT. ONE ANSWER ONLY.

#Leis Leisure List

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Q38 In which town, village or out-of-town location does your household spend most money on health & fitness? DO NOT READ OUT, ONE ANSWER ONLY.

#Leis Leisure List

Q39 In which town, village or out-of-town location does your household spend most money on family entertainment centres (i.e. ten pin bowling; skating rinks etc.)? DO NOT READ OUT, ONE ANSWER ONLY.

#Leis Leisure List

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[#]Leis Leisure List ure

Q40 Are there any leisure facilities that you think are lacking within a reasonable distance of your home? DO NOT READ OUT. CAN BE MULTI-CODED.

- 1 No
- Yes, bingo
- 2 3 Yes, bowling
- 4 Yes, cinema
- 5 Yes, leisure / fitness centre
- 6 Yes, museum / art gallery Yes, pubs / clubs / bars
- 7 8 Yes, restaurants / cafes
- 9 Yes, shops
- Yes, swimming pool А
- в Yes, theatre
- Yes, other (PLEASE WRITE IN) С
- D (Don't know)

GEN Gender of Respondent: CODE FROM OBSERVATION

- Male 1
- 2 Female

AGE Could I ask how old are you please? ONE ANSWER ONLY. DO NOT READ OUT.

- 18 to 24 1
- 2 25 to 34
- 3 35 to 44 4 45 to 54
- 5 55 to 64
- 65 + (Refused) 6 7
- OCC What is the occupation of the chief income earner of your household? (IF RETIRED, ASK PREVIOUS OCCUPATION)
- Occupation / job description (PLEASE WRITE IN) 1
- Retired Basic state pension 2
- 3 (Refused)
- CAR How many cars does your household own or have the use of? ONE ANSWER ONLY. DO NOT READ OUT.
- None 1
- 2 One
- 3 Two 4
- Three or more 5 (Refused)

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

READ OUT. ONE ANSWER ONLY.

- Working full time Working part time Unemployed 1
- 2 3
- Retired
- 4 5 A housewife
- 6 A student
- Other (PLEASE WRITE IN) 7
- 8 (Refused)

Thank and Close

FOOD CODEFRAME: 095 Aldi, High Road Seven Kings, Ilford, IG3 8RS Aldi, Market Place, Romford RM1, 3AB 001 002 Aldi, Marlborough Road, Romford, RM7 8AB 064 Aldi, Ripple Road, Dagenham, RM9 6SJ Aldi, St Mary's Lane, Upminster, RM14 2QB 036 Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE 003 096 Asda, Lakeside Retail Park, Thurrock, RM20 3LP 065 Asda, Merrielands Crescent, Dagenham, RM9 6SJ Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ 097 054 Asda, Whalebone Lane, Chadwell Heath, RM8 1BB 043 Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX 072 Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ 073 Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD 074 Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU 098 Co-op, Billet Lane, Hornchurch, RM11 1XA 018 075 Co-op, Chapel High, Brentwood, CM14 4BX 030 Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ Co-op, Elm Park Avenue, Hornchurch, RM12 4SD 019 Co-op, Faircross Parade, Longbridge Road, Barking, IG11 8UW 099 100 Co-op, Gale Street, Dagenham, RM9 4TP 055 Co-op, Green Lane, Becontree, Dagenham, RM8 1UU Co-op, High Street, Aveley, South Ockendon, RM15 4BB 101 Co-op, Porters Avenue, Dagenham, RM9 4ND 102 056 Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR 044 Co-op, Station Road, Harold Wood, Romford, RM3 0BP 080 Co-op, The Baytree Centre, Brentwood, CM14 4BX 050 Co-op, The Retail Unit, Turpin Avenue, Colliers Row, RM5 2PU 004 Costcutter, Balgores Lane, Romford, RM2 6BT 057 Costcutter, Becontree Avenue, Dagenham, RM8 3UH 045 Costcutter, Farringdon Avenue, Romford, RM3 8SG 058 Costcutter, High Road, Romford, RM6 6PX Costcutter, Highfield Link, Romford, RM5 3DH 051 005 Costcutter, Mawney Road, Romford, RM7 7HL Costcutter, Petersfield Avenue, Romford, RM3 9PH 046 032 Costcutter, Station Lane, Hornchurch, RM12 6NJ 037 Costcutter, Station Road, Upminster, RM14 2UB Costcutter, The Cardrome, Upper Rainham Road, Hornchurch, RM12 4ET 020 081 Iceland, 32 The High Street, Brentwood, CM14 4AJ Iceland, East Street, Barking, IG11 8EP 103 047 Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX Iceland, Heathway, Dagenham, RM10 8QS 066 031 Iceland, London Road, Romford, RM7 9NA 006 Iceland, Market Place, Romford, RM1 3AB Iceland, North Street, Hornchurch, RM11 1RL 021 Iceland, Whalebone Lane, Dagenham, RM8 1FB 059 007 Lidl, Atlanta Boulevard, Romford, RM1 1TB 104 Lidl, Cranbrook Road, Ilford, IG1 4NF 105 Lidl, Daiglen Drive, South Ockendon, RM15 5AE 067 Lidl, Heathway, Dagenham, RM10 8QS Lidl, Ilford High Road, Ilford, IG1 1NJ 106 107 Lidl, Longbridge Road, Dagenham, RM8 2DB 082 Londis, Brook Street, Brentwood, CM14 5LZ 052 Londis, Collier Row, RM5 3NP Londis, Corbetts Tey Road, Upminster, RM14 2AA 038 033 Londis, Mungo Park Road, Rainham, RM13 7PP 068 Londis, Rainham Road South, Dagenham, RM10 8AH

