



London Borough of Hounslow

Retail and Town Centre Needs Study - Update

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Volume 2 – Appendices
Final Draft



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**London Borough
of Hounslow**

Appendices

Appendix A	NEMS Household Survey Results and Zone Plan
Appendix B	Stakeholder Engagement Summary
Appendix C	Experian Mosaic Brochure
Appendix D	NPPG Health Check Methodology
Appendix E	Statistical Retail Tables – Population and Expenditure
Appendix F	Statistical Retail Tables – Convenience Goods Capacity
Appendix G	Statistical Retail Tables – Comparison Goods Capacity
Appendix H	Town Centre Experian Land Use Goad Plans

Appendix A

NEMS Household Survey Results and Zone Plan



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Hounslow Household Survey for WYG

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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	3
Weightings	5
Statistical Accuracy	7
Data Tables	8

Appendices:

Data Tabulations -

By Zone – Filtered Nulls & SFT (Weighted) 10-110

By Centre Mentioned at Q19 (Weighted) 112-212

Sample Questionnaire

Map

Introduction

1.1 Research Background & Objectives

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

1.2 Research Methodology

A total of 702 telephone interviews were conducted between Wednesday 9th May 2018 and Thursday 17th May 2018. 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 7 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
11	TW4 5*, TW4 6*, TW4 7*, TW5 0*, TW5 9*, UB2 5*	101
12	TW6 2*, TW6 3, TW14 0, TW14 8, TW14 9, TW19 7	100
13	TW12 1, TW12 3, TW13 4, TW13 5, TW13 6, TW13 7, TW15 1, TW16 7	101
14	TW2 7*, TW3 1, TW3 2, TW3 3, TW3 4, TW3 9, TW4 5*, TW4 6*, TW4 7*, TW5 0*, TW5 9*, TW6 1, TW6 2*, TW7 4*, TW7 7*, UB2 5*	100
15	TW1 1, TW1 2, TW1 3, TW1 4, TW1 9, TW2 5, TW2 6, TW2 7*, TW7 4*, TW7 5, TW7 6*, TW7 7*	100
16	TW7 4*, TW7 6*, TW8 0, TW8 8, TW8 9, W3 8, W4 3*, W5 4	100
17	W4 1, W4 2, W4 3*, W4 4, W4 5, W6 0, W6 9, W12 9	100
Total		702

* Denotes partial postcode sector

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
18-34	29.7%	42	4.8560
35-44	24.0%	74	2.2255
45-54	16.2%	230	0.4827
55-64	14.5%	117	0.8498
65+	15.7%	224	0.4822
(Refused)	n/a	15	1.0000
Total		702	

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
11	15,842	101	132	0.7878
12	10,639	100	91	0.7683
13	14,341	101	108	0.8715
14	19,886	100	113	1.1509
15	15,812	100	100	1.0372
16	11,686	100	70	1.0996
17	18,923	100	89	1.3948
Total	107,129	702		

* 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 702 answers “Yes” to a question, we can be 95% sure that between 46.3% and 53.7% of the population holds the same opinion (i.e. +/- 3.7%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.2%
20%	±3.0%
30%	±3.4%
40%	±3.6%
50%	±3.7%

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 – Filtered Nulls & SFT
(Weighted)

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q01 Where did you last undertake your main food and grocery shopping?																
Excl. Nulls & SFT																
Zone 11																
Costco, Western International Park, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	0.6%	4	2.7%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Brabazon Road, Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (BP), Burns Way, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sadda Superstore, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Staines Road, Hounslow	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanworth Road, Hounslow	0.7%	5	4.5%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	4.9%	32	26.6%	25	0.0%	0	2.1%	2	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Costcutter, Baber Bridge Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	1.9%	13	1.1%	1	11.2%	8	3.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Sparrow Farm Drive, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	0.2%	1	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	0.9%	6	0.0%	0	3.6%	2	2.3%	2	0.8%	1	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	8.9%	58	14.0%	13	47.5%	32	7.4%	7	5.0%	6	0.5%	1	0.0%	0	0.0%	0
Zone 13																
Aldi, High Street, Feltham	3.2%	21	0.0%	0	9.5%	6	15.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	3.1%	21	0.0%	0	13.6%	9	11.6%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Everydays & Hanworth Post Office, Bear Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Centre, Tilley Road, Feltham	0.4%	2	0.0%	0	0.6%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Feltham Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Holly Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Feltham	0.7%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hampton Road West, Feltham	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	3.8%	25	0.0%	0	5.2%	3	23.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Aldi, Hospital Road, Hounslow	2.0%	13	8.5%	8	0.0%	0	0.0%	0	2.5%	3	2.4%	2	0.0%	0	0.0%	0
Asda, The Blenheim Centre, Hounslow	9.7%	64	15.6%	15	0.0%	0	0.0%	0	25.5%	31	17.6%	17	1.2%	1	0.0%	0
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Crosslands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Avenue, Norwood Green																
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	1.5%	10	0.7%	1	0.0%	0	0.5%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Town Centre, Hounslow	1.1%	7	5.6%	5	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0
Local market, Hounslow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre	0.6%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsley Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality Foods, Staines Road, Hounslow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Sutton Lane, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, High Street, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Lane, Southall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Zone 15																
Asda, Ivy Bridge Retail Park, Twickenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Best-One, London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Kings Arms, South Street, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St John's Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Express Food And Wine, Twickenham Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Odeon Parade/London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Isleworth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0
Tesco Express, London Road, Isleworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.5%	2	0.0%	0
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	4.7%	31	0.4%	0	0.0%	0	0.0%	0	10.2%	12	18.7%	18	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	15.9%	105	4.8%	4	0.0%	0	0.0%	0	22.1%	27	41.5%	40	32.8%	25	7.3%	8
Brentford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Zone 16																
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	5.2%	34	1.9%	2	0.0%	0	0.0%	0	1.3%	2	1.5%	2	38.9%	29	0.0%	0
Sainsbury's Local, Ealing Road, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Local, Kew Bridge Road, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
Budgens (BP), South Parade, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Day N Nite, Sutton Court Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GMS Food & Wine, Southfield Road, Bedford 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
Local market, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Turnham Green Terrace, Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
M&S Simply Food, Chiswick High Road, Chiswick	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.5%	9
Sainsbury's Local, Chiswick High Road, Chiswick	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	15.2%	17
Sainsbury's Superstore, Essex Place, Chiswick	6.3%	41	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.3%	3	3.9%	3	31.8%	35
Tesco Express, Chiswick High Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Chiswick High Road, Chiswick	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.8%	5
Outside Survey Area																
Aldi, Adams Walk, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Duncan Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingston Road, New Malden	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Western Road, Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Southall	0.6%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.4%	3	0.7%	1	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	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, The Broadway, West Ealing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Lidl, Uxbridge Road, Hanwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Local shops, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwood Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.2%	1	3.2%	3
Marks & Spencer, King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Street, Hammersmith															
Morrisons, Chalk Farm Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Street, Yiewsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, King Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Motcombe Community Shop, The Street, Motcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Coldharbour Lane, Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Littlehampton Road, Worthing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, New Parade, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, The Green, Twickenham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Upper Richmond Road West, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Whitton High Street, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Camden Road, Camden	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Lower Richmond Road, Richmond	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.5%
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	1.5%	10	0.0%	0	0.6%	0	10.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Tangle Park Road, Hampton	0.5%	4	0.0%	0	0.6%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sira Superstore, King Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, St. Margarets Road, Twickenham	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, Upper	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Richmond Road West, East Sheen																
Tesco Extra, Escot Road, Sunbury-on-Thames	1.5%	10	0.4%	0	0.0%	0	10.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hythe Road, Willesborough, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.5%	3	0.4%	0	3.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Metro, George Street, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Alexandria Road, West Ealing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Hanger Lane, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, High Road, Harrow Weald	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Sheen Road, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Westfield Shopping Centre, White City	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Nulls & SFT																
Internet / delivery	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)	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 do this type of 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
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	656			93		67		91		122		98		76		109
Sample:	663			96		95		96		94		95		98		89

Q01A Was your last internet grocery shop delivered or click and collect?*Those that said 'Internet / delivery' at Q01*

Home delivery	100.0%	46	100.0%	10	100.0%	3	100.0%	3	100.0%	8	100.0%	6	100.0%	1	100.0%	15
Click & collect	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		46		10		3		3		8		6		1		15
Sample:		39		5		5		5		6		5		2		11

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																
<i>Excl. Nulls & SFT</i>																
Zone 11																
Costco, Western International Park, Hayes Road, Hayes	0.9%	6	2.3%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	0.5%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Local shops, Brabazon Road, Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (BP), Burns Way, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sadda Superstore, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Hanworth Road, Hounslow	0.9%	6	4.9%	5	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	5.4%	36	29.7%	28	0.0%	0	2.1%	2	5.0%	6	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Costcutter, Baber Bridge Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	1.1%	7	0.0%	0	7.9%	5	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Sparrow Farm Drive, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	0.5%	3	0.0%	0	0.6%	0	2.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	8.8%	58	14.4%	13	45.3%	30	8.6%	8	5.4%	7	0.5%	1	0.0%	0	0.0%	0
Zone 13																
Aldi, High Street, Feltham	3.3%	22	0.0%	0	7.3%	5	18.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	1.4%	9	1.9%	2	5.0%	3	4.0%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Everydays & Hanworth Post Office, Bear Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	1.8%	12	0.0%	0	7.8%	5	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Centre, Tilley Road, Feltham	0.7%	4	0.0%	0	1.7%	1	2.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Feltham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Holly Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Feltham	0.8%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hampton Road West, Feltham	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	3.8%	25	0.0%	0	7.4%	5	22.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Aldi, Hospital Road, Hounslow	2.6%	17	3.8%	4	1.1%	1	0.5%	0	5.2%	6	4.3%	4	0.0%	0	1.7%	2
Asda, The Blenheim Centre, Hounslow	8.8%	58	15.6%	15	0.0%	0	0.0%	0	17.6%	22	12.6%	13	3.2%	2	6.0%	7
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Costcutter, Crosslands Avenue, Norwood Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	1.2%	8	1.5%	1	0.0%	0	0.5%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Town Centre, Hounslow	1.0%	7	5.6%	5	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Local market, Hounslow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre	0.8%	5	4.8%	4	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsley Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality Foods, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Sutton Lane, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, High Street, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Lane, Southall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Hounslow	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Asda, Ivy Bridge Retail Park, Twickenham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Best-One, London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Kings Arms, South Street, Isleworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Costcutter, St John's Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Express Food And Wine, Twickenham Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Odeon Parade/London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Isleworth	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	10	0.0%	0	0.0%	0
Tesco Express, London Road, Isleworth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	2.5%	2	0.0%	0
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	5.2%	34	0.4%	0	0.0%	0	0.5%	0	12.5%	15	16.5%	16	1.9%	1	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	12.4%	82	4.8%	4	3.6%	2	0.0%	0	18.8%	23	32.4%	32	19.2%	15	4.5%	5
Brentford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 16																
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	5.5%	37	1.9%	2	0.0%	0	0.0%	0	0.9%	1	1.5%	2	39.8%	30	1.8%	2
Sainsbury's Local, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Kew Bridge Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
Budgens (BP), South Parade, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Chiswick Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.0%	7
Day N Nite, Sutton Court Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GMS Food & Wine, Southfield Road, Bedford 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
Local market, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Turnham Green Terrace, Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
M&S Simply Food, Chiswick High Road, Chiswick	1.0%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	4.5%	5
Sainsbury's Local, Chiswick High Road, Chiswick	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	13
Sainsbury's Superstore, Essex Place, Chiswick	5.9%	39	0.0%	0	0.6%	0	0.0%	0	0.5%	1	1.0%	1	4.2%	3	30.2%	34
Tesco Express, Chiswick High Road, Chiswick	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Waitrose, Chiswick High Road, Chiswick	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	8.5%	10
Outside Survey Area																
Aldi, Adams Walk, Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Duncan Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	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, Western Road, Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.6%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Iceland, The Broadway, West Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, High Street, Southall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0
Lidl, High Street, Whitton, Twickenham	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.5%	6	0.0%	0	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwood Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, George Street, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.9%	6	0.4%	0	0.0%	0	0.0%	0	1.2%	2	2.8%	3	0.0%	0	1.2%	1

Column %ges.

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Marks & Spencer, King Street, Hammersmith	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chalk Farm Road, Camden	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Yiewsley	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motcombe Community Shop, The Street, Motcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Coldharbour Lane, Hayes	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Parade, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Green, Twickenham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond Road West, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Local, Whitton High Street, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Camden Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.6%	5
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	1.2%	8	0.4%	0	2.3%	2	3.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tangley Park Road, Hampton	1.0%	7	0.7%	1	2.1%	1	4.0%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, The Causeway, Staines	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sira Superstore, King Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Margarets Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Tesco Express, Upper Richmond Road West, East Sheen	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Tesco Extra, Escot Road, Sunbury-on-Thames	1.1%	7	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hythe Road, Willesborough, Ashford	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.4%	3	0.0%	0	3.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Metro, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Hanger Lane, Ealing	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.2%	4	0.0%	0
Waitrose, High Road, Harrow Weald	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.4%	3	0.0%	0	0.0%	0	0.5%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Upper Richmond Road West, East Sheen	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Waitrose, Westfield Shopping Centre, White City	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Nulls & SFT																
Internet / delivery	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)	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 do this type of 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
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	662			93		66		91		124		100		76		112
Sample:	664			95		93		96		96		96		98		90

Q02A Was that internet grocery shop delivered or click and collect?

Those that said 'Internet / delivery' at Q02

Home delivery	100.0%	38	100.0%	10	100.0%	3	100.0%	3	100.0%	7	100.0%	4	100.0%	1	100.0%	11
Click & collect	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		10		3		3		7		4		1		11
Sample:		34		4		6		5		4		4		2		9

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Meanscore: [£]																
Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?																
£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
£6 - £10	0.8%	6	0.7%	1	0.5%	0	0.4%	0	1.3%	2	0.5%	1	0.0%	0	1.5%	2
£11 - £15	1.9%	13	0.0%	0	5.4%	4	0.8%	1	1.7%	2	4.9%	5	2.1%	2	0.0%	0
£16 - £20	1.0%	7	1.0%	1	2.1%	1	0.4%	0	0.8%	1	0.0%	0	2.1%	2	1.1%	1
£21 - £25	0.9%	6	3.7%	4	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	1.0%	1
£26 - £30	2.5%	17	2.0%	2	3.5%	2	0.0%	0	0.4%	1	5.4%	6	5.2%	4	2.2%	3
£31 - £35	1.4%	10	0.0%	0	1.6%	1	1.7%	2	2.0%	3	2.2%	2	0.0%	0	1.5%	2
£36 - £40	3.1%	22	5.6%	6	6.0%	4	1.3%	1	5.5%	7	1.8%	2	2.1%	2	0.0%	0
£41 - £45	3.1%	21	2.2%	2	0.0%	0	1.8%	2	0.9%	1	0.0%	0	1.2%	1	12.4%	15
£46 - £50	10.2%	72	12.4%	13	10.0%	7	6.7%	6	8.2%	11	16.1%	17	12.2%	9	7.1%	9
£51 - £60	7.7%	54	11.6%	12	4.3%	3	7.8%	7	6.4%	8	12.9%	13	4.8%	4	4.8%	6
£61 - £70	8.8%	62	6.6%	7	10.3%	7	14.0%	13	13.9%	18	7.4%	8	10.3%	8	1.1%	1
£71 - £80	10.6%	74	9.8%	10	6.6%	5	15.8%	15	15.2%	20	12.9%	13	8.6%	7	4.1%	5
£81 - £90	3.4%	24	0.4%	0	4.0%	3	7.5%	7	3.1%	4	1.0%	1	6.4%	5	3.2%	4
£91 - £100	17.6%	124	16.6%	17	16.5%	11	17.9%	17	16.7%	22	14.6%	15	13.5%	10	24.8%	31
£101 - £110	0.7%	5	0.4%	0	2.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2
£111 - £120	3.3%	23	0.0%	0	2.1%	1	5.8%	5	2.0%	3	2.9%	3	4.6%	4	5.8%	7
£121 - £130	1.6%	11	0.4%	0	0.5%	0	3.3%	3	0.0%	0	1.8%	2	1.9%	1	3.0%	4
£131 - £140	0.5%	4	0.0%	0	0.0%	0	1.7%	2	0.4%	1	0.0%	0	1.9%	1	0.0%	0
£141 - £150	3.9%	27	2.1%	2	3.5%	2	4.7%	4	3.2%	4	2.8%	3	3.8%	3	6.8%	8
£151 - £175	1.4%	10	3.7%	4	1.1%	1	0.0%	0	0.8%	1	0.0%	0	3.2%	2	1.6%	2
£176 - £200	4.7%	33	0.0%	0	6.5%	5	3.4%	3	6.7%	9	4.0%	4	0.0%	0	9.8%	12
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.6%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.5%	1
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£301+	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)	9.5%	67	19.1%	20	12.5%	9	5.0%	5	8.3%	11	6.5%	7	12.7%	10	5.2%	6
(Refused)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	1	1.2%	1	0.0%	0
Mean:	84.84		76.84		81.02		88.39		84.37		75.25		83.17		99.06	
Weighted base:	702		104		70		94		130		104		77		124	
Sample:	702		101		100		101		100		100		100		100	

Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	75.0%	527	70.6%	73	75.1%	52	74.9%	70	74.3%	97	76.7%	79	81.7%	63	74.1%	92
No	25.0%	175	29.4%	31	24.9%	17	25.1%	24	25.7%	33	23.3%	24	18.3%	14	25.9%	32
Weighted base:	702		104		70		94		130		104		77		124	
Sample:	702		101		100		101		100		100		100		100	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17
Q05 Where did you last undertake this 'top-up' food shopping?															
<i>Those that do top-up shopping at Q04 AND Excl. Nulls & SFT</i>															
Zone 11															
Costco, Western International Park, Hayes Road, Hayes	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	1.1%	6	7.4%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Local shops, Brabazon Road, Heston	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food (BP), Burns Way, Hounslow	0.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Staines Road, Hounslow	0.8%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sadda Superstore, Bath Road, Hounslow	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Staines Road, Hounslow	1.2%	6	6.3%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, Bath Road, Hounslow	1.3%	7	1.7%	1	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%
Tesco Express, Hanworth Road, Hounslow	2.5%	12	9.3%	6	0.0%	0	2.3%	2	4.4%	4	0.7%	1	0.0%	0	0.0%
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.9%	5	6.3%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12															
Costcutter, Baber Bridge Parade, Feltham	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, New Road, Feltham	0.8%	4	0.0%	0	7.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Sparrow Farm Drive, Feltham	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	1.0%	5	0.0%	0	7.7%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	1.7%	8	0.0%	0	15.4%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Dukes Green Avenue, Feltham	4.6%	23	4.7%	3	30.1%	16	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 13															
Aldi, High Street, Feltham	1.5%	8	0.0%	0	1.4%	1	8.9%	6	0.6%	1	0.0%	0	0.0%	0	0.0%
Asda, The Centre, Tilley Road, Feltham	2.4%	12	0.0%	0	8.3%	4	11.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Everydays & Hanworth Post Office, Bear Road, Feltham	0.8%	4	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Feltham Town Centre	0.6%	3	0.0%	0	0.7%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Centre, Tilley Road, Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Local shops, Feltham Town Centre	0.4%	2	0.0%	0	3.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Holly Parade, Feltham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Bear Road, Feltham	0.7%	4	0.0%	0	0.7%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Hampton Road West, Feltham	0.9%	4	0.0%	0	0.7%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Feltham	3.8%	19	0.0%	0	11.4%	6	18.2%	13	0.0%	0	0.7%	1	0.0%	0	0.0%
Zone 14															
Aldi, Hospital Road, Hounslow	0.4%	2	0.0%	0	0.7%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%
Asda, The Blenheim Centre, Hounslow	6.2%	31	7.2%	5	0.0%	0	0.0%	0	22.5%	21	7.3%	6	0.0%	0	0.0%
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Crosslands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Avenue, Norwood Green																
Home Bargains, Hospital Road, Hounslow	1.1%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	3.1%	16	13.1%	9	0.0%	0	0.0%	0	6.9%	6	0.7%	1	0.0%	0	0.0%	0
Iceland, High Street, Town Centre, Hounslow	2.9%	15	8.3%	6	0.0%	0	0.0%	0	8.2%	8	1.2%	1	0.0%	0	0.8%	1
Local market, Hounslow Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heston Local Centre	0.7%	3	0.6%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre	0.6%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsley Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Quality Foods, Staines Road, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Sutton Lane, Hounslow	1.4%	7	1.7%	1	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0
Savers, High Street, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, North Hyde Lane, Southall	0.8%	4	5.2%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Hounslow	1.1%	6	2.6%	2	0.7%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Asda, Ivy Bridge Retail Park, Twickenham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.5%	2	0.0%	0	0.0%	0
Best-One, London Road, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, The Kings Arms, South Street, Isleworth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0
Costcutter, St John's Road, Isleworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Express Food And Wine, Twickenham Road, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Isleworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Nisa, Odeon Parade/London Road, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Isleworth	2.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	13	2.4%	1	0.0%	0
Tesco Express, London Road, Isleworth	3.2%	16	0.0%	0	0.0%	0	0.0%	0	2.2%	2	18.3%	14	0.0%	0	0.0%	0
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	3.0%	15	0.6%	0	0.0%	0	1.2%	1	3.6%	3	12.8%	10	0.0%	0	0.8%	1
Tesco Extra, Syon Lane, Osterley Park, Isleworth	5.0%	26	0.6%	0	0.0%	0	0.0%	0	8.3%	8	20.4%	15	3.3%	2	0.0%	0
Brentford Town Centre	1.4%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7	0.0%	0
Zone 16																
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Costcutter, High Street, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Brentford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, High Street, Brentford	6.4%	33	2.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	48.1%	29	1.4%	1
Sainsbury's Local, Ealing Road, Brentford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Sainsbury's Local, Kew Bridge Road, Brentford	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.7%	1	2.3%	2
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 17																
Budgens (BP), South Parade, Chiswick	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Budgens, Fauconberg Road, Chiswick	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7
Chiswick Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	12.5%	11

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Day N Nite, Sutton Court Road, Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
GMS Food & Wine, Southfield Road, Bedford Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local market, Chiswick Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local shops, Turnham Green Terrace, Chiswick	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
M&S Simply Food, Chiswick High Road, Chiswick	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	11.1%	10
Sainsbury's Local, Chiswick High Road, Chiswick	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.9%	5
Sainsbury's Superstore, Essex Place, Chiswick	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	12
Tesco Express, Chiswick High Road, Chiswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Waitrose, Chiswick High Road, Chiswick	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	11
Outside Survey Area																
Aldi, Adams Walk, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Duncan Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	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, Western Road, Park Royal	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, South Ealing Road, Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	2	0.0%	0	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	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, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Chiswick Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Local shops, Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Greenford Local Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Northfield Avenue, Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local shops, Norwood Green Local Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.2%	1	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.8%	1
Marks & Spencer, King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Street, Hammersmith															
Morrisons, Chalk Farm Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Street, Yiewsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, King Street, Acton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Motcombe Community Shop, The Street, Motcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%
Sainsbury's Local, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street Whitton, Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Sainsbury's Local, Littlehampton Road, Worthing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, New Parade, Ashford	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Northfield Avenue, Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Sainsbury's Local, The Green, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Upper Richmond Road West, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Whitton High Street, Twickenham	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Camden Road, Camden	0.3%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	2.1%	10	0.0%	0	0.0%	0	14.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Tangley Park Road, Hampton	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sira Superstore, King Street, Southall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Whitton	1.1%	6	0.0%	0	0.0%	0	6.0%	4	1.6%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco Express, St. Margarets Road, Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Tesco Express, Upper	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Richmond Road West, East Sheen																
Tesco Extra, Escot Road, Sunbury-on-Thames	0.2%	1	0.0%	0	0.7%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hythe Road, Willesborough, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.4%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith	1.1%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hanger Lane, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, Westfield Shopping Centre, White City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Nulls & SFT																
Internet / delivery	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)	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 do this type of 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
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	506			67		52		70		94		76		61		87
Sample:	498			61		69		73		70		68		79		78

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Meanscore: [£]																
Q06 How much would you estimate you typically spend on a weekly basis on top up food shopping?																
Those that do top-up shopping at Q04																
£1 - £5	15.7%	82	25.0%	18	21.4%	11	12.3%	9	6.0%	6	20.5%	16	14.0%	9	14.5%	13
£6 - £10	25.4%	134	28.8%	21	28.8%	15	17.3%	12	20.5%	20	27.5%	22	33.3%	21	24.8%	23
£11 - £15	15.5%	82	10.3%	8	16.0%	8	21.6%	15	30.3%	29	10.1%	8	5.5%	3	10.7%	10
£16 - £20	15.1%	80	14.7%	11	11.4%	6	16.2%	11	11.8%	11	15.2%	12	16.9%	11	18.9%	17
£21 - £25	5.5%	29	0.0%	0	3.3%	2	2.2%	2	6.8%	7	10.0%	8	5.6%	4	8.5%	8
£26 - £30	6.3%	33	0.5%	0	6.6%	3	20.0%	14	6.4%	6	1.3%	1	9.6%	6	2.2%	2
£31 - £35	1.9%	10	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.6%	1	0.0%	0	4.8%	4
£36 - £40	1.8%	10	0.0%	0	1.4%	1	3.9%	3	1.1%	1	4.8%	4	0.8%	1	0.7%	1
£41 - £45	0.3%	1	0.0%	0	0.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.2%	11	2.4%	2	2.8%	1	0.6%	0	0.6%	1	1.3%	1	3.9%	2	4.0%	4
£51 - £60	1.7%	9	0.5%	0	0.0%	0	0.0%	0	5.8%	6	0.6%	1	3.3%	2	0.7%	1
£61 - £70	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
£91 - £100	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £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
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	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)	7.8%	41	17.2%	13	7.5%	4	4.8%	3	4.5%	4	7.0%	6	7.1%	4	7.4%	7
(Refused)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mean:	17.31		12.36		14.68		18.41		20.10		15.44		17.20		20.15	
Weighted base:	527		73		52		70		97		79		63		92	
Sample:	519		64		71		74		74		71		81		84	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q07 Where did you last buy clothing or footwear goods?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.3%	2	0.5%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	10.5%	56	4.0%	3	30.1%	17	38.8%	31	2.8%	3	0.0%	0	3.9%	2	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	29.3%	156	53.4%	41	14.7%	8	8.8%	7	63.0%	58	35.0%	27	23.4%	15	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.7%	3	0.9%	1	0.0%	0
Osterley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	0.6%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.3%	1

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	15.1%	13
Sainsbury's Superstore, Essex Place, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Outside Survey Area																
Abroad	0.3%	2	0.5%	0	0.7%	0	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	2.2%	12	0.5%	0	2.0%	1	0.5%	0	0.0%	0	0.7%	1	4.7%	3	7.4%	7

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	4.3%	23	0.9%	1	0.0%	0	0.9%	1	0.0%	0	2.5%	2	30.2%	19	0.8%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	3.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	22.2%	20
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.4%	2	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kensington High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1
Kew District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	4.3%	23	1.4%	1	0.0%	0	0.0%	0	1.2%	1	4.3%	3	14.8%	9	9.5%	8
Kingston Upon Thames	10.1%	54	3.0%	2	3.3%	2	31.1%	25	15.0%	14	6.8%	5	1.7%	1	5.3%	5
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	1.0%	5	5.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.2%	1	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.5%	3	0.9%	1	0.7%	0	1.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.5%	3	2.3%	2	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.3%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	3.9%	21	5.0%	4	0.0%	0	1.5%	1	2.4%	2	13.5%	10	3.9%	2	0.8%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	4.6%	24	4.1%	3	22.4%	13	7.1%	6	0.6%	1	0.7%	1	3.2%	2	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.4%	8	0.0%	0	0.0%	0	1.5%	1	0.0%	0	8.5%	7	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	1.6%	8	0.5%	0	12.1%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.6%	3	1.5%	1	0.0%	0	0.5%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	7.5%	40	10.4%	8	0.7%	0	0.0%	0	6.0%	6	9.0%	7	5.8%	4	17.3%	15
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	4.4%	23	0.5%	0	6.6%	4	0.0%	0	2.8%	3	3.0%	2	0.9%	1	15.5%	14
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	533			77		56		79		92		77		62	
Sample:	540			83		79		83		72		76		79	

Q07A How did you receive your clothing or footwear goods?

Those that said 'Internet' at Q07

Home delivery	87.9%	93	100.0%	14	76.5%	7	100.0%	7	97.7%	23	69.4%	15	100.0%	7	84.3%	20
Delivery to place of work	0.4%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	8.4%	9	0.0%	0	19.3%	2	0.0%	0	2.3%	1	28.2%	6	0.0%	0	2.8%	1
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	12.9%	3
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	106			14		9		7		24		21		7		24
Sample:	83			8		13		5		13		15		9		20

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q08 Where did you last buy books, CDs or DVDs?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.2%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	1.1%	2	0.0%	0	5.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	14.3%	26	14.3%	2	65.0%	13	33.4%	10	2.5%	1	0.0%	0	2.2%	1	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	1.5%	3	0.0%	0	1.9%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	11.4%	20	25.0%	4	1.9%	0	2.9%	1	23.3%	5	36.1%	8	8.1%	2	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Osterley District Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	1.8%	3	0.0%	0	1.9%	0	0.0%	0	4.4%	1	6.0%	1	2.2%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	23.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	82.9%	38
Sainsbury's Superstore, Essex Place, Chiswick	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Outside Survey Area																
Abroad	1.0%	2	4.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.2%	1	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	3.1%	5	2.5%	0	0.0%	0	0.0%	0	16.0%	4	4.3%	1	2.2%	1	0.0%	0

Column %ges.

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	6	1.5%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.6%	1
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.5%	1	2.5%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	8.1%	15	0.0%	0	1.9%	0	30.1%	9	7.5%	2	8.2%	2	8.1%	2	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	3.1%	6	0.0%	0	0.0%	0	0.0%	0	25.3%	6	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	3.9%	7	5.1%	1	0.0%	0	0.0%	0	0.0%	0	16.9%	4	4.3%	1	2.9%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

**Hounslow Household Survey
for WYG**

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	7.5%	13	19.6%	3	21.8%	4	12.7%	4	0.0%	0	2.2%	1	8.1%	2	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.6%	1	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.4%	3	2.5%	0	0.0%	0	2.6%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	3.9%	7	11.7%	2	0.0%	0	1.5%	0	11.6%	3	3.8%	1	0.0%	0	3.0%	1
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford																
Weybridge Town Centre	0.2%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT																
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	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 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
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of 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
Weighted base:	179		15		20		29		22		23		25		46	
Sample:	214		24		30		34		19		28		36		43	

Q08A How did you receive your books, CDs or DVDs?

Those that said 'Internet' at Q08

Home delivery	93.2%	208	97.7%	32	96.4%	20	88.8%	22	94.6%	37	79.6%	31	95.1%	18	100.0%	48
Delivery to place of work	2.4%	5	0.0%	0	1.8%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.9%	1	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Via the internet	2.9%	6	1.2%	0	1.8%	0	11.2%	3	4.0%	2	3.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		224		33		21		25		39		39		19		48
Sample:		202		21		29		27		33		32		23		37

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Q09 Where did you last buy furnishings and household textile goods?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	7.8%	27	1.9%	1	32.5%	12	26.2%	13	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	15.5%	55	25.6%	14	10.2%	4	9.6%	5	26.1%	14	31.3%	14	9.3%	3	0.0%	0
Tesco Express, Staines Road, Hounslow	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	3.6%	13	3.2%	2	0.0%	0	8.7%	4	5.4%	3	6.1%	3	2.5%	1	0.0%	0
Isleworth Town Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	1.4%	5	0.0%	0	0.0%	0	8.7%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	1.7%	6	1.4%	1	1.0%	0	0.0%	0	0.0%	0	2.2%	1	10.4%	4	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	4.0%	14	8.4%	5	0.0%	0	0.0%	0	15.0%	8	1.9%	1	1.4%	1	0.0%	0
Brentford Town Centre	1.6%	6	0.7%	0	5.6%	2	0.0%	0	1.0%	1	3.2%	2	2.9%	1	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	1.4%	1	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.9%	1
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.7%	8
Sainsbury's Superstore, Essex Place, Chiswick	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Survey Area																
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	3.5%	12	0.7%	0	0.0%	0	0.9%	0	0.0%	0	2.2%	1	2.5%	1	12.8%	9

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	1.2%	4	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	1.0%	4	1.2%	1	1.0%	0	1.7%	1	1.0%	1	0.0%	0	3.0%	1	0.0%	0
Ealing Centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	15.9%	6	2.5%	2
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.9%	3	4.7%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.2%	1	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.5%	2
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	2.3%	8	3.9%	2	4.6%	2	0.0%	0	2.0%	1	0.0%	0	8.0%	3	0.0%	0
Hayes Town Centre	0.7%	2	3.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	6.4%	22	14.2%	8	2.0%	1	3.3%	2	2.8%	2	1.1%	1	2.9%	1	12.7%	9
IKEA, Glover Drive, Tottenham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.8%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.8%	1
Kew District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.4%	3
Kingston Upon Thames	10.2%	36	9.1%	5	2.0%	1	10.0%	5	7.9%	4	27.6%	13	10.7%	4	6.0%	4
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	1.3%	5	0.0%	0	0.0%	0	4.0%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	1.6%	6	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7
Oak Furniture Land, Kingston Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	1.1%	4	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.5%	1	1.8%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	1.0%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Slough Retail Park, Twinches Lane, Slough	0.9%	3	0.0%	0	6.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.8%	6	1.4%	1	7.6%	3	2.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.4%	5	0.0%	0	4.6%	2	2.4%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.8%	3	1.9%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	5.9%	21	6.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	23.0%	17
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Woking Town Centre	1.1%	4	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	351			54		37		49		54		46		37	
Sample:	370			59		43		55		47		57		48	

Q09A How did you receive your furnishings and household textile goods?

Those that said 'Internet' at Q09

Home delivery	95.1%	96	100.0%	8	95.9%	9	100.0%	20	90.7%	10	100.0%	17	96.9%	17	83.4%	16
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	4.4%	4	0.0%	0	4.1%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	16.6%	3
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	101			8		9		20		11		17		17		19
Sample:	94			5		21		14		11		15		18		10

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q10 Where did you last buy small household goods such as, china, glassware and utensils?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	1.7%	7	9.2%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	1.8%	7	2.8%	2	12.0%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.2%	1	0.0%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	9.5%	36	3.7%	2	46.3%	17	30.4%	16	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.5%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	21.9%	83	51.7%	33	3.0%	1	14.8%	8	45.7%	28	19.2%	11	5.5%	2	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	1.8%	7	0.6%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	14.3%	5	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	1.5%	6	0.0%	0	0.0%	0	3.8%	2	1.8%	1	5.0%	3	0.0%	0	0.0%	0
Osterley District Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.9%	6	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	2.9%	11	0.6%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	2	16.1%	5	2.5%	2

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chiswick Town Centre	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	10
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0
Acton Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.7%	1	1.6%	1
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	5.0%	19	6.5%	4	0.0%	0	8.2%	4	0.0%	0	0.9%	1	5.8%	2	10.6%	8

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.6%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hampton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.7%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hayes Town Centre	0.6%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	8.2%	31	3.3%	2	6.6%	2	3.1%	2	15.3%	9	1.8%	1	14.6%	5	12.9%	9
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
John Lewis, Holmers Farm	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	1.9%	7	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.9%	1	4.3%	1	4.4%	3
Kingston Upon Thames	11.7%	44	4.9%	3	2.0%	1	13.1%	7	12.6%	8	21.7%	12	14.4%	5	12.0%	9
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.4%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.9%	1
Sainsbury's Superstore, St	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Slough Retail Park, Twinches Lane, Slough	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	1.1%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.7%	7	0.6%	0	10.6%	4	2.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.4%	2	1.2%	1	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	2.5%	10	0.6%	0	0.0%	0	1.4%	1	2.7%	2	12.2%	7	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	1.5%	6	0.0%	0	14.6%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	1	9.5%	7
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	378		65		37		52		61		56		34		74
Sample:	374		61		54		53		52		53		41		60

Q10A How did you receive your small household goods such as, china, glassware and utensils?