Code Description

- 008 Londis, South Street, Romford, RM1 1PS
- 039 Londis, Upminster Road, Upminster, RM14 2RB
- 083 Londis, Warley Hill, Brentwood, CM14 5HR

084 Marks & Spencer, High Street, Brentwood, CM14 4RH 108 Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ 085 Marks & Spencer, Ongar Road Pilgrims Hatch, Brentwood, CM15 9HZ 009 Marks & Spencer, South Street, Romford, RM1 1NT Marks & Spencer, Southend Arterial Rd, Hornchurch, RM11 3UJ 023 Marks & Spencer, Station Road, Upminster, RM14 2SU 040 Morrisons M Local, Station Parade, Hornchurch, RM12 5AB 034 Morrisons, London Road, Gravs, RM17 5XZ 109 069 Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA 048 Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX Sainsbury's Local, North Street, Romford, RM1 1ED 010 Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX 024 060 Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB 025 Sainsbury's, High Street, Hornchurch, RM11 1TX 110 Sainsbury's, Howard Road, Grays, RM16 6YJ Sainsbury's, King George Avenue, Ilford, IG2 7SH 111 Sainsbury's, The Brewery, Romford, RM1 1AU 011 086 Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ 112 Sainsbury's, Tanners Lane, Ilford, IG6 1QE 087 Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG 014 Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD 088 026 Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG 027 Tesco Express, Butts Green Road, Hornchurch, RM11 2LD Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS 070 Tesco Express, Derry Court, Derry Avenue, Thurrock, RM15 5GH 113 Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB 028 Tesco Express, Fairview Parade, Romford, Essex, RM7 7HH 012 Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL 041 062 Tesco Express, High Road, Chadwell Heath, RM6 6PR 090 Tesco Express, London Road, Brentwood, CM14 4QG Tesco Express, Main Road, Romford, RM1 3BT 015 016 Tesco Express, Mawney Road, RM7 7HL Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA 114 Tesco Express, Rainham Road, Rainham, RM13 7QX 115 013 Tesco Express, South Street, Romford, RM1 1RX 093 Tesco Express, Warley Hill, Brentwood, CM14 5HB Tesco Extra, Bridge Road, Rainham, RM13 9YZ 071 049 Tesco Extra, Bryant Avenue, Romford, RM3 0LL 063 Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY 029 Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX 116 053 Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL Tesco, Airfield Way, Hornchurch, RM12 5AF 035 022 Waitrose (Little), High Street, Hornchurch, RM11 1TP 042 Waitrose, St Mary's Lane, Upminster, RM14 3BT 400 Internet / delivered 401 Other foodstore outside study area 402 (Don't know / can't remember) 403 (Don't do a main food shop) 404 (Don't do this kind of shopping) 405 (Nowhere else) 600 Other, zone 1 601 Other, zone 2 602 Other, zone 5 603 Other, zone 6 604 Other, zone 9 605 Other, zone 10 606 Other, zone 11 607 Other foodstores, Basildon 608 Other foodstores, Billericay Other, zone 7 609 610 Other, zone 8