Those that said 'Internet' at Q10

Home delivery	99.0%	52	100.0%	2	100.0%	3	100.0%	13	100.0%	7	100.0%	9	91.8%	6	100.0%	12
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	53		2		3		13		7		9		6		12	
Sample:	44		2		4		9		8		9		7		5	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q11 Where did you last buy items such as clocks, jewellery, watches?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	3.6%	10	0.0%	0	18.5%	5	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	28.2%	78	59.0%	20	26.8%	7	12.6%	6	80.7%	30	21.0%	11	12.5%	4	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	11.5%	6
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	4.8%	13	0.0%	0	0.0%	0	3.4%	2	0.0%	0	18.7%	10	1.7%	1	2.8%	1
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	6.9%	19	17.3%	6	0.0%	0	2.5%	1	3.0%	1	1.9%	1	6.3%	2	15.4%	8

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	4.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	32.4%	10	3.7%	2
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Fulham Centre	2.9%	8	0.0%	0	15.3%	4	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrLxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	2.6%	7	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7
Hampton Local Centre	2.5%	7	0.0%	0	2.7%	1	13.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	1.4%	1
Kingston Upon Thames	11.3%	31	1.1%	0	3.0%	1	26.4%	12	8.5%	3	19.9%	10	7.9%	3	3.7%	2
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	3.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.7%	1	16.3%	8
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Southall District Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	5.9%	16	1.1%	0	27.6%	7	15.4%	7	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.3%	1	0.0%	0	1.5%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	8.7%	24	5.1%	2	0.0%	0	0.0%	0	0.0%	0	12.7%	7	7.5%	2	26.6%	13
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	2.6%	7	12.2%	4	0.0%	0	0.0%	0	2.6%	1	0.0%	0	5.9%	2	0.0%	0
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.6%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	276		34		24		46		38		52		32		50
Sample:	241		32		29		36		31		39		40		34

Q11A How did you receive your items such as clocks, jewellery, watches?

Those that said 'Internet' at Q11

Home delivery	90.9%	57	100.0%	8	100.0%	10	100.0%	9	100.0%	13	46.5%	4	100.0%	9	75.0%	2
Delivery to place of work	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.5%	5	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	63		8		10		9		13		9		9		3	
Sample:	56		7		12		8		9		9		7		4	

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Q12 Where did you last buy toys, games, bicycles and other recreational/sports goods?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	1.5%	4	1.5%	1	1.2%	0	0.8%	0	0.0%	0	6.5%	2	0.0%	0	1.4%	1
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.5%	1	0.0%	0	2.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	15.1%	43	0.0%	0	39.6%	12	59.3%	31	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.7%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	28.1%	81	63.7%	28	13.8%	4	8.1%	4	45.7%	22	40.0%	14	25.5%	8	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	1.0%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	1.1%	3	0.0%	0	1.2%	0	0.8%	0	0.0%	0	5.3%	2	1.7%	1	0.0%	0
Osterley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	1.0%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	3.1%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.5%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	9.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.8%	26
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	4.3%	12	9.6%	4	1.2%	0	3.7%	2	1.1%	1	1.4%	1	0.0%	0	10.0%	5

Column %ges.

**Hounslow Household Survey
for WYG**

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.6%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	1.9%	6	0.0%	0	0.0%	0	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	3.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	10	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.8%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Halfords, The Causeway, Staines	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	3.6%	10	10.2%	4	1.2%	0	0.0%	0	5.2%	3	0.0%	0	9.8%	3	0.0%	0
Hayes Town Centre	0.5%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
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Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.3%	2
Kingston Upon Thames	2.6%	7	2.6%	1	4.6%	1	0.8%	0	3.1%	2	5.3%	2	3.5%	1	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	1.3%	4	0.0%	0	1.2%	0	0.0%	0	5.2%	3	0.0%	0	3.1%	1	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	2.6%	8	1.5%	1	13.1%	4	3.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	4.7%	14	0.0%	0	0.0%	0	0.0%	0	22.9%	11	6.7%	2	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	3.2%	9	0.0%	0	13.6%	4	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.4%	1	0.9%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	3.6%	10	0.0%	0	0.0%	0	0.8%	0	2.0%	1	9.0%	3	6.5%	2	8.0%	4
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7
Westway Cross Retail Park, Greenford Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	288		44		30		52		49		36		31		46
Sample:	254		38		42		42		29		36		35		32

Q12A How did you receive your toys, games, bicycles and other recreational/sports goods?

Those that said 'Internet' at Q12

Home delivery	89.0%	107	77.7%	7	100.0%	11	100.0%	7	88.6%	16	77.5%	25	95.8%	12	95.8%	27
Delivery to place of work	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	3.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1	7.1%	2	0.0%	0	4.2%	1
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	1.8%	2	22.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	4.2%	1	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	120		10		11		7		18		33		13		28	
Sample:	106		10		14		8		17		24		13		20	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q13 Where did you last buy chemist goods including health and beauty products?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	1.9%	12	0.4%	0	0.0%	0	12.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.8%	5	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.5%	3	1.1%	1	2.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	15.0%	96	2.8%	3	66.2%	40	50.7%	46	5.0%	6	1.4%	1	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.5%	3	0.0%	0	1.1%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.8%	5	1.1%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	28.3%	180	71.0%	71	2.5%	1	12.0%	11	65.2%	72	22.6%	22	3.4%	2	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	17	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Osterley District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	1.7%	11	0.8%	1	0.0%	0	0.0%	0	1.0%	1	4.4%	4	6.5%	5	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	5.2%	33	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.5%	1	43.9%	31	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	15.0%	95	0.7%	1	0.0%	0	0.0%	0	0.5%	1	10.4%	10	5.1%	4	74.6%	80
Sainsbury's Superstore, Essex Place, Chiswick	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Outside Survey Area																
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	1.0%	6	5.6%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.8%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	14.0%	10	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	2.7%	17	0.0%	0	6.2%	4	0.5%	0	5.0%	6	0.0%	0	0.8%	1	6.3%	7
Hampton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Harlington Local Centre, Hillingdon	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.7%	5	0.0%	0	0.6%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.1%	1
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	2.9%	19	0.0%	0	0.0%	0	0.0%	0	2.3%	3	3.4%	3	9.8%	7	5.4%	6
Kingston Upon Thames	2.9%	19	0.4%	0	0.6%	0	12.5%	11	5.5%	6	0.5%	1	0.0%	0	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	1	9.0%	9	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Southall District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.0%	7	2.1%	2	3.5%	2	0.8%	1	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.2%	2	0.0%	0	1.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	4.1%	26	0.4%	0	0.0%	0	0.5%	0	1.5%	2	24.0%	23	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.9%	6	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.6%	1
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	636	100		60		90		111		97		70		107	
Sample:	636	94		87		94		88		91		91		91	

Q13A How did you receive your chemist goods including health and beauty products?

Those that said 'Internet' at Q13

Home delivery	100.0%	15	100.1%	1	100.0%	1	100.0%	1	100.0%	3	100.0%	3	0.0%	0	100.0%	6
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	15	1		1		1		3		3		0		6		
Sample:	15	1		2		3		2		3		0		4		

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Q14 Where did you last buy a large household electrical item?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	11.8%	46	4.0%	2	38.7%	16	42.9%	26	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	5.3%	21	2.0%	1	20.1%	8	17.4%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	11.3%	44	35.0%	19	0.9%	0	0.0%	0	15.5%	9	23.0%	15	1.8%	1	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.1%	1
Isleworth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	6.1%	24	8.8%	5	0.9%	0	1.4%	1	9.7%	6	14.0%	9	2.0%	1	3.2%	2
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.4%	1	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	1.8%	7	0.7%	0	0.0%	0	0.0%	0	0.9%	1	3.6%	2	5.9%	3	1.2%	1

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	6.7%	26	10.1%	5	0.0%	0	0.7%	0	17.0%	10	2.9%	2	10.5%	5	4.4%	3
Brentford Town Centre	3.2%	13	0.7%	0	0.9%	0	0.0%	0	10.2%	6	1.6%	1	8.7%	5	0.0%	0
Currys PC World, West Cross Way, Brentford	2.9%	11	7.2%	4	0.9%	0	6.9%	4	0.0%	0	0.8%	1	0.0%	0	4.4%	3
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	11.1%	43	3.6%	2	0.0%	0	1.2%	1	5.7%	3	21.4%	14	33.7%	18	10.3%	6
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	1	3.2%	2
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	5.2%	20	8.0%	4	4.1%	2	0.7%	0	0.0%	0	0.8%	1	6.7%	3	17.2%	10

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
East Sheen Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	2.3%	9	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	6.5%	4
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	1.4%	6	0.0%	0	5.7%	2	4.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hampton Local Centre	0.4%	2	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	2.5%	10	6.9%	4	0.9%	0	3.2%	2	5.1%	3	0.0%	0	0.0%	0	1.2%	1
Hayes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	11.4%	44	4.0%	2	0.9%	0	11.7%	7	21.3%	13	11.0%	7	7.7%	4	18.6%	11
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	7
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Hounslow Household Survey
for WYG**

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Slough Retail Park, Twinches Lane, Slough	1.0%	4	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.1%	4	0.0%	0	1.8%	1	1.4%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	14.3%	9	1.0%	1	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.7%	3	0.0%	0	3.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.6%	2	1.4%	1	1.8%	1	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Worthing Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	390			53		41		61		61		64		52	
Sample:	414			60		59		62		52		57		69	

Q14A How did you receive your large household electrical item?

Those that said 'Internet' at Q14

Home delivery	94.8%	142	100.0%	19	100.0%	11	82.4%	20	100.0%	30	96.7%	15	100.0%	9	92.5%	38
Delivery to place of work	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	2.8%	4	0.0%	0	0.0%	0	17.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	150			19		11		24		30		15		9		41
Sample:	139			17		20		20		21		21		12		28

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q15 Where did you last buy small electrical goods (cameras, tablets, blenders)?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.8%	3	1.7%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	4.1%	15	1.7%	1	24.8%	10	7.1%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	9.9%	36	1.5%	1	32.1%	13	39.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	15.9%	58	41.1%	18	0.9%	0	0.0%	0	32.6%	20	31.4%	16	5.6%	3	1.8%	1
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	3.1%	11	4.7%	2	0.0%	0	0.7%	0	2.7%	2	12.9%	6	1.2%	1	0.0%	0
Osterley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	3.9%	14	0.0%	0	2.8%	1	1.3%	1	1.8%	1	10.4%	5	13.5%	6	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	3.9%	14	2.3%	1	0.0%	0	0.0%	0	11.0%	7	1.8%	1	6.5%	3	3.7%	3
Brentford Town Centre	4.2%	15	1.7%	1	1.9%	1	0.0%	0	15.4%	9	2.0%	1	7.9%	4	0.0%	0
Currys PC World, West Cross Way, Brentford	2.5%	9	8.5%	4	0.0%	0	7.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	6.4%	23	2.5%	1	5.3%	2	0.0%	0	7.4%	5	2.8%	1	21.4%	10	6.7%	5
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	1
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	9.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	47.9%	32
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	3.7%	14	8.5%	4	4.4%	2	0.0%	0	0.0%	0	1.0%	1	2.4%	1	9.5%	6

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	1.0%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	5	2.0%	1
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.9%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hampton Local Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	1.2%	4	7.3%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	10.8%	40	2.3%	1	5.3%	2	28.7%	17	13.5%	8	7.5%	4	9.5%	4	5.0%	3
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	3.7%	3
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.4%	2	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.5%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.9%	3	0.8%	0	6.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.2%	1	0.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.6%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	3.2%	12	0.8%	0	0.9%	0	0.0%	0	2.7%	2	18.6%	9	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.5%	3
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	3.6%	13	9.4%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	9.3%	6
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	1.0%	4	0.0%	0	0.9%	0	0.7%	0	0.9%	1	4.6%	2	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	366			45		39		58		61		50		45	
Sample:	373			47		53		55		48		52		61	

Q15A How did you receive your small electrical goods (cameras, tablets, blenders)?

Those that said 'Internet' at Q15

Home delivery	96.3%	143	100.0%	30	87.2%	5	97.5%	17	100.0%	25	98.2%	27	100.0%	11	88.7%	30
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	3.2%	5	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.8%	1	0.0%	0	11.3%	4
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	0.5%	1	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	149			30		6		17		25		27		11		33
Sample:	124			21		12		17		19		21		12		22

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q16 Where did you last buy furniture, carpets and floor coverings?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	2.3%	7	2.2%	1	6.3%	2	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	6.4%	21	4.0%	2	39.2%	13	10.8%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	1.1%	4	0.7%	0	1.1%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	12.5%	40	38.3%	20	6.7%	2	6.0%	3	8.7%	5	17.9%	7	6.4%	3	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	2.1%	7	0.0%	0	0.0%	0	9.5%	4	1.8%	1	0.0%	0	3.4%	2	0.0%	0
Isleworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Osterley Park, Isleworth																
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	9.5%	31	3.4%	2	2.2%	1	7.2%	3	15.6%	9	5.7%	2	26.7%	13	2.5%	1
Brentford Town Centre	3.8%	12	0.7%	0	3.1%	1	0.0%	0	11.2%	6	5.1%	2	5.3%	3	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	2.9%	9	1.4%	1	0.0%	0	0.0%	0	1.8%	1	7.1%	3	8.5%	4	1.4%	1
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	2.1%	7	7.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.1%	2	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	4.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	30.6%	15
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.4%	1	0.0%	0	1.1%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	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, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.9%	3	1.3%	1	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	2.5%	1
Central London (includes: City of London, Westminster, The West	4.6%	15	0.0%	0	0.0%	0	12.1%	5	0.0%	0	7.1%	3	2.0%	1	11.5%	5

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.5%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.1%	4	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	5.5%	18	6.0%	3	0.0%	0	0.0%	0	17.6%	10	2.5%	1	7.4%	4	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	2.0%	6	0.0%	0	2.0%	1	0.9%	0	4.6%	3	0.0%	0	2.0%	1	3.9%	2
Hampton Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	3.4%	11	2.2%	1	1.1%	0	1.9%	1	9.9%	5	0.0%	0	3.9%	2	2.5%	1
Hayes Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.9%	3	3.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.5%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	10.8%	35	17.7%	9	1.1%	0	1.9%	1	2.8%	2	15.3%	6	7.1%	3	27.5%	13
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
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	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kew District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Kingston Upon Thames	7.1%	23	0.0%	0	6.3%	2	2.6%	1	14.0%	8	12.1%	5	9.5%	5	5.3%	3
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.8%	3	0.0%	0	5.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Slough Retail Park, Twinches Lane, Slough	1.0%	3	3.3%	2	2.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	1.7%	6	0.7%	0	0.0%	0	9.5%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	2.2%	7	0.7%	0	11.6%	4	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.7%	2	0.7%	0	1.1%	0	0.9%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	1.1%	4	0.0%	0	0.0%	0	6.0%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	2.5%	1
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	321			53		33		45		56		40		47	
Sample:	341			48		52		47		43		45		61	

Q16A How did you receive your furniture, carpets and floor coverings?

Those that said 'Internet' at Q16

Home delivery	97.1%	68	100.0%	7	93.9%	6	100.0%	12	100.0%	10	92.5%	6	100.0%	5	95.0%	22
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	5.0%	1
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	0.5%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	70			7		6		12		10		7		5		24
Sample:	50			4		8		6		5		9		5		13

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q17 Where did you last buy DIY (including gardening) goods?																
Excl. Nulls & SFT																
Zone 11																
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	1.1%	5	0.0%	0	0.8%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.6%	3	0.0%	0	0.8%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	1.7%	8	0.5%	0	9.3%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	11.8%	60	2.6%	2	58.9%	27	37.7%	26	5.9%	5	0.6%	1	0.0%	0	0.0%	0
Feltham Town Centre	2.2%	11	0.0%	0	9.5%	4	8.9%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hampton Business Park, Bolney Way, Hanworth	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	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 Superstore, High Street, Feltham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	8.7%	45	23.2%	16	5.3%	2	1.2%	1	13.2%	11	18.2%	14	0.9%	1	0.0%	0
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Homebase, Syon Lane, Brentford	20.0%	102	10.8%	8	0.0%	0	13.4%	9	22.8%	18	45.8%	35	39.0%	24	7.1%	8
Isleworth Town Centre	1.4%	7	5.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.3%	1
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.6%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.1%	1
Osterley District Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Osterley Park, Isleworth	2.0%	10	5.7%	4	0.8%	0	0.0%	0	5.8%	5	1.3%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth																
Zone 16																
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	2.4%	12	4.7%	3	0.0%	0	0.0%	0	8.3%	7	0.6%	1	3.2%	2	0.0%	0
Brentford Town Centre	4.8%	25	1.1%	1	0.0%	0	0.0%	0	17.8%	14	1.9%	2	13.1%	8	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 17																
B&Q, Gunnersbury Avenue, Chiswick	20.8%	106	14.1%	10	1.6%	1	0.0%	0	12.9%	10	9.8%	8	23.0%	14	59.4%	63
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	4.6%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.5%	5	0.0%	0	16.7%	18
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	1.5%	8	7.9%	6	0.8%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.3%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West	0.7%	4	0.0%	0	0.0%	0	4.5%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17							
End, Leicester Square, Covent Garden, Oxford Street, Regent Street, Bond Street, Camde																
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	2.2%	11	12.0%	8	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.9%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, BrIxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	1.9%	10	0.0%	0	2.2%	1	1.7%	1	0.0%	0	1.1%	1	0.0%	0	6.3%	7
Hampton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.8%	4	2.1%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.3%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Homebase, The Causeway, Staines	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	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, Holden Ing Way, Birstall, Batley	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, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

**Hounslow Household Survey
for WYG**

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Way Cressex Centre, High Wycombe																
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Kingston Upon Thames	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.3%	2	0.5%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Richmond Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.9%	1	1.3%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Clares, Uxbridge Road, Hampton Hill																
Sainsbury's Superstore, Tangle Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinches Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Staines-upon-Thames Town Centre	0.8%	4	5.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	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, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.9%	5	0.0%	0	0.0%	0	1.8%	1	0.7%	1	2.4%	2	1.8%	1	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Greenford															
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	2	0.0%
Wickes, South Road, Twickenham	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	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)	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 do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	512		70		46		69		80		78		62		107
Sample:	510		67		63		73		68		77		76		86

Q17A How did you receive your DIY including gardening goods?

Those that said 'Internet' at Q17

Home delivery	98.0%	18	100.0%	1	88.4%	3	100.0%	1	100.0%	5	100.0%	7	100.0%	1	100.0%	1
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	2.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	18		1		3		1		5		7		1		1	
Sample:	16		2		5		2		3		2		1		1	

Q18 Do you ever visit any of the following centres for shopping and services? [MR]

Hounslow	55.5%	390	76.5%	79	52.8%	37	51.9%	49	70.1%	91	68.4%	71	51.0%	39	18.9%	23
Chiswick	36.1%	253	20.6%	21	4.6%	3	10.8%	10	24.6%	32	33.1%	34	59.9%	46	85.7%	106
Brentford	21.6%	152	10.6%	11	12.0%	8	12.8%	12	15.8%	21	30.0%	31	62.3%	48	16.7%	21
Feltham	38.6%	271	48.9%	51	91.0%	63	86.5%	81	30.5%	40	15.4%	16	15.7%	12	6.4%	8
(Do not visit any of these centres)	12.5%	88	16.7%	17	5.5%	4	6.4%	6	20.4%	27	11.7%	12	8.3%	6	12.6%	16
Weighted base:	702		104		70		94		130		104		77		124	
Sample:	702		101		100		101		100		100		100		100	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q19 Which centre do you visit the most?																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
Hounslow	45.0%	276	86.5%	75	9.1%	6	17.7%	16	86.0%	89	66.1%	60	31.7%	22	7.5%	8
Chiswick	24.4%	150	2.5%	2	0.6%	0	0.0%	0	8.5%	9	21.4%	20	27.2%	19	91.9%	100
Brentford	6.1%	37	0.4%	0	0.0%	0	1.0%	1	1.1%	1	8.8%	8	37.6%	26	0.6%	1
Feltham	24.6%	151	10.6%	9	90.3%	59	81.4%	72	4.5%	5	3.7%	3	3.6%	3	0.0%	0
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Meanscore: [Number of visits per month]

Q20 How often do you visit (CENTRE MENTIONED AT Q19)?*Not those who said 'Do not visit any of these centres' at Q18*

Daily	10.7%	66	3.2%	3	4.5%	3	6.1%	5	8.8%	9	1.1%	1	18.3%	13	29.2%	32
At least two times a week	22.8%	140	19.2%	17	19.3%	13	27.5%	24	23.6%	24	10.9%	10	21.0%	15	34.6%	38
At least once a week	25.8%	158	25.5%	22	27.2%	18	39.4%	35	23.8%	25	30.5%	28	21.8%	15	14.5%	16
At least once a fortnight	12.7%	78	17.0%	15	28.7%	19	8.9%	8	15.4%	16	10.8%	10	11.1%	8	2.5%	3
At least once a month	19.8%	121	16.9%	15	8.7%	6	15.4%	14	25.9%	27	33.7%	31	17.8%	12	16.0%	17
At least every 2 months	2.4%	15	2.2%	2	3.7%	2	0.5%	0	0.0%	0	8.1%	7	3.4%	2	0.0%	0
At least every 3 months	1.9%	11	7.3%	6	1.7%	1	0.8%	1	1.5%	2	0.5%	1	0.8%	1	0.6%	1
At least every 6 months	0.8%	5	1.7%	1	1.1%	1	0.0%	0	0.5%	1	1.1%	1	0.8%	1	0.6%	1
Less often than once every 6 months	0.5%	3	2.0%	2	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0
Have only visited once (Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
	2.5%	15	4.9%	4	5.2%	3	1.0%	1	0.5%	1	2.6%	2	4.4%	3	0.6%	1
Mean:		6.50		4.22		4.83		5.88		5.90		3.08		8.46		11.98
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Q21 How do you usually travel to (CENTRE MENTIONED AT Q19) (main part of journey)?*Not those who said 'Do not visit any of these centres' at Q18*

Car / van (as driver)	41.9%	257	50.0%	43	46.1%	30	62.4%	55	38.5%	40	40.0%	37	37.4%	26	23.9%	26
Car / van (as passenger)	6.1%	38	12.6%	11	7.2%	5	11.4%	10	2.1%	2	8.1%	7	2.3%	2	0.6%	1
Bus, minibus or coach	17.5%	107	23.9%	21	15.4%	10	6.0%	5	8.7%	9	31.5%	29	31.8%	22	10.3%	11
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walk	29.5%	181	13.5%	12	29.1%	19	17.0%	15	42.9%	44	9.8%	9	21.2%	15	62.1%	67
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.1%	13	0.0%	0	0.6%	0	0.0%	0	5.4%	6	6.1%	6	2.3%	2	0.0%	0
Park & ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bicycle	1.1%	7	0.0%	0	1.7%	1	0.5%	0	1.5%	2	1.1%	1	0.8%	1	1.9%	2
Mobility scooter / disability vehicle	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
(Don't know / varies)	1.4%	8	0.0%	0	0.0%	0	2.2%	2	0.9%	1	2.5%	2	3.6%	3	0.6%	1
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q22AWhat is your main reason for visiting (CENTRE MENTIONED AT Q19) e.g. what is the main activity you carry out there?																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
For FOOD shopping	46.5%	286	48.9%	42	53.1%	35	56.4%	50	43.4%	45	25.6%	23	33.7%	24	61.8%	67
For NON-FOOD shopping	27.1%	166	34.9%	30	23.1%	15	26.0%	23	26.0%	27	48.9%	45	26.9%	19	6.7%	7
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.8%	11	0.0%	0	1.1%	1	4.8%	4	0.0%	0	6.1%	6	0.8%	1	0.0%	0
To visit cafes / restaurants	3.0%	19	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.6%	2	4.2%	3	9.2%	10
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1
To visit financial services such as banks and other financial institutions	4.5%	28	3.3%	3	10.8%	7	2.4%	2	3.5%	4	2.6%	2	11.7%	8	1.2%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.4%	9	4.4%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.8%	1	1.9%	2
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	2
To visit the library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0
For other leisure activities	0.2%	1	0.4%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.4%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0
To meet friends	1.0%	6	0.4%	0	0.0%	0	0.5%	0	1.5%	2	0.0%	0	0.8%	1	2.9%	3
To visit the theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.2%	26	0.4%	0	2.3%	1	3.2%	3	6.4%	7	2.1%	2	7.7%	5	6.9%	7
For education as a student (e.g. student at college, university, or other third level education)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
For a day out / window shop / walk about	3.2%	20	1.7%	1	7.4%	5	1.0%	1	3.4%	3	3.2%	3	3.6%	3	3.6%	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
(Don't know)	0.5%	3	0.4%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	1.5%	1	0.0%	0
(No reason)	3.1%	19	0.9%	1	0.0%	0	0.0%	0	12.8%	13	0.0%	0	2.9%	2	2.9%	3
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q22BWhat is your second main reason for visiting (CENTRE MENTIONED AT Q19)?																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
For FOOD shopping	13.8%	85	11.0%	9	15.7%	10	16.2%	14	9.0%	9	11.9%	11	18.9%	13	15.8%	17
For NON-FOOD shopping	26.1%	160	35.0%	30	34.9%	23	43.5%	38	19.4%	20	16.0%	15	20.0%	14	18.4%	20
To shop at the market(s)	0.5%	3	0.0%	0	2.6%	2	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
To visit bars / pubs	2.1%	13	0.4%	0	2.6%	2	1.0%	1	5.4%	6	0.0%	0	4.2%	3	1.1%	1
To visit cafes / restaurants	7.3%	45	6.1%	5	1.1%	1	1.0%	1	6.0%	6	9.8%	9	5.7%	4	17.1%	19
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.2%	7	2.0%	2	0.0%	0	1.8%	2	0.5%	1	0.5%	1	0.0%	0	2.8%	3
To visit financial services such as banks and other financial institutions	4.5%	27	5.6%	5	8.9%	6	4.6%	4	2.1%	2	0.5%	1	5.9%	4	5.5%	6
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.9%	11	5.2%	4	0.6%	0	1.0%	1	0.9%	1	0.0%	0	5.8%	4	0.6%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a 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
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
To visit the library	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
For other leisure activities	0.9%	6	0.0%	0	0.0%	0	0.5%	0	0.5%	1	2.5%	2	1.5%	1	1.1%	1
To meet family	0.6%	4	2.5%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	11	0.4%	0	0.6%	0	0.5%	0	0.5%	1	1.0%	1	2.1%	1	6.3%	7
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	4.0%	25	4.1%	4	0.6%	0	8.0%	7	3.2%	3	2.6%	2	1.3%	1	6.6%	7
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
(Don't know)	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.5%	1	0.8%	1	0.0%	0
(No reason)	32.8%	201	27.6%	24	30.7%	20	20.6%	18	49.2%	51	53.4%	49	30.3%	21	16.6%	18
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Q22X Reasons for visiting (CENTRE MENTIONED AT Q19) (All mentions) [MR]																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
For FOOD shopping	60.4%	371	59.8%	52	68.8%	45	72.6%	64	52.3%	54	37.5%	34	52.6%	37	77.6%	84
For NON-FOOD shopping	52.6%	323	68.8%	59	58.0%	38	69.5%	61	44.5%	46	64.3%	59	46.9%	33	24.5%	27
To shop at the market(s)	0.7%	5	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.5%	1	0.8%	1	0.6%	1
To visit bars / pubs	3.9%	24	0.4%	0	3.7%	2	5.8%	5	5.4%	6	6.1%	6	5.0%	4	1.1%	1
To visit cafes / restaurants	10.3%	63	8.5%	7	1.1%	1	1.0%	1	7.0%	7	12.4%	11	9.9%	7	26.3%	29
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.6%	10	2.9%	3	0.0%	0	1.8%	2	0.5%	1	0.5%	1	1.3%	1	3.4%	4
To visit financial services such as banks and other financial institutions	8.9%	55	8.9%	8	19.2%	13	6.9%	6	5.7%	6	3.2%	3	17.5%	12	6.7%	7
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	3.3%	20	9.6%	8	0.6%	0	3.6%	3	0.9%	1	0.0%	0	6.5%	5	2.5%	3
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.6%	9
To visit the library	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit late night time venues e.g. nightclub	0.7%	5	2.0%	2	0.0%	0	0.5%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
To go to church	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.0%	0
For other leisure activities	1.1%	7	0.4%	0	0.6%	0	1.0%	1	0.5%	1	2.5%	2	1.5%	1	1.1%	1
To meet family	1.0%	6	2.5%	2	0.0%	0	0.5%	0	1.6%	2	1.0%	1	1.3%	1	0.0%	0
To meet friends	2.7%	17	0.9%	1	0.6%	0	1.0%	1	2.0%	2	1.0%	1	2.8%	2	9.1%	10
To visit the theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.5%	27	0.4%	0	2.3%	1	3.2%	3	6.4%	7	2.6%	2	9.0%	6	6.9%	7
For education as a student (e.g. student at college, university, or other third level education)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
For a day out / window shop / walk about	7.1%	44	5.8%	5	8.0%	5	9.0%	8	6.6%	7	5.8%	5	3.6%	3	10.2%	11
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
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Q23 Why do you prefer to visit (CENTRE MENTIONED AT Q19)?																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
1st Mention																
Attractive environment / nice place	9.2%	57	1.2%	1	2.6%	2	1.0%	1	13.4%	14	13.7%	13	8.8%	6	18.7%	20
Clean streets / well maintained	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Close to friends / relatives	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Close to home	54.0%	331	70.7%	61	77.3%	51	74.0%	65	42.6%	44	50.6%	46	32.2%	23	38.0%	41
Close to seafront, marina or estuary waterfront	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Close to work / en route to work	1.3%	8	0.0%	0	0.0%	0	0.5%	0	3.9%	4	2.6%	2	1.6%	1	0.0%	0
Easy to get to by bus	0.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	1	0.0%	0
Easy to get to by car	1.6%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.9%	7
Easy to get to by train	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.5%	5	0.8%	1	0.0%	0
Familiar / know where everything is	2.8%	17	0.9%	1	0.0%	0	4.1%	4	1.5%	2	0.5%	1	11.4%	8	2.5%	3
Good cafés	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	1.3%	8	0.4%	0	1.6%	1	4.8%	4	0.0%	0	0.0%	0	2.3%	2	0.6%	1
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	1.2%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.4%	2	0.6%	1
Has undercover 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
Nice atmosphere / friendly people	2.0%	12	1.2%	1	0.0%	0	0.0%	0	5.4%	6	0.5%	1	0.0%	0	4.5%	5
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	1.9%	12	1.2%	1	2.6%	2	0.5%	0	0.0%	0	0.5%	1	1.5%	1	6.3%	7
Parking - it's free	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Parking - it's in a good location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.1%	1	0.6%	1
Quiet / not busy	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Services - good for financial services (e.g. banks / building societies)	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	0.8%	5	0.4%	0	1.1%	1	0.5%	0	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Shops - good range of bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Shops - good range of clothes shops	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shops - good range of 'high street' retailers	0.4%	2	0.0%	0	0.6%	0	0.0%	0	0.5%	1	1.5%	1	0.0%	0	0.0%	0
Shops - good range of independent shops	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.6%	5
Shops - good range of non-food shops generally	1.6%	10	0.0%	0	1.7%	1	0.0%	0	2.0%	2	2.2%	2	6.3%	4	0.0%	0
Shops - good range of quality shops	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.1%	6	1.3%	1	1.3%	1
Shops - good range of supermarkets	0.3%	2	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Traditional / quaint	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	1.3%	1	0.6%	1
You can get everything you need there	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	8.1%	9
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
Close to airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Feel safe there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Like the Aldi store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Like the Asda store	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Like the Costco store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Like the Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
On the school run	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
(Nothing / Nothing else)	12.2%	75	16.1%	14	10.9%	7	9.7%	9	25.5%	26	8.3%	8	13.1%	9	1.9%
Weighted base:		614		86		66		88		104		91		70	108
Sample:		625		85		94		91		86		86		91	92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
2nd Mention																
Attractive environment / nice place	4.3%	26	0.0%	0	1.1%	1	3.5%	3	0.5%	1	5.5%	5	3.0%	2	13.6%	15
Clean streets / well maintained	0.5%	3	0.4%	0	0.0%	0	0.5%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
Close to friends / relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	2.6%	16	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	3	10.5%	11
Close to seafront, marina or estuary waterfront	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.6%	4	0.0%	0	1.7%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.9%	12	0.9%	1	1.6%	1	1.0%	1	0.0%	0	1.9%	2	0.0%	0	6.9%	7
Easy to get to by car	1.7%	10	4.4%	4	2.3%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.4%	9	0.0%	0	0.6%	0	1.8%	2	0.5%	1	0.0%	0	2.7%	2	4.1%	4
Good cafés	1.1%	6	0.4%	0	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.0%	0	3.0%	3
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.9%	6	0.4%	0	2.1%	1	0.0%	0	0.5%	1	0.5%	1	2.3%	2	1.1%	1
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Good pubs / bars	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	1.3%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.3%	1	2.3%	3
Has undercover 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
Nice atmosphere / friendly people	1.0%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1	4.7%	5
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Parking - it's free	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's in a good location	0.9%	5	2.0%	2	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Quiet / not busy	4.1%	25	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	6	5.8%	4	13.8%	15
Services - good for financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	1.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.6%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	3.6%	22	2.0%	2	0.0%	0	5.8%	5	5.9%	6	3.1%	3	4.8%	3	2.9%	3
Shops - good range of bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - good range of clothes shops	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	1.2%	1
Shops - good range of 'high street' retailers	1.0%	6	0.0%	0	5.8%	4	0.0%	0	0.5%	1	0.5%	1	1.5%	1	0.0%	0
Shops - good range of independent shops	0.6%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	2.1%	1	1.2%	1
Shops - good range of non-food shops generally	2.8%	17	0.8%	1	5.7%	4	0.5%	0	1.1%	1	7.7%	7	2.1%	1	2.5%	3
Shops - good range of quality shops	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	2	1.9%	2
Shops - good range of supermarkets	1.4%	8	4.1%	4	0.6%	0	0.5%	0	0.0%	0	2.5%	2	2.7%	2	0.0%	0
Traditional / quaint	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
You can get everything you need there	2.4%	15	1.2%	1	0.0%	0	3.2%	3	8.4%	9	0.0%	0	1.3%	1	1.2%	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
Close to airport	1.8%	11	4.4%	4	2.6%	2	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel safe there	0.6%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Like the Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Like the Asda store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Costco store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Like the Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
On the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	13	6.1%	5	0.0%	0	0.0%	0	4.5%	5	1.1%	1	0.8%	1	1.3%	1
(Nothing / Nothing else)	56.7%	348	66.7%	58	64.5%	42	70.1%	62	69.5%	72	55.1%	50	56.3%	40	22.4%	24
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Any Mention																
Attractive environment / nice place	13.5%	83	1.2%	1	3.7%	2	4.5%	4	13.9%	14	19.2%	18	11.8%	8	32.3%	35
Clean streets / well maintained	0.9%	5	0.4%	0	0.0%	0	0.5%	0	1.1%	1	0.0%	0	5.0%	4	0.0%	0
Close to friends / relatives	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Close to home	56.6%	348	72.0%	62	77.3%	51	74.0%	65	42.6%	44	51.7%	47	36.0%	25	48.5%	53
Close to seafront, marina or estuary waterfront	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Close to work / en route to work	1.9%	12	0.0%	0	1.7%	1	3.6%	3	3.9%	4	2.6%	2	1.6%	1	0.0%	0
Easy to get to by bus	2.3%	14	0.9%	1	2.1%	1	1.0%	1	0.0%	0	3.4%	3	0.8%	1	6.9%	7
Easy to get to by car	3.3%	20	6.5%	6	2.3%	1	5.8%	5	0.0%	0	0.5%	1	0.0%	0	6.9%	7
Easy to get to by train	1.2%	7	0.0%	0	0.6%	0	0.0%	0	1.5%	2	5.5%	5	0.8%	1	0.0%	0
Familiar / know where everything is	4.2%	26	0.9%	1	0.6%	0	5.9%	5	2.0%	2	0.5%	1	14.1%	10	6.6%	7
Good cafés	1.4%	9	0.4%	0	0.0%	0	2.2%	2	0.5%	1	3.1%	3	0.0%	0	3.0%	3
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.2%	14	0.9%	1	3.7%	2	4.8%	4	0.5%	1	0.5%	1	4.5%	3	1.7%	2
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Good pubs / bars	0.5%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	2.5%	15	4.1%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	5	4.8%	3	3.0%	3
Has undercover 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
Nice atmosphere / friendly people	2.9%	18	1.2%	1	0.0%	0	0.5%	0	5.4%	6	0.5%	1	0.8%	1	9.2%	10
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	2.1%	13	1.2%	1	4.3%	3	0.5%	0	0.0%	0	1.1%	1	1.5%	1	6.3%	7
Parking - it's free	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Parking - it's in a good location	0.9%	5	2.0%	2	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.1%	1	1.7%	2
Quiet / not busy	4.3%	26	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	6	6.5%	5	13.8%	15
Services - good for financial services (e.g. banks / building societies)	0.4%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.7%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	4.5%	27	2.5%	2	1.1%	1	6.3%	6	6.5%	7	3.1%	3	4.8%	3	5.7%	6
Shops - good range of bakers / butchers / greengrocers	0.5%	3	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	1.3%	1
Shops - good range of clothes shops	1.3%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.1%	6	0.8%	1	1.2%	1
Shops - good range of 'high street' retailers	1.3%	8	0.0%	0	6.3%	4	0.0%	0	1.1%	1	2.1%	2	1.5%	1	0.0%	0
Shops - good range of independent shops	1.5%	9	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	2.8%	2	5.8%	6
Shops - good range of non-food shops generally	4.4%	27	0.8%	1	7.4%	5	0.5%	0	3.1%	3	9.9%	9	8.4%	6	2.5%	3
Shops - good range of quality shops	2.2%	13	0.0%	0	0.0%	0	1.0%	1	0.9%	1	6.1%	6	3.7%	3	3.2%	3
Shops - good range of supermarkets	1.7%	10	4.5%	4	0.6%	0	1.0%	1	0.0%	0	2.5%	2	4.2%	3	0.0%	0
Traditional / quaint	0.5%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	2.1%	1	0.6%	1
You can get everything you need there	4.0%	25	1.2%	1	0.0%	0	3.2%	3	8.9%	9	0.0%	0	2.1%	1	9.4%	10
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
Close to airport	1.8%	11	4.4%	4	2.6%	2	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Feel safe there	0.7%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.9%	2
Like the Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Like the Asda store	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Costco store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Column %ges.