Code Description NON-FOOD CODEFRAME:

- 001 Barking
- 002 Brentwood
- Central London West End (Oxford Street / Regent Street / Bond Street) 003
- 004 Chiawell
- 005 Collier Row
- 006 Dagenham
- Elm Park 007
- Grays 008
- Harold Hill 009
- 010 Hornchurch
- 011 llford
- 012 Purfleet
- Rainham 013
- 014 Romford (including The Liberty, The Mall and The Brewery)
- 015 South Ockendon
- Stratford (including Westfield Stratford City) 016
- 017 Upminster
- 018 Bluewater
- 019 Lakeside
- Abbey Retail Park, Barking 020
- Chase Lane Retail Park. Ilford 021
- 022 Eastern Avenue West Retail Park, Romford
- Gallows Corner Retail Park, Romford 023
- Grove Farm Retail Park, Romford 024
- Ilford Retail Park 025
- Merrielands Retail Park, Dagenham 026
- 027 Newbury Retail Park, Horns Road, Ilford
- Rom Valley Way Retail Park, Romford 028
- B&Q Roneo Corner Retail Park, Romford 030
- 031 B&Q Tangent Link, Harold Hill, Romford
- Homebase, High Road, Seven Kings, Ilford 032 Homebase, Rom Valley Way, Romford 033
- 029 Ikea, Lakeside
- 034 Matalan, North Street, Romford
- Wickes Extra, Hertford Road, Barking 035
- 036 Wickes, Brook Street, Brentwood
- Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB 044
- 037 Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE
- Asda, Lakeside Retail Park, Thurrock, RM20 3LP 050
- 051 Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ
- Morrisons, London Road, Grays, RM17 5XZ 052
- 047 Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA
- 039 Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX
- 045 Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB
- Sainsbury's, High Street, Hornchurch, RM11 1TX 040
- 053 Sainsbury's, Howard Road, Grays, RM16 6YJ
- Sainsbury's, King George Avenue, Ilford, IG2 7SH 054
- Sainsbury's, The Brewery, Romford, RM1 1AU 038
- Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ 049
- 055 Sainsbury's, Tanners Lane, Ilford, IG6 1QE
- Tesco Extra, Bridge Road, Rainham, RM13 9YZ 048
- Tesco Extra, Bryant Avenue, Romford, RM3 0LL 043
- Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY 046
- 041 Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY
- Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX 056
- 042 Tesco, Airfield Way, Hornchurch, RM12 5AF
- 400 Internet / delivered
- 401 Home Catalogue
- 402 TV / Interactive Shopping
- 403 Other location outside study area
- 404 (Don't know / can't remember)
- 405 (Don't do this type of shopping)
- (Nowhere else / same as before) 406
- Other, zone 1 600
- 601 Other, zone 3 602
- Other, zone 5 Other, zone 6
- 603 604
- Other, zone 8
- 605 Other, zone 9 606
- Other, zone 11
- London (Other) 607 Southend 608
- 609 Goodmayes (including retail park)
- 610 Chelmsford
- Billericav 611
- Beckton superstores and retail parks 612
- Basildon 613

Code	Description
	SMALL SHOPS CODEFRAME:
001	Local Stores - Romford
002	Local Stores - Hornchurch
003	Local Stores - Upminster
004	Local Stores - Collier Row
005	Local Stores - Elm Park
006	Local Stores - Harold Hill
007	Local Stores - Rainham
800	Local Stores - Chadwell Heath
009	Local Stores - Dagenham
010	Local Stores - Ilford
011	Local Stores - Barking
012	Local Stores - Brentwood
400	Other, outside area
401	(Don't know / varies)
600	Gidea Park
601	Rush Green
602	Shenfield

Appendix 6: Map





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