Hounslow Household Survey
for WYG

Weighted:

May 2018

	Total		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
Like the Morrisons store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
On the school run	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Q24 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q19) more often?																
<i>Not those who said 'Do not visit any of these centres' at Q18</i>																
1st Mention																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better lighting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	2.4%	15	0.8%	1	3.7%	2	5.3%	5	4.9%	5	0.0%	0	2.1%	1	0.6%	1
Cleaner streets / better maintained	5.2%	32	12.6%	11	1.7%	1	1.0%	1	8.9%	9	8.2%	8	3.4%	2	0.0%	0
Easier to get to by bus	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.0%	0
Easier to get to by car	0.9%	6	0.4%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less empty shops	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.8%	2	4.0%	4
Less takeaways	0.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Less traffic congestion / improved access	2.6%	16	0.4%	0	7.3%	5	7.9%	7	0.5%	1	0.5%	1	1.3%	1	1.9%	2
Make it more attractive / nicer environment	1.0%	6	2.0%	2	0.0%	0	0.5%	0	3.0%	3	1.1%	1	0.0%	0	0.0%	0
More / better cafés / restaurants	0.8%	5	0.0%	0	1.2%	1	3.0%	3	0.0%	0	0.0%	0	1.3%	1	0.6%	1
More / better financial services (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.2%	19	1.5%	1	0.6%	0	4.8%	4	7.9%	8	3.6%	3	0.8%	1	1.3%	1
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better pubs / bars	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More / better seating areas	0.3%	2	2.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.4%	2	0.4%	0	0.6%	0	0.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.5%	3	0.9%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	1.0%	6	0.4%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	3.5%	2	0.6%	1
Parking - make it free	0.3%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Parking - make more spaces available	8.2%	50	6.9%	6	1.7%	1	4.1%	4	2.7%	3	16.9%	15	7.7%	5	14.5%	16
Parking - put it in a better location	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.3%	2	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shops - longer opening hours / more open on Sundays	0.7%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	2.5%	15	0.9%	1	4.3%	3	2.7%	2	6.3%	7	0.0%	0	0.8%	1	1.9%	2
Shops - more / better range of non-food shops generally	5.2%	32	11.4%	10	4.7%	3	5.3%	5	4.1%	4	10.2%	9	0.0%	0	0.6%	1
Shops - more / better range of supermarkets	1.7%	10	2.9%	3	0.0%	0	0.0%	0	4.5%	5	1.1%	1	2.3%	2	0.6%	1
Shops - more affordable shops	0.3%	2	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shops - more bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shops - more high quality shops	3.3%	20	7.1%	6	5.8%	4	1.5%	1	3.5%	4	3.6%	3	0.0%	0	1.9%	2
Shops - more 'high street' retailers	5.5%	34	1.2%	1	0.6%	0	5.8%	5	9.6%	10	7.0%	6	10.5%	7	3.4%	4
Shops - more independent shops	1.9%	12	0.9%	1	2.6%	2	1.3%	1	2.5%	3	0.0%	0	2.8%	2	3.1%	3
Undercover shopping / more undercover 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
Update / refurbish the shopping area	1.4%	8	0.0%	0	0.6%	0	0.0%	0	0.5%	1	4.7%	4	4.4%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
A Fat Face store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A GAP store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
A HMV store	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
A John Lewis store	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A larger Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
A larger Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
A Marks & Spencer store	0.5%	3	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%
A Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
An Iceland store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Cancel the Cycle	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	8.2%
Superhighway 9															
Complete the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
redevelopments quicker															
Fix the bridge / rail crossing	0.5%	3	0.0%	0	3.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Keep the Morrisons store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.0%
open															
Less air pollution	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Less bookmakers	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%
Less building work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cafes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Less estate agents	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Less hair dressers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less homeless people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Open up the high street to the	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
river															
Repair the roads/ less	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.6%
potholes															
Stop building new homes	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.5%	1	0.0%
(Don't know)	0.5%	3	0.4%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.8%	1	0.0%
(Nothing / Nothing else)	40.2%	247	44.1%	38	47.2%	31	44.3%	39	33.8%	35	36.8%	34	38.6%	27	39.7%
Weighted base:	614			86		66		88		104		91		70	108
Sample:	625			85		94		91		86		86		91	92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
2nd Mention																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Better security / safety	2.2%	13	0.0%	0	3.2%	2	0.8%	1	1.9%	2	6.1%	6	0.0%	0	2.9%	3
Cleaner streets / better maintained	1.9%	12	1.7%	1	1.1%	1	0.0%	0	6.9%	7	2.5%	2	0.0%	0	0.0%	0
Easier to get to by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Easier to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Less empty shops	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	1.2%	1
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.5%	3	0.0%	0	0.6%	0	2.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.7%	5	2.5%	2	0.0%	0	0.5%	0	0.5%	1	0.5%	1	1.3%	1	0.0%	0
More / better cafés / restaurants	1.0%	6	0.8%	1	3.7%	2	0.0%	0	0.5%	1	2.5%	2	0.0%	0	0.0%	0
More / better financial services (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	2
More road crossings	0.1%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	1.0%	6	2.0%	2	0.6%	0	1.0%	1	1.1%	1	1.5%	1	1.3%	1	0.0%	0
Parking - make it free	0.8%	5	0.4%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	3.5%	2	0.0%	0
Parking - make more spaces available	1.4%	9	4.9%	4	0.6%	0	0.0%	0	2.1%	2	0.0%	0	1.5%	1	0.6%	1
Parking - put it in a better location	0.9%	6	2.0%	2	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.0%	0	1.1%	1
Quieter / less busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	0.9%	5	0.0%	0	0.6%	0	1.3%	1	0.5%	1	0.0%	0	4.8%	3	0.0%	0
Shops - more / better range of non-food shops generally	1.5%	9	2.9%	3	0.6%	0	0.8%	1	3.9%	4	0.0%	0	1.3%	1	0.6%	1
Shops - more / better range of supermarkets	0.4%	2	0.4%	0	0.0%	0	0.5%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0
Shops - more affordable shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shops - more bakers / butchers / greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	3.3%	20	3.0%	3	0.6%	0	0.5%	0	7.0%	7	4.6%	4	5.6%	4	1.2%	1
Shops - more 'high street' retailers	3.0%	19	2.9%	3	6.3%	4	3.2%	3	6.0%	6	1.0%	1	2.8%	2	0.0%	0
Shops - more independent shops	2.2%	14	0.4%	0	1.2%	1	1.5%	1	0.0%	0	0.5%	1	1.3%	1	9.0%	10
Undercover shopping / more undercover shopping	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Fat Face store	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A GAP store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A HMV store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
A John Lewis store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
A larger Morrisons store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A larger Waitrose store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
A Primark store	0.7%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An Iceland store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cancel the Cycle Superhighway 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Complete the redevelopments quicker	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Fix the bridge / rail crossing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the Morrisons store open	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less air pollution	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less hair dressers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Less homeless people	0.5%	3	0.9%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Open up the high street to the river	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Repair the roads/ less potholes	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.5%	1	0.0%	0	0.0%	0
Stop building new homes (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	3.0%	18	9.3%	8	1.1%	1	4.8%	4	0.0%	0	2.6%	2	2.3%	2	1.3%	1
	68.3%	420	61.4%	53	78.9%	52	77.7%	68	55.1%	57	70.4%	64	67.4%	47	71.4%	77
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
Any Mention																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better lighting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Better security / safety	4.6%	28	0.8%	1	6.9%	5	6.1%	5	6.8%	7	6.1%	6	2.1%	1	3.5%	4
Cleaner streets / better maintained	7.1%	44	14.3%	12	2.8%	2	1.0%	1	15.8%	16	10.8%	10	3.4%	2	0.0%	0
Easier to get to by bus	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.6%	1
Easier to get to by car	1.1%	7	0.4%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.6%	1
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	6	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Less empty shops	1.7%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.6%	3	5.2%	6
Less takeaways	0.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Less traffic congestion / improved access	3.1%	19	0.4%	0	7.9%	5	10.1%	9	1.1%	1	0.5%	1	1.3%	1	1.9%	2
Make it more attractive / nicer environment	1.8%	11	4.5%	4	0.0%	0	1.0%	1	3.5%	4	1.6%	2	1.3%	1	0.0%	0
More / better cafés / restaurants	1.8%	11	0.8%	1	4.9%	3	3.0%	3	0.5%	1	2.5%	2	1.3%	1	0.6%	1
More / better financial services (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.6%	22	1.5%	1	0.6%	0	4.8%	4	10.4%	11	3.6%	3	0.8%	1	1.3%	1
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better pubs / bars	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More / better seating areas	0.3%	2	2.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.8%	5	0.4%	0	0.6%	0	0.5%	0	0.9%	1	1.1%	1	0.0%	0	1.7%	2
More road crossings	0.1%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.6%	3	0.9%	1	3.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	2.0%	13	2.5%	2	0.6%	0	1.0%	1	3.6%	4	1.5%	1	4.8%	3	0.6%	1
Parking - make it free	1.1%	7	0.4%	0	1.1%	1	1.0%	1	0.5%	1	2.1%	2	3.5%	2	0.0%	0
Parking - make more spaces available	9.5%	59	11.8%	10	2.3%	1	4.1%	4	4.8%	5	16.9%	15	9.2%	6	15.2%	16
Parking - put it in a better location	1.1%	7	2.0%	2	0.0%	0	0.8%	1	0.5%	1	2.5%	2	0.0%	0	1.1%	1
Quieter / less busy	0.4%	3	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0
Shops - longer opening hours / more open on Sundays	0.7%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	3.3%	21	0.9%	1	4.8%	3	4.0%	4	6.9%	7	0.0%	0	5.6%	4	1.9%	2
Shops - more / better range of non-food shops generally	6.7%	41	14.3%	12	5.3%	3	6.1%	5	8.0%	8	10.2%	9	1.3%	1	1.2%	1
Shops - more / better range of supermarkets	2.1%	13	3.4%	3	0.0%	0	0.5%	0	5.0%	5	2.2%	2	2.3%	2	0.6%	1
Shops - more affordable shops	0.4%	3	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Shops - more bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shops - more high quality shops	6.6%	40	10.1%	9	6.3%	4	1.9%	2	10.5%	11	8.1%	7	5.6%	4	3.2%	3
Shops - more 'high street' retailers	8.6%	53	4.1%	4	6.9%	5	8.9%	8	15.6%	16	8.0%	7	13.3%	9	3.4%	4
Shops - more independent shops	4.1%	25	1.3%	1	3.8%	2	2.8%	2	2.5%	3	0.5%	1	4.2%	3	12.1%	13
Undercover shopping / more undercover shopping	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.7%	11	0.8%	1	0.6%	0	0.0%	0	1.1%	1	4.7%	4	5.9%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Fat Face store	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A GAP store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
A HMV store	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
A John Lewis store	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
A larger Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
A larger Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
A Marks & Spencer store	0.5%	3	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.8%	1	0.0%	0
A Primark store	0.7%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An Iceland store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cancel the Cycle	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	8.8%	10
Superhighway 9																
Complete the	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
redevelopments quicker																
Fix the bridge / rail crossing	0.5%	3	0.0%	0	3.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the Morrisons store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.0%	0
open																
Less air pollution	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	2
Less bookmakers	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Less building work	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.4%	2	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1
Less estate agents	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Less hair dressers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Less homeless people	0.5%	3	0.9%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Open up the high street to the river	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Repair the roads/ less potholes	1.0%	6	0.0%	0	0.0%	0	0.5%	0	4.5%	5	0.5%	1	0.0%	0	0.6%	1
Stop building new homes	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.5%	1	0.0%	0
Weighted base:		614		86		66		88		104		91		70		108
Sample:		625		85		94		91		86		86		91		92

GEN Gender of respondent.

Male	33.5%	235	37.9%	39	36.7%	26	29.7%	28	42.3%	55	19.1%	20	31.7%	24	34.5%	43
Female	66.5%	467	62.1%	64	63.3%	44	70.3%	66	57.7%	75	80.9%	84	68.3%	52	65.5%	81
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

AGE Could I ask, how old are you?

18 – 24 years	9.4%	66	22.1%	23	0.0%	0	9.0%	8	8.6%	11	9.7%	10	0.0%	0	10.9%	14
25 – 34 years	19.1%	134	18.4%	19	16.1%	11	31.5%	30	25.7%	34	19.4%	20	0.0%	0	16.4%	20
35 – 44 years	22.5%	158	27.0%	28	36.8%	26	16.5%	16	25.5%	33	24.5%	25	19.2%	15	12.5%	16
45 – 54 years	15.8%	111	10.6%	11	23.9%	17	15.7%	15	14.9%	19	18.8%	20	10.4%	8	17.4%	22
55 – 64 years	15.1%	106	9.7%	10	5.6%	4	10.2%	10	15.0%	20	14.5%	15	32.9%	25	18.2%	23
65+ years	15.8%	111	9.9%	10	15.4%	11	15.2%	14	10.2%	13	13.0%	14	34.6%	27	17.9%	22
(Refused)	2.3%	16	2.3%	2	2.2%	2	1.9%	2	0.0%	0	0.0%	0	2.9%	2	6.7%	8
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	14.4%	101	9.3%	10	17.6%	12	21.3%	20	5.8%	8	15.0%	15	23.8%	18	14.5%	18
Two	34.9%	245	25.5%	26	41.7%	29	30.0%	28	32.0%	42	24.6%	25	41.7%	32	50.0%	62
Three	22.0%	155	26.8%	28	21.1%	15	25.4%	24	23.4%	31	12.4%	13	18.1%	14	24.9%	31
Four or more	23.3%	163	32.5%	34	19.1%	13	13.9%	13	33.2%	43	38.9%	40	14.9%	11	6.7%	8
(Refused)	5.4%	38	5.9%	6	0.5%	0	9.5%	9	5.6%	7	9.1%	9	1.4%	1	3.9%	5
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

CHI How many children aged 15 years and under, live in your household?

None	65.6%	461	68.7%	71	67.0%	47	46.3%	43	69.9%	91	62.6%	65	76.6%	59	68.1%	84
One	12.5%	88	14.2%	15	12.2%	8	20.3%	19	7.8%	10	15.2%	16	9.8%	8	9.7%	12
Two	11.9%	84	9.5%	10	16.8%	12	14.9%	14	7.7%	10	13.1%	14	9.0%	7	14.4%	18
Three	4.1%	29	1.7%	2	3.0%	2	9.1%	9	6.3%	8	0.5%	1	3.2%	2	4.0%	5
Four or more	1.2%	8	0.0%	0	0.5%	0	4.5%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.7%	33	5.9%	6	0.5%	0	5.0%	5	5.6%	7	8.6%	9	1.4%	1	3.9%	5
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		
EMP What is the chief wage earner of your household's current employment situation?																
Employed - works away from home	54.5%	382	59.5%	62	56.4%	39	63.6%	60	56.9%	74	52.2%	54	44.0%	34	48.0%	60
Employed - works from home	4.7%	33	1.5%	2	10.1%	7	2.9%	3	4.3%	6	4.2%	4	8.8%	7	4.0%	5
Self-employed - works away from home	6.7%	47	7.8%	8	4.9%	3	5.8%	5	7.9%	10	9.0%	9	1.4%	1	7.5%	9
Self-employed - works from home	3.4%	24	3.7%	4	1.1%	1	1.7%	2	0.4%	1	1.7%	2	6.1%	5	8.6%	11
Unemployed	2.9%	20	3.0%	3	8.9%	6	0.0%	0	5.0%	7	2.2%	2	1.2%	1	1.0%	1
Student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Retired on State Pension ONLY	7.4%	52	5.5%	6	7.8%	5	7.2%	7	6.3%	8	6.6%	7	17.0%	13	4.8%	6
Retired NOT on State Pension Only (e.g. has private pension or other investments)	9.1%	64	4.9%	5	7.5%	5	5.4%	5	6.9%	9	6.4%	7	15.6%	12	17.0%	21
Housewife / husband	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.9%	1	0.7%	1	0.0%	0
Disabled / long-term sick	0.8%	6	0.0%	0	0.5%	0	1.2%	1	0.4%	1	0.5%	1	1.2%	1	1.9%	2
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
(Refused)	8.6%	60	14.1%	15	2.7%	2	7.7%	7	6.3%	8	16.3%	17	3.3%	3	7.2%	9
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	59.7%	419	27.1%	28	76.0%	53	81.5%	77	42.4%	55	44.7%	46	75.3%	58	82.4%	102
Indian	11.9%	84	30.3%	31	5.9%	4	0.4%	0	20.8%	27	15.7%	16	1.9%	1	2.5%	3
Pakistani	4.1%	28	13.4%	14	4.0%	3	4.5%	4	2.8%	4	2.2%	2	1.9%	1	0.0%	0
Bangladeshi	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Asian	8.6%	60	14.4%	15	2.5%	2	9.9%	9	16.2%	21	6.9%	7	6.5%	5	1.0%	1
Black Caribbean	0.6%	4	0.0%	0	0.5%	0	0.0%	0	0.4%	1	1.0%	1	2.6%	2	0.0%	0
Black African	2.8%	20	0.0%	0	2.5%	2	0.4%	0	4.3%	6	8.4%	9	2.6%	2	1.1%	1
Other black	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Chinese	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.2%	1	0.0%	0
Mixed race	2.1%	15	5.4%	6	2.5%	2	0.0%	0	0.9%	1	5.3%	6	0.0%	0	0.5%	1
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.0%	56	9.3%	10	3.8%	3	3.2%	3	11.8%	15	10.4%	11	7.9%	6	7.1%	9
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

QUOTA Zone

Zone 11	14.8%	104	100.0%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	9.9%	70	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	13.4%	94	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	18.6%	130	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%	0	0.0%	0	0.0%	0
Zone 15	14.8%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104	0.0%	0	0.0%	0
Zone 16	10.9%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0
Zone 17	17.7%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	124
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

Hounslow Household Survey for WYG

Weighted:

May 2018

		Total	Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17	
PC	Postcode Sector															
TW1 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TW121	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW123	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW134	3.5%	25	0.0%	0	0.0%	0	26.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW135	3.8%	27	0.0%	0	0.0%	0	28.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW136	3.1%	22	0.0%	0	0.0%	0	23.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW137	2.2%	16	0.0%	0	0.0%	0	16.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW140	2.2%	15	0.0%	0	22.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW148	3.7%	26	0.0%	0	37.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW149	4.1%	28	0.0%	0	40.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 1	2.4%	17	0.0%	0	0.0%	0	0.0%	0	13.1%	17	0.0%	0	0.0%	0	0.0%	0
TW3 2	2.3%	16	0.0%	0	0.0%	0	0.0%	0	12.6%	16	0.0%	0	0.0%	0	0.0%	0
TW3 3	4.4%	31	0.0%	0	0.0%	0	0.0%	0	23.5%	31	0.0%	0	0.0%	0	0.0%	0
TW3 4	2.9%	21	0.0%	0	0.0%	0	0.0%	0	15.7%	21	0.0%	0	0.0%	0	0.0%	0
TW4 5	1.4%	10	9.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 6	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 7	4.0%	28	26.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 0	6.3%	44	0.0%	0	0.0%	0	0.0%	0	33.8%	44	0.0%	0	0.0%	0	0.0%	0
TW5 9	8.5%	60	57.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 4	3.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	27	0.0%	0	0.0%	0
TW7 5	4.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	31	0.0%	0	0.0%	0
TW7 6	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	15	0.0%	0	0.0%	0
TW7 7	4.1%	28	0.0%	0	0.0%	0	0.0%	0	0.8%	1	26.5%	27	0.0%	0	0.0%	0
TW8 0	2.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	21	0.0%	0
TW8 8	4.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	34.2%	26	0.0%	0
TW8 9	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	22	0.0%	0
UB2 5	0.6%	4	3.8%	4	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
W3 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
W4 1	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	10
W4 2	5.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	39
W4 3	5.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	41
W4 4	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	14
W4 5	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	19
W5 4	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0
W6 0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Weighted base:		702		104		70		94		130		104		77		124
Sample:		702		101		100		101		100		100		100		100

Appendix 2:

Data Tabulations

By Centre Mentioned at Q19

(Weighted)

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Q01 Where did you last undertake your main food and grocery shopping?										
Zone 11										
Costco, Western International Park, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	0.6%	4	1.0%	3	0.3%	0	0.0%	0	0.0%	0
Local shops, Brabazon Road, Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (BP), Burns Way, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sadda Superstore, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Staines Road, Hounslow	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanworth Road, Hounslow	0.7%	5	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	4.6%	32	6.9%	19	0.0%	0	0.0%	0	1.4%	2
Zone 12										
Costcutter, Baber Bridge Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	1.8%	13	1.2%	3	0.0%	0	0.0%	0	6.1%	9
Local shops, Sparrow Farm Drive, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	0.9%	6	0.5%	1	0.0%	0	1.1%	0	2.8%	4
Tesco Superstore, Dukes Green Avenue, Feltham	8.3%	58	5.0%	14	0.0%	0	0.0%	0	25.0%	38
Zone 13										
Aldi, High Street, Feltham	2.9%	21	0.3%	1	0.0%	0	0.0%	0	13.2%	20
Asda, The Centre, Tilley Road, Feltham	2.9%	21	0.8%	2	0.0%	0	0.0%	0	11.8%	18
Everydays & Hanworth Post Office, Bear Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, The Centre, Tilley Road, Feltham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Local shops, Feltham Town Centre	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Londis, Holly Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Feltham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Tesco Express, Hampton Road West, Feltham	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	3.6%	25	1.5%	4	0.0%	0	0.0%	0	13.5%	20
Zone 14										
Aldi, Hospital Road, Hounslow	1.9%	13	4.3%	12	0.0%	0	1.3%	1	0.3%	0
Asda, The Blenheim Centre, Hounslow	9.1%	64	19.4%	54	0.0%	0	1.5%	1	1.7%	3
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Crosslands Avenue, Norwood Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	1.4%	10	3.5%	10	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Town Centre, Hounslow	1.0%	7	1.9%	5	0.0%	0	0.0%	0	0.8%	1
Local market, Hounslow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsley Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality Foods, Staines Road, Hounslow	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Sutton Lane, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, High Street, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Lane, Southall	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Hounslow	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Asda, Ivy Bridge Retail Park, Twickenham	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Best-One, London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Kings Arms, South Street, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St John's Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Express Food And Wine, Twickenham Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Odeon Parade/London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Isleworth	0.8%	6	0.2%	1	0.0%	0	13.5%	5	0.0%	0
Tesco Express, London Road, Isleworth	0.3%	2	0.2%	1	0.6%	1	2.5%	1	0.0%	0
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	4.4%	31	7.6%	21	3.7%	6	0.0%	0	0.7%	1
Tesco Extra, Syon Lane, Osterley Park, Isleworth	14.9%	105	22.8%	63	13.3%	20	16.4%	6	2.0%	3
Brentford Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 16										
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	4.9%	34	4.6%	13	2.4%	4	41.9%	16	1.0%	2
Sainsbury's Local, Ealing Road, Brentford	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Kew Bridge Road, Brentford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
Budgens (BP), South Parade, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day N Nite, Sutton Court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Road, Chiswick										
GMS Food & Wine, Southfield Road, Bedford Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Turnham Green Terrace, Chiswick	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
M&S Simply Food, Chiswick High Road, Chiswick	1.5%	10	0.0%	0	6.5%	10	1.4%	1	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick	2.4%	17	0.0%	0	10.9%	16	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	5.9%	41	0.3%	1	21.3%	32	5.7%	2	0.0%	0
Tesco Express, Chiswick High Road, Chiswick	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Road, Chiswick	0.8%	6	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Outside Survey Area										
Aldi, Adams Walk, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Duncan Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingston Road, New Malden	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Western Road, Park Royal	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Iceland, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Southall	0.5%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.6%	4	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, West Ealing	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.3%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwood Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	0
Marks & Spencer, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.8%	5	0.2%	1	2.6%	4	2.5%	1	0.0%	0
Marks & Spencer, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Morrisons, Chalk Farm Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Yiewsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Motcombe Community Shop, The Street, Motcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Coldharbour Lane, Hayes	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Local, High Street Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, New Parade, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Green, Twickenham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond Road West, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitton High Street, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Camden Road, Camden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	1.1%	8	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	1.4%	10	1.5%	4	0.0%	0	0.0%	0	3.5%	5
Sainsbury's Superstore, Tangley Park Road, Hampton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Sainsbury's Superstore, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sira Superstore, King Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Margarets Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Richmond Road West,	1.0%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
East Sheen										
Tesco Extra, Escot Road, Sunbury-on-Thames	1.4%	10	1.7%	5	0.0%	0	0.0%	0	2.3%	4
Tesco Extra, Hythe Road, Willesborough, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Tesco Metro, Broadway Centre, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Metro, George Street, Richmond	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.3%	2	0.0%	0	1.0%	1	1.4%	1	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Hanger Lane, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	0.8%	6	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Westfield Shopping Centre, White City	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet / delivery	6.5%	46	4.9%	14	11.5%	17	2.1%	1	5.2%	8
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q01A Was your last internet grocery shop delivered or click and collect?

Those that said 'Internet / delivery' at Q01

Home delivery	100.0%	46	100.0%	14	100.0%	17	100.0%	1	100.0%	8
Click & collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		46		14		17		1		8
Sample:		39		10		13		2		8

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?										
Zone 11										
Costco, Western International Park, Hayes Road, Hayes	0.8%	6	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	0.5%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Brabazon Road, Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (BP), Burns Way, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sadda Superstore, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.3%	1
Tesco Express, Hanworth Road, Hounslow	0.8%	6	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	5.1%	36	9.0%	25	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Costcutter, Baber Bridge Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	1.0%	7	0.4%	1	0.0%	0	1.4%	1	3.5%	5
Local shops, Sparrow Farm Drive, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	0.5%	3	0.3%	1	0.0%	0	1.1%	0	1.4%	2
Tesco Superstore, Dukes Green Avenue, Feltham	8.3%	58	5.3%	15	0.4%	1	0.0%	0	23.7%	36
Zone 13										
Aldi, High Street, Feltham	3.1%	22	0.0%	0	0.0%	0	0.0%	0	14.5%	22
Asda, The Centre, Tilley Road, Feltham	1.3%	9	0.2%	0	0.0%	0	0.0%	0	5.5%	8
Everydays & Hanworth Post Office, Bear Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	1.7%	12	1.5%	4	0.0%	0	0.0%	0	5.0%	7
Iceland, The Centre, Tilley Road, Feltham	0.6%	4	0.3%	1	0.0%	0	0.0%	0	2.3%	3
Local shops, Feltham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Holly Parade, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Feltham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Tesco Express, Hampton Road West, Feltham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	3.6%	25	0.2%	0	0.2%	0	1.1%	0	15.8%	24
Zone 14										
Aldi, Hospital Road, Hounslow	2.5%	17	3.9%	11	3.1%	5	1.3%	1	0.5%	1
Asda, The Blenheim Centre, Hounslow	8.3%	58	14.2%	39	5.2%	8	1.5%	1	2.9%	4
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Crosslands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Avenue, Norwood Green									
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hounslow Town Centre	1.1%	8	2.7%	8	0.0%	0	0.0%	0	0.3%
Iceland, High Street, Town Centre, Hounslow	1.0%	7	2.1%	6	0.0%	0	0.0%	0	0.0%
Local market, Hounslow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Heston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Hounslow Town Centre	0.7%	5	0.2%	1	0.0%	0	0.0%	0	0.4%
Local shops, Kingsley Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality Foods, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Upper Sutton Lane, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Savers, High Street, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, North Hyde Lane, Southall	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%
Tesco Express, Staines Road, Hounslow	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%
Zone 15									
Asda, Ivy Bridge Retail Park, Twickenham	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%
Best-One, London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Kings Arms, South Street, Isleworth	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%
Costcutter, St John's Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Express Food And Wine, Twickenham Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Odeon Parade/London Road, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, London Road, Isleworth	1.4%	10	1.8%	5	0.0%	0	13.5%	5	0.0%
Tesco Express, London Road, Isleworth	0.5%	3	0.6%	2	0.6%	1	2.5%	1	0.0%
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Mogden Lane, Twickenham, Isleworth	4.9%	34	9.6%	26	0.0%	0	3.9%	1	1.3%
Tesco Extra, Syon Lane, Osterley Park, Isleworth	11.7%	82	16.8%	46	12.1%	18	16.2%	6	1.9%
Brentford Town Centre	0.2%	1	0.2%	1	0.0%	0	2.5%	1	0.0%
Zone 16									
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Street, Brentford	5.2%	37	6.0%	17	2.7%	4	35.2%	13	0.4%
Sainsbury's Local, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Kew Bridge Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 17									
Budgens (BP), South Parade, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Fauconberg Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Chiswick Town Centre	1.1%	8	0.0%	0	5.2%	8	0.0%	0	0.0%

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Day N Nite, Sutton Court Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GMS Food & Wine, Southfield Road, Bedford Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Turnham Green Terrace, Chiswick	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
M&S Simply Food, Chiswick High Road, Chiswick	1.0%	7	0.0%	0	3.4%	5	1.3%	1	0.5%	1
Sainsbury's Local, Chiswick High Road, Chiswick	1.9%	13	0.2%	1	8.4%	13	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	5.6%	39	0.6%	2	21.4%	32	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Road, Chiswick	1.5%	11	0.2%	1	6.3%	9	0.0%	0	0.0%	0
Outside Survey Area										
Aldi, Adams Walk, Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Duncan Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Park Royal	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.2%	1	0.2%	1	0.0%	0	1.4%	1	0.0%	0
Iceland, The Broadway, West Ealing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, High Street, Southall	0.2%	1	0.3%	1	0.0%	0	1.4%	1	0.0%	0
Lidl, High Street, Whitton, Twickenham	1.1%	8	2.5%	7	0.4%	1	0.0%	0	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.2%	1	0.2%	1	0.0%	0	1.4%	1	0.0%	0
Local shops, Chiswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwood Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.9%	6	0.1%	0	2.7%	4	0.0%	0	0.0%	0
Marks & Spencer, King	0.8%	6	0.0%	0	3.7%	6	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Street, Hammersmith										
Morrisons, Chalk Farm Road, Camden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Yiewsley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Morrisons, King Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motcombe Community Shop, The Street, Motcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Coldharbour Lane, Hayes	0.2%	2	0.4%	1	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Local, High Street Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Parade, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northfield Avenue, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Green, Twickenham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond Road West, Richmond	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Whitton High Street, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Camden Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	1.0%	7	0.0%	0	3.0%	5	1.8%	1	0.0%	0
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	1.1%	8	1.2%	3	0.0%	0	0.0%	0	2.3%	4
Sainsbury's Superstore, Tangley Park Road, Hampton	0.9%	7	0.6%	2	0.0%	0	0.0%	0	2.8%	4
Sainsbury's Superstore, The Causeway, Staines	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Sira Superstore, King Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Margarets Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper	1.0%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Richmond Road West, East Sheen										
Tesco Extra, Escot Road, Sunbury-on-Thames	1.1%	7	1.5%	4	0.0%	0	0.0%	0	1.6%	2
Tesco Extra, Hythe Road, Willesborough, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco Metro, Broadway Centre, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.2%	1	0.0%	0	0.6%	1	1.4%	1	0.0%	0
Tesco Metro, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Hanger Lane, Ealing	0.6%	4	0.0%	0	1.6%	2	2.8%	1	0.0%	0
Waitrose, High Road, Harrow Weald	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.4%	3	0.0%	0	1.0%	2	0.0%	0	0.3%	0
Waitrose, Penn Road, Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Westfield Shopping Centre, White City	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet / delivery	5.5%	38	4.3%	12	7.1%	11	1.0%	0	6.2%	9
(Don't know / can't remember)	0.3%	2	0.0%	0	0.4%	1	0.0%	0	0.5%	1
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q02A Was that internet grocery shop delivered or click and collect?

Those that said 'Internet / delivery' at Q02

Home delivery	100.0%	38	100.0%	12	100.0%	11	99.9%	0	100.0%	9
Click & collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		12		11		0		9
Sample:		34		8		9		1		10

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Meanscore: [£]										
Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?										
£1 - £5	0.0%	0	0.0%	0	0.0%	0				
£6 - £10	0.8%	6	0.9%	2	1.2%	2	0.0%	0	0.5%	1
£11 - £15	1.9%	13	2.8%	8	0.0%	0	2.8%	1	3.0%	4
£16 - £20	1.0%	7	0.9%	3	1.1%	2	2.8%	1	0.7%	1
£21 - £25	0.9%	6	1.7%	5	0.8%	1	0.0%	0	0.0%	0
£26 - £30	2.5%	17	0.9%	2	3.1%	5	6.7%	2	3.0%	5
£31 - £35	1.4%	10	1.4%	4	2.8%	4	1.1%	0	0.8%	1
£36 - £40	3.1%	22	4.5%	13	0.0%	0	1.4%	1	3.1%	5
£41 - £45	3.1%	21	1.1%	3	5.7%	9	1.0%	0	1.1%	2
£46 - £50	10.2%	72	16.5%	46	6.6%	10	1.4%	1	6.1%	9
£51 - £60	7.7%	54	9.4%	26	4.2%	6	5.7%	2	8.3%	13
£61 - £70	8.8%	62	8.7%	24	5.0%	7	8.0%	3	13.6%	20
£71 - £80	10.6%	74	8.9%	25	9.5%	14	25.7%	10	9.3%	14
£81 - £90	3.4%	24	3.0%	8	3.6%	5	7.8%	3	3.7%	6
£91 - £100	17.6%	124	15.7%	44	24.8%	37	10.8%	4	19.5%	29
£101 - £110	0.7%	5	0.5%	1	1.3%	2	0.0%	0	1.1%	2
£111 - £120	3.3%	23	1.7%	5	5.9%	9	4.6%	2	4.6%	7
£121 - £130	1.6%	11	0.7%	2	2.8%	4	2.8%	1	1.5%	2
£131 - £140	0.5%	4	0.0%	0	0.4%	1	1.4%	1	0.8%	1
£141 - £150	3.9%	27	3.2%	9	6.7%	10	3.9%	1	1.6%	2
£151 - £175	1.4%	10	2.6%	7	1.3%	2	0.0%	0	0.5%	1
£176 - £200	4.7%	33	4.7%	13	3.9%	6	0.0%	0	5.1%	8
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.6%	4	0.2%	1	1.2%	2	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.5%	67	9.3%	26	7.3%	11	9.5%	4	11.6%	18
(Refused)	0.6%	4	0.8%	2	0.0%	0	2.5%	1	0.3%	1
Mean:	84.84		79.57		94.61		78.79		83.94	
Weighted base:	702		277		151		37		151	
Sample:	702		249		138		53		188	

Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	75.0%	527	70.1%	194	84.2%	127	86.6%	32	80.4%	121
No	25.0%	175	29.9%	83	15.8%	24	13.5%	5	19.6%	30
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q05 Where did you last undertake this 'top-up' food shopping?										
<i>Those that do top-up shopping at Q04</i>										
Zone 11										
Costco, Western International Park, Hayes Road, Hayes	0.1%	0	0.2%	0	0.0%	0				
Iceland, Bath Road, Hounslow (opposite Hounslow West Station)	1.1%	6	2.7%	5	0.0%	0	0.3%	0		
Local shops, Brabazon Road, Heston	0.1%	0	0.0%	0	0.0%	0	0.3%	0		
M&S Simply Food (BP), Burns Way, Hounslow	0.4%	2	0.9%	2	0.0%	0	0.0%	0		
M&S Simply Food (Services), M4, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nisa, Staines Road, Hounslow	0.8%	4	2.2%	4	0.0%	0	0.0%	0		
Sadda Superstore, Bath Road, Hounslow	0.3%	2	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's Local, Staines Road, Hounslow	1.2%	6	2.0%	4	0.0%	0	0.0%	0		
Tesco Express, Bath Road, Hounslow	1.3%	7	3.5%	7	0.0%	0	0.0%	0		
Tesco Express, Hanworth Road, Hounslow	2.4%	12	4.4%	9	0.0%	0	1.5%	1	2.8%	3
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.9%	5	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Costcutter, Baber Bridge Parade, Feltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lidl, New Road, Feltham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Local shops, Sparrow Farm Drive, Feltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, 507-511 Staines Road, Feltham (has a Barnardos & Costa attached)	1.0%	5	0.6%	1	0.0%	0	0.0%	0	3.3%	4
Tesco Express, Staines Road, Turpin Green Lane, Feltham (used to be pub, on a crossroads)	1.6%	8	0.2%	0	0.0%	0	0.0%	0	6.3%	8
Tesco Superstore, Dukes Green Avenue, Feltham	4.4%	23	1.5%	3	0.0%	0	0.0%	0	16.6%	20
Zone 13										
Aldi, High Street, Feltham	1.4%	8	0.3%	1	0.0%	0	0.0%	0	5.8%	7
Asda, The Centre, Tilley Road, Feltham	2.3%	12	0.0%	0	0.0%	0	0.0%	0	10.1%	12
Everydays & Hanworth Post Office, Bear Road, Feltham	0.8%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Iceland, The Centre, Tilley Road, Feltham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Feltham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Londis, Holly Parade, Feltham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Bear Road, Feltham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Hampton Road West, Feltham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Tesco Superstore, High Street, Feltham	3.6%	19	1.6%	3	0.0%	0	0.0%	0	12.9%	16
Zone 14										
Aldi, Hospital Road, Hounslow	0.4%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	0
Asda, The Blenheim Centre, Hounslow	6.0%	31	13.0%	25	0.0%	0	0.0%	0	0.5%	1
B&M, The Blenheim Centre, Alexandra Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Crosslands	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Avenue, Norwood Green										
Home Bargains, Hospital Road, Hounslow	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	3.0%	16	5.8%	11	0.4%	1	0.0%	0	0.0%	0
Iceland, High Street, Town Centre, Hounslow	2.8%	15	7.3%	14	0.5%	1	0.0%	0	0.0%	0
Local market, Hounslow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Heston Local Centre	0.7%	3	0.2%	0	0.0%	0	0.0%	0	2.1%	3
Local shops, Hounslow Town Centre	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsley Road, Hounslow	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Quality Foods, Staines Road, Hounslow	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Sutton Lane, Hounslow	1.3%	7	3.1%	6	0.0%	0	1.2%	0	0.0%	0
Savers, High Street, Hounslow	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Lane, Southall	0.8%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Staines Road, Hounslow	1.1%	6	2.7%	5	0.0%	0	0.0%	0	0.3%	0
Zone 15										
Asda, Ivy Bridge Retail Park, Twickenham	0.5%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Best-One, London Road, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Kings Arms, South Street, Isleworth	0.8%	4	0.3%	1	2.2%	3	0.0%	0	0.4%	1
Costcutter, St John's Road, Isleworth	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Express Food And Wine, Twickenham Road, Isleworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Isleworth Town Centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Nisa, Odeon Parade/London Road, Isleworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Isleworth	2.7%	14	2.2%	4	3.3%	4	15.6%	5	0.0%	0
Tesco Express, London Road, Isleworth	3.0%	16	6.5%	13	0.4%	1	3.3%	1	0.7%	1
Tesco Express, Spring Grove Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	2.8%	15	3.0%	6	5.4%	7	0.0%	0	1.6%	2
Tesco Extra, Syon Lane, Osterley Park, Isleworth	4.9%	26	8.2%	16	3.0%	4	6.1%	2	0.9%	1
Brentford Town Centre	1.3%	7	1.2%	2	1.3%	2	9.4%	3	0.0%	0
Zone 16										
Co-op, Thames Valley University, Boston Manor Road, Brentford	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Costcutter, High Street, Brentford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Local shops, Brentford Town Centre	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Morrisons, High Street, Brentford	6.2%	33	5.8%	11	4.0%	5	43.7%	14	1.2%	1
Sainsbury's Local, Ealing Road, Brentford	0.7%	3	0.0%	0	0.4%	1	6.2%	2	0.0%	0
Sainsbury's Local, Kew Bridge Road, Brentford	1.0%	5	0.3%	1	3.3%	4	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Gunnersbury Lane, Brentford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
Budgens (BP), South Parade, Chiswick	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick	1.3%	7	0.0%	0	4.2%	5	0.0%	0	0.0%	0
Chiswick Town Centre	2.3%	12	0.0%	0	9.4%	12	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Day N Nite, Sutton Court Road, Chiswick	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
GMS Food & Wine, Southfield Road, Bedford Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local market, Chiswick Town Centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Turnham Green Terrace, Chiswick	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
M&S Simply Food, Chiswick High Road, Chiswick	1.9%	10	0.3%	1	7.6%	10	0.0%	0	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick	1.1%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	2.3%	12	0.0%	0	6.9%	9	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick	0.5%	3	0.3%	1	1.5%	2	0.0%	0	0.0%	0
Waitrose, Chiswick High Road, Chiswick	2.1%	11	0.0%	0	8.8%	11	0.0%	0	0.0%	0
Outside Survey Area										
Aldi, Adams Walk, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Duncan Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Millington Road, Hayes	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Wimbledon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Park Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, South Ealing Road, Ealing	0.2%	1	0.0%	0	0.4%	1	1.6%	1	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Whitton, Twickenham	0.4%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Lidl, Shepherds Bush Green, Shepherds Bush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chiswick Town Centre	0.8%	4	0.3%	1	2.2%	3	0.0%	0	0.0%	0
Local shops, Ealing District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenford Local Centre	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Street, Hammersmith	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Northfield Avenue, Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwood Green Local Centre	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitton Local Centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.3%	2	0.0%	0	0.5%	1	3.2%	1	0.0%	0
Marks & Spencer, King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Street, Hammersmith										
Morrisons, Chalk Farm Road, Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Yiewsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.4%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Morrisons, The Waterglade Centre, Arcadia Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motcombe Community Shop, The Street, Motcombe	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Local, Boston Parade, Boston Road, Hanwell	0.9%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Sainsbury's Local, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street Whitton, Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Hampton Hill, Hampton	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Hammersmith	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Parade, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Local, Northfield Avenue, Ealing	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, The Green, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond Road West, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitton High Street, Twickenham	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Camden Road, Camden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eden Walk, Kingston Upon Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Kings Mall, King Street, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lombardy Retail Park, Coldharbour Lane, Hayes	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Melbourne Avenue, West Ealing	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road, Hampton Hill	2.0%	10	0.0%	0	0.0%	0	0.0%	0	8.6%	10
Sainsbury's Superstore, Tangley Park Road, Hampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sira Superstore, King Street, Southall	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Whitton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Tesco Express, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Express, St. Margarets Road, Twickenham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper	1.3%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Richmond Road West, East Sheen										
Tesco Extra, Escot Road, Sunbury-on-Thames	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Hythe Road, Willesborough, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Metro, Broadway Centre, Hammersmith	1.1%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Tesco Metro, Ealing Broadway Shopping Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hanger Lane, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Waitrose, Penn Road, Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Waitrose, Westfield Shopping Centre, White City	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Nulls & SFT										
Internet / delivery	1.6%	9	0.3%	1	2.7%	3	0.0%	0	3.8%	5
(Don't know / can't remember)	2.3%	12	4.3%	8	2.6%	3	0.0%	0	0.3%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		527		194		127		32		121
Sample:		519		174		115		44		140

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Meanscore: [£]										
Q06 How much would you estimate you typically spend on a weekly basis on top up food										
Those that do top-up shopping at Q04										
£1 - £5	15.7%	82	15.6%	30	13.0%	17	15.9%	5	13.2%	16
£6 - £10	25.4%	134	27.9%	54	26.6%	34	27.2%	9	23.1%	28
£11 - £15	15.5%	82	18.0%	35	13.2%	17	1.2%	0	17.1%	21
£16 - £20	15.1%	80	13.4%	26	15.6%	20	32.5%	11	15.9%	19
£21 - £25	5.5%	29	2.0%	4	12.4%	16	1.6%	1	2.7%	3
£26 - £30	6.3%	33	4.4%	9	2.2%	3	9.4%	3	13.6%	16
£31 - £35	1.9%	10	2.3%	5	3.0%	4	0.0%	0	0.4%	1
£36 - £40	1.8%	10	2.3%	4	1.0%	1	1.5%	1	2.6%	3
£41 - £45	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	0
£46 - £50	2.2%	11	1.5%	3	3.3%	4	1.7%	1	1.6%	2
£51 - £60	1.7%	9	3.1%	6	1.4%	2	2.9%	1	0.0%	0
£61 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£71 - £80	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.8%	41	8.3%	16	6.5%	8	6.1%	2	9.0%	11
(Refused)	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	17.31		16.66		19.27		16.92		17.17	
Weighted base:	527		194		127		32		121	
Sample:	519		174		115		44		140	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham	
Q07 Where did you last buy clothing or footwear goods?						
Zone 11						
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Zone 12						
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.2%	2	0.1%	0	0.0%	1
Zone 13						
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.2%	2	0.0%	0	0.0%	2
Asda, The Centre, Tilley Road, Feltham	0.1%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	8.0%	56	2.5%	7	1.9%	46
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.1%	1	0.0%	0	0.0%	1
Zone 14						
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	22.2%	156	42.2%	117	3.2%	12
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Zone 15						
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.6%	4	1.0%	3	0.3%	1
Osterley District Centre	0.1%	1	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.1%	1	0.4%	1	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.5%	3	0.0%	0	0.6%	1

Column %ges.

Hounslow Household Survey for WYG

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May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	2.1%	14	0.0%	0	9.3%	14	1.3%	1	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	1.7%	12	0.0%	0	5.3%	8	2.8%	1	1.0%	2

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	3.2%	23	3.6%	10	4.0%	6	9.6%	4	0.5%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	2.9%	20	0.4%	1	12.7%	19	0.0%	0	0.0%	0
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.2%	1	0.2%	1	0.0%	0	1.5%	1	0.0%	0
Hay-on-Wye Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	3.3%	23	0.6%	2	5.1%	8	17.1%	6	0.3%	0
Kingston Upon Thames	7.6%	54	7.0%	19	3.3%	5	4.5%	2	10.9%	16
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.7%	5	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer, Ealing Broadway, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.4%	3	0.1%	0	0.0%	0	0.0%	0	1.3%	2
Marks & Spencer, Kensington High Street, Kensington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.4%	3	0.6%	2	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.2%	2	0.1%	0	0.8%	1	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	2.9%	21	1.5%	4	5.1%	8	3.6%	1	0.5%	1
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	3.5%	24	0.9%	2	0.4%	1	1.4%	1	13.6%	20
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.1%	8	0.4%	1	0.0%	0	13.5%	5	1.1%	2
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	1.2%	8	0.1%	0	0.0%	0	0.0%	0	4.6%	7
Uxbridge Centre	0.4%	3	0.8%	2	0.0%	0	0.0%	0	0.5%	1
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	5.7%	40	8.5%	23	7.6%	11	3.9%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	3.3%	23	1.8%	5	4.9%	7	1.4%	1	2.5%	4
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet	15.1%	106	14.1%	39	25.4%	38	14.7%	6	9.5%	14
Mail order / catalogue	0.9%	7	0.3%	1	1.3%	2	1.4%	1	1.8%	3
TV shopping	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	5.0%	35	5.6%	16	3.9%	6	4.3%	2	5.1%	8
(Don't do this type of shopping)	2.9%	20	3.4%	9	2.4%	4	2.5%	1	1.7%	3
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q07A How did you receive your clothing or footwear goods?

Those that said 'Internet' at Q07

Home delivery	87.9%	93	98.6%	39	75.7%	29	100.0%	6	85.4%	12
Delivery to place of work	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	8.4%	9	1.4%	1	14.9%	6	0.0%	0	12.0%	2
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	3.4%	4	0.0%	0	9.4%	4	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		106		39		38		6		14
Sample:		83		24		26		6		17

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q08 Where did you last buy books, CDs or DVDs?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0				
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0				
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0				
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.1%	0	0.1%	0	0.0%	0				
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0				
Zone 12										
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0				
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0				
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0				
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0				
Tesco Superstore, Dukes Green Avenue, Feltham	0.3%	2	0.0%	0	0.0%	0	1.3%	2		
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Feltham Town Centre	3.6%	26	1.9%	5	0.0%	0	0.0%	0	13.5%	20
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	2.9%	20	6.0%	17	0.4%	1	3.8%	1	1.1%	2
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.5%	3	0.4%	1	0.6%	1	1.4%	1	0.2%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.4%	3	0.2%	1	0.0%	0	4.3%	2	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	5.8%	41	2.4%	7	21.2%	32	4.3%	2	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.3%	2	0.4%	1	0.0%	0	1.4%	1	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	0.8%	5	1.2%	3	0.6%	1	1.4%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.0%	7	0.5%	1	3.4%	5	1.4%	1	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.2%	2	0.2%	1	0.8%	1	0.0%	0	0.0%	0
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	1	0.1%	0	0.0%	0	1.5%	1	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	2.1%	15	1.6%	4	0.6%	1	0.0%	0	5.5%	8
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.8%	6	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.0%	7	0.8%	2	1.6%	2	1.4%	1	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.9%	13	1.1%	3	0.4%	1	1.4%	1	5.9%	9
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.4%	3	0.2%	1	0.6%	1	0.0%	0	0.5%	1
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	1.0%	7	0.9%	3	1.5%	2	0.0%	0	0.3%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet	31.9%	224	27.8%	77	41.4%	62	28.9%	11	31.8%	48
Mail order / catalogue	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	33	3.3%	9	0.4%	1	1.4%	1	7.8%	12
(Don't do this type of shopping)	37.8%	265	49.5%	137	20.4%	31	41.8%	16	29.5%	44
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q08A How did you receive your books, CDs or DVDs?

Those that said 'Internet' at Q08

Home delivery	93.2%	208	89.3%	69	95.9%	60	91.4%	10	93.5%	45
Delivery to place of work	2.4%	5	6.5%	5	0.0%	0	0.0%	0	0.8%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.7%	1	0.0%	0	0.9%	1	8.6%	1	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Via the internet	2.9%	6	4.2%	3	0.8%	1	0.0%	0	5.7%	3
(Don't know / varies)	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		224		77		62		11		48
Sample:		202		60		56		14		50

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q09 Where did you last buy furnishings and household textile goods?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0				
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0				
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0				
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0				
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0				
Zone 12										
Bedfont Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1		
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, New Road, Feltham	0.1%	0	0.1%	0	0.0%	0	0.0%	0		
Tesco Express, 507-511 Staines Road, Feltham	0.1%	1	0.0%	0	0.0%	0	0.4%	1		
Tesco Superstore, Dukes Green Avenue, Feltham	0.1%	1	0.0%	0	0.0%	0	0.6%	1		
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.1%	1	0.0%	0	0.0%	0	0.4%	1		
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bunnings, Twickenham Road, Feltham	0.1%	1	0.0%	0	0.0%	0	0.5%	1		
Feltham Town Centre	3.9%	27	0.8%	2	0.0%	0	0.0%	0	16.6%	25
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	7.8%	55	16.2%	45	0.0%	0	6.7%	3	4.5%	7
Tesco Express, Staines Road, Hounslow	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	1.8%	13	2.7%	7	0.6%	1	0.0%	0	2.8%	4
Isleworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.9%	6	1.2%	3	0.0%	0	1.4%	1	0.2%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	2.0%	14	1.3%	3	0.6%	1	0.0%	0	2.5%	4
Brentford Town Centre	0.8%	6	1.1%	3	0.0%	0	1.4%	1	1.4%	2
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.6%	1
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	1.2%	8	0.0%	0	5.5%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	1.7%	12	0.2%	1	6.6%	10	0.0%	0	0.3%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.5%	4	0.6%	2	0.7%	1	0.0%	0	0.5%	1
Ealing Centre	1.2%	9	1.4%	4	1.2%	2	5.3%	2	0.3%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.2%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.5%	3	0.2%	1	1.4%	2	0.0%	0	0.3%	1
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	1.1%	8	0.5%	1	2.0%	3	0.0%	0	1.1%	2
Hayes Town Centre	0.3%	2	0.6%	2	0.0%	0	1.5%	1	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	3.2%	22	2.4%	7	7.1%	11	2.8%	1	2.4%	4
IKEA, Glover Drive, Tottenham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.4%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Kew District Centre	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.8%	6	0.0%	0	2.7%	4	3.9%	1	0.0%	0
Kingston Upon Thames	5.1%	36	5.4%	15	5.6%	8	8.0%	3	3.2%	5
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.6%	5	0.9%	3	0.0%	0	0.0%	0	1.3%	2
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.8%	6	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Putney Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.5%	4	0.2%	1	0.4%	1	4.3%	2	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.5%	4	0.0%	0	2.1%	3	0.0%	0	0.2%	0
Slough Retail Park, Twinges Lane, Slough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.9%	6	0.6%	2	0.0%	0	0.0%	0	3.1%	5
Staples Corner Retail Park Geron Way, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.7%	5	0.2%	1	0.6%	1	0.0%	0	2.2%	3
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.4%	3	0.4%	1	0.0%	0	0.0%	0	1.1%	2
Uxbridge Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.6%	1
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
West Ealing District Centre	0.2%	1	0.0%	0	0.4%	1	1.4%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	3.0%	21	2.4%	7	8.2%	12	0.0%	0	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%
Woking Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT									
Internet	14.4%	101	11.6%	32	18.6%	28	21.1%	8	13.9%
Mail order / catalogue	0.8%	6	0.5%	1	0.0%	0	4.3%	2	0.5%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	14.3%	100	17.3%	48	9.0%	14	4.2%	2	15.4%
(Don't do this type of shopping)	20.4%	144	25.2%	70	16.0%	24	29.8%	11	12.5%
Weighted base:		702		277		151		37	151
Sample:		702		249		138		53	188

Q09A How did you receive your furnishings and household textile goods?

Those that said 'Internet' at Q09

Home delivery	95.1%	96	97.0%	31	88.9%	25	93.3%	7	98.2%	21
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	4.4%	4	3.0%	1	11.1%	3	0.0%	0	1.8%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.5%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		101		32		28		8		21
Sample:		94		27		17		10		28

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Q10 Where did you last buy small household goods such as, china, glassware and utensils?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.9%	7	2.4%	7	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	1.0%	7	0.5%	1	0.0%	0	0.0%	0	3.5%	5
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	5.1%	36	0.6%	2	0.0%	0	1.4%	1	22.4%	34
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	11.8%	83	25.5%	71	0.8%	1	2.8%	1	6.5%	10
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	1.0%	7	1.6%	4	1.6%	2	0.0%	0	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.8%	6	0.8%	2	0.0%	0	0.0%	0	2.0%	3
Osterley District Centre	0.9%	6	2.0%	6	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1.6%	11	1.1%	3	2.3%	3	3.9%	1	1.2%	2

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Chiswick Town Centre	1.5%	10	0.0%	0	6.4%	10	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.4%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	2.7%	19	0.1%	0	5.5%	8	2.8%	1	5.3%	8

Column %ges.

Hounslow Household Survey for WYG

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May 2018

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Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Ealing Centre	0.4%	3	0.2%	1	0.8%	1	0.0%	0	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Hampton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.4%	3	0.1%	0	0.4%	1	0.0%	0	0.0%	0
Hayes Town Centre	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	4.4%	31	7.7%	21	1.8%	3	6.8%	3	2.2%	3
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	1.0%	7	0.2%	1	2.0%	3	3.9%	1	0.0%	0
Kingston Upon Thames	6.3%	44	4.9%	14	9.6%	15	8.5%	3	2.0%	3
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.9%	6	2.0%	6	0.3%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.4%	3	0.8%	2	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

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May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.9%	7	0.1%	0	0.4%	1	1.4%	1	3.1%	5
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Twickenham Centre	1.4%	10	1.5%	4	1.3%	2	0.0%	0	0.5%	1
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Uxbridge Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Valley Retail Park, Purley Way, Croydon	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.7%	5	1.8%	5	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	1.2%	8	0.2%	1	4.6%	7	2.5%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.6%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Weybridge Town Centre	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet	7.5%	53	3.9%	11	8.6%	13	10.8%	4	8.3%	13
Mail order / catalogue	0.3%	2	0.6%	2	0.0%	0	1.4%	1	0.0%	0
TV shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know / can't remember)	12.9%	90	8.5%	23	15.3%	23	6.3%	2	15.2%	23
(Don't do this type of shopping)	25.3%	177	28.1%	78	27.1%	41	40.6%	15	17.7%	27
Weighted base:	702		277		151		37		151	
Sample:	702		249		138		53		188	

Q10A How did you receive your small household goods such as, china, glassware and utensils?

Those that said 'Internet' at Q10

Home delivery	99.0%	52	100.0%	11	100.0%	13	86.9%	4	100.0%	13
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	1.0%	1	0.0%	0	0.0%	0	13.1%	1	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		53		11		13		4		13
Sample:		44		14		8		4		11

Hounslow Household Survey for WYG

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Q11 Where did you last buy items such as clocks, jewellery, watches?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	1.4%	10	0.1%	0	0.0%	0	0.0%	0	6.4%	10
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	11.1%	78	18.9%	52	1.0%	1	6.9%	3	9.7%	15
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	1.0%	7	0.3%	1	3.8%	6	1.4%	1	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	1.9%	13	1.7%	5	4.6%	7	0.0%	0	1.0%	2
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	2.7%	19	0.2%	1	5.0%	8	4.6%	2	3.9%	6

Column %ges.

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Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.9%	13	1.6%	4	4.4%	7	5.3%	2	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fulham Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	8
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	1.0%	7	0.0%	0	4.5%	7	0.0%	0	0.2%	0
Hampton Local Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.4%	3	0.8%	2	0.4%	1	0.0%	0	0.0%	0
Kingston Upon Thames	4.4%	31	3.7%	10	4.4%	7	6.7%	3	5.1%	8
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.4%	10	0.3%	1	5.7%	9	1.4%	1	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Southall District Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	2.3%	16	0.3%	1	0.0%	0	2.8%	1	9.3%	14
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.7%	5	0.0%	0	0.0%	0	13.5%	5	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	3.4%	24	4.4%	12	5.3%	8	2.5%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.0%	7	2.1%	6	0.3%	0	2.5%	1	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT									
Internet	8.9%	63	9.6%	26	2.0%	3	9.4%	4	11.4%
Mail order / catalogue	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%
TV shopping	0.3%	2	0.3%	1	0.8%	1	0.0%	0	0.0%
(Don't know / can't remember)	9.2%	64	9.7%	27	11.7%	18	1.4%	1	8.1%
(Don't do this type of shopping)	42.2%	296	43.7%	121	43.1%	65	38.9%	15	32.6%
Weighted base:		702		277		151		37	
Sample:		702		249		138		53	

Q11A How did you receive your items such as clocks, jewellery, watches?

Those that said 'Internet' at Q11

Home delivery	90.9%	57	81.0%	21	77.7%	2	100.0%	4	100.0%
Delivery to place of work	8.0%	5	19.0%	5	0.0%	0	0.0%	0	0.0%
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	1.1%	1	0.0%	0	22.3%	1	0.0%	0	0.0%
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		63		26		3		4	
Sample:		56		23		5		3	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q12 Where did you last buy toys, games, bicycles and other recreational/sports goods?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.6%	4	1.3%	4	0.0%	0	0.0%	0	0.5%	1
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	6.2%	43	1.7%	5	0.0%	0	0.0%	0	25.4%	38
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Hounslow Town Centre	11.5%	81	24.2%	67	1.2%	2	5.4%	2	4.7%	7
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.4%	3	0.2%	1	0.3%	1	1.3%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.5%	1
Osterley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.4%	3	0.8%	2	0.3%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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May 2018

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Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	3.7%	26	2.4%	7	12.7%	19	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	1.7%	12	1.4%	4	2.6%	4	0.0%	0	1.5%	2

Column %ges.

Hounslow Household Survey for WYG

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	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.8%	6	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Ealing Centre	1.4%	10	1.4%	4	2.0%	3	2.5%	1	0.6%	1
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.3%	2	0.6%	2	0.0%	0	1.4%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hammersmith Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hampton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	1.5%	10	2.5%	7	1.6%	2	1.4%	1	0.2%	0
Hayes Town Centre	0.2%	1	0.1%	0	0.0%	0	1.5%	1	0.3%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.5%	3	0.2%	1	0.9%	1	3.9%	1	0.0%	0
Kingston Upon Thames	1.1%	7	1.6%	4	0.4%	1	2.8%	1	0.7%	1
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.6%	4	0.9%	3	0.0%	0	2.5%	1	0.2%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.1%	8	0.2%	1	0.4%	1	1.4%	1	3.9%	6
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.9%	14	2.4%	7	0.0%	0	1.3%	1	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	1.3%	9	0.0%	0	0.0%	0	0.0%	0	5.8%	9
Uxbridge Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	1.5%	10	0.5%	1	4.9%	7	1.4%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT									
Internet	17.2%	120	14.2%	39	28.0%	42	17.9%	7	12.0%
Mail order / catalogue	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	7.4%	52	5.5%	15	4.6%	7	1.4%	1	10.2%
(Don't do this type of shopping)	34.4%	242	34.1%	94	34.2%	52	52.3%	20	28.8%
Weighted base:	702		277		151		37		151
Sample:	702		249		138		53		188

Q12A How did you receive your toys, games, bicycles and other recreational/sports goods?

Those that said 'Internet' at Q12

Home delivery	89.0%	107	80.9%	32	93.1%	39	92.1%	6	100.0%	18
Delivery to place of work	4.2%	5	12.8%	5	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	3.4%	4	1.4%	1	2.8%	1	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	1.8%	2	1.0%	0	4.1%	2	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	1.3%	2	2.5%	1	0.0%	0	7.9%	1	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	120		39		42		7		18	
Sample:	106		33		28		8		21	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Q13 Where did you last buy chemist goods including health and beauty products?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	1.7%	12	0.1%	0	0.0%	0	0.0%	0	7.2%	11
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Bedfont Local Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.4%	3	0.1%	0	0.0%	0	0.0%	0	1.5%	2
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Asda, The Centre, Tilley Road, Feltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	13.6%	96	3.9%	11	0.2%	0	1.1%	0	54.1%	82
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Zone 14										
Heston Local Centre	0.8%	5	0.8%	2	0.0%	0	0.0%	0	1.7%	3
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	25.6%	180	51.8%	144	4.1%	6	2.5%	1	1.9%	3
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	2.4%	17	3.5%	10	2.4%	4	1.3%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.2%	2	0.0%	0	0.3%	1	1.3%	1	0.4%	1
Osterley District Centre	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1.5%	11	1.2%	3	1.3%	2	4.2%	2	0.9%	1

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford Town Centre	4.7%	33	3.4%	9	2.7%	4	43.4%	16	1.8%	3
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.5%	4	1.1%	3	0.0%	0	1.4%	1	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	13.6%	95	5.4%	15	49.9%	75	4.6%	2	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.2%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	0.9%	6	0.2%	1	0.0%	0	0.0%	0	2.5%	4

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	1.6%	11	1.3%	4	1.6%	2	5.3%	2	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	2.4%	17	0.2%	1	8.2%	12	0.0%	0	2.8%	4
Hampton Local Centre	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	1	0.1%	0	0.0%	0	1.5%	1	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.7%	5	0.9%	3	0.8%	1	0.0%	0	0.2%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.3%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	2.6%	19	2.1%	6	3.7%	6	6.7%	2	0.6%	1
Kingston Upon Thames	2.7%	19	1.8%	5	0.0%	0	0.0%	0	4.8%	7
Lidl, High Street, Whitton, Twickenham	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	1.3%	9	3.0%	8	0.0%	0	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Southall District Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.9%	7	0.8%	2	0.4%	1	0.0%	0	1.9%	3
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Twickenham Centre	3.7%	26	2.5%	7	4.3%	6	14.8%	6	0.9%	1
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.8%	6	0.0%	0	0.8%	1	2.5%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.2%	9	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT									
Internet	2.2%	15	2.2%	6	3.9%	6	1.1%	0	1.5%
Mail order / catalogue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	2.1%	15	0.6%	2	5.2%	8	0.0%	0	2.3%
(Don't do this type of shopping)	5.0%	35	7.8%	22	2.6%	4	3.9%	1	3.4%
Weighted base:	702		277		151		37		151
Sample:	702		249		138		53		188

Q13A How did you receive your chemist goods including health and beauty products?

Those that said 'Internet' at Q13

Home delivery	100.0%	15	100.0%	6	100.0%	6	100.1%	0	100.0%	2
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		15		6		6		0		2
Sample:		15		4		4		1		4

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham	
Q14 Where did you last buy a large household electrical item?						
Zone 11						
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.1%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Zone 12						
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.1%	1	0.0%	0	0.0%	1
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.3%	2	0.0%	0	0.0%	0
Zone 13						
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	6.6%	46	4.3%	12	0.0%	32
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	2.9%	21	1.1%	3	0.0%	18
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0
Zone 14						
Heston Local Centre	0.1%	0	0.1%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	6.3%	44	14.9%	41	0.6%	1
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Zone 15						
Homebase, Syon Lane, Brentford	0.5%	3	0.8%	2	0.8%	1
Isleworth Town Centre	0.2%	1	0.4%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	3.4%	24	5.5%	15	1.6%	2
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2%	1	0.5%	1	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1.0%	7	0.7%	2	2.0%	3

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

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Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	3.7%	26	4.6%	13	2.0%	3	10.3%	4	0.3%	0
Brentford Town Centre	1.8%	13	2.7%	8	0.7%	1	5.4%	2	1.2%	2
Currys PC World, West Cross Way, Brentford	1.6%	11	2.9%	8	1.7%	3	1.3%	1	0.2%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	6.2%	43	5.8%	16	10.4%	16	14.2%	5	1.4%	2
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	0.5%	3	0.2%	1	1.6%	2	1.4%	1	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	2.9%	20	0.2%	1	7.5%	11	3.9%	1	2.8%	4

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Cowley Retail Park, High Road, West Drayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
East Sheen Local Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	1.3%	9	1.5%	4	2.5%	4	1.4%	1	0.2%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.8%	6	0.2%	1	0.0%	0	0.0%	0	3.3%	5
Hampton Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	1.4%	10	1.2%	3	0.4%	1	0.0%	0	2.2%	3
Hayes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	6.3%	44	3.2%	9	10.1%	15	8.1%	3	4.8%	7
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.6%	4	0.9%	3	0.0%	0	0.0%	0	0.8%	1
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.5%	10	1.4%	4	0.0%	0	13.5%	5	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	1
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Nulls & SFT										
Internet	21.3%	150	18.2%	51	29.9%	45	9.1%	3	24.1%	36
Mail order / catalogue	0.5%	3	0.4%	1	0.0%	0	1.4%	1	0.3%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.9%	63	12.5%	35	10.1%	15	4.2%	2	5.5%	8
(Don't do this type of shopping)	13.7%	96	14.1%	39	10.4%	16	14.7%	5	7.1%	11
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q14A How did you receive your large household electrical item?*Those that said 'Internet' at Q14*

Home delivery	94.8%	142	99.0%	50	93.1%	42	100.0%	3	88.4%	32
Delivery to place of work	2.1%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	11.6%	4
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		150		51		45		3		36
Sample:		139		39		36		6		41

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q15 Where did you last buy small electrical goods (cameras, tablets, blenders)?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12										
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Quesstrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.4%	3	0.3%	1	0.0%	0	0.0%	0	1.4%	2
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	2.2%	15	0.6%	2	0.0%	0	0.0%	0	8.4%	13
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	5.2%	36	0.1%	0	0.0%	0	0.0%	0	23.8%	36
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	8.3%	58	19.7%	55	0.8%	1	2.8%	1	0.6%	1
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	1.6%	11	2.2%	6	0.0%	0	0.0%	0	1.2%	2
Osterley District Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	2.0%	14	1.3%	4	3.4%	5	8.5%	3	1.6%	2

Column %ges.

Hounslow Household Survey for WYG

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Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	2.0%	14	0.8%	2	1.7%	3	7.8%	3	0.0%	0
Brentford Town Centre	2.2%	15	3.5%	10	0.7%	1	5.4%	2	1.2%	2
Currys PC World, West Cross Way, Brentford	1.3%	9	2.9%	8	0.4%	1	1.3%	1	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	3.3%	23	2.9%	8	4.0%	6	10.0%	4	1.5%	2
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	4.8%	33	2.4%	7	16.4%	25	1.4%	1	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	1.9%	14	0.2%	1	4.6%	7	1.4%	1	2.5%	4

Column %ges.

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Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Ealing Centre	0.7%	5	0.5%	1	1.1%	2	2.8%	1	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	1.0%	7	0.9%	2	2.5%	4	1.4%	1	0.0%	0
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.5%	3	0.2%	1	0.0%	0	0.0%	0	1.8%	3
Hampton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.6%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	5.6%	40	4.5%	12	4.1%	6	5.3%	2	6.9%	10
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.5%	4	0.2%	1	1.7%	3	1.4%	1	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.2%	2	0.1%	0	0.0%	0	0.0%	0	0.8%	1

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.5%	3	0.1%	0	0.0%	0	0.0%	0	1.9%	3
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.2%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	1.7%	12	1.1%	3	1.0%	1	13.5%	5	0.6%	1
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.5%	4	0.0%	0	2.0%	3	1.4%	1	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	1.9%	13	2.5%	7	4.0%	6	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.5%	4	1.0%	3	0.0%	0	0.0%	0	0.5%	1
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet	21.2%	149	21.6%	60	30.4%	46	16.8%	6	15.5%	23
Mail order / catalogue	0.3%	2	0.4%	1	0.0%	0	1.4%	1	0.3%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.9%	41	7.0%	20	2.8%	4	5.3%	2	9.3%	14
(Don't do this type of shopping)	20.5%	144	20.1%	56	16.4%	25	10.7%	4	15.7%	24
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Q15A How did you receive your small electrical goods (cameras, tablets, blenders)?

Those that said 'Internet' at Q15

Home delivery	96.3%	143	99.2%	59	91.8%	42	100.0%	6	95.0%	22
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	3.2%	5	0.8%	1	8.2%	4	0.0%	0	1.8%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		149		60		46		6		23
Sample:		124		42		33		7		28

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q16 Where did you last buy furniture, carpets and floor coverings?										
Zone 11										
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0				
Hanworth Local Centre	0.0%	0	0.0%	0	0.0%	0				
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0				
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0				
Trade City, Hayes Road, Hayes	0.1%	0	0.0%	0	0.0%	0	0.3%	0		
Zone 12										
Bedfont Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0		
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, New Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Dukes Green Avenue, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 13										
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	1.1%	7	0.3%	1	0.0%	0	0.0%	0	4.2%	6
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Feltham Town Centre	2.9%	21	0.3%	1	0.0%	0	0.0%	0	12.5%	19
Hampton Business Park, Bolney Way, Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth Trading Estate, Hampton Road West, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.5%	4	0.1%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Superstore, High Street, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14										
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	5.7%	40	9.6%	27	0.9%	1	1.4%	1	7.0%	11
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15										
Homebase, Syon Lane, Brentford	1.0%	7	0.4%	1	0.7%	1	1.4%	1	2.8%	4
Isleworth Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Osterley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	4.4%	31	2.7%	7	4.0%	6	20.3%	8	2.4%	4
Brentford Town Centre	1.7%	12	3.1%	9	0.6%	1	2.9%	1	0.7%	1
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	1.3%	9	2.5%	7	0.8%	1	1.4%	1	0.3%	1
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Wyevale Garden Centre, Syon Park, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	1.0%	7	2.3%	6	0.0%	0	1.4%	1	0.0%	0
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	2.2%	15	0.2%	1	9.5%	14	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.1%	1	0.1%	0	0.4%	1	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, Norwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Carpetright, Springfield Road, Hayes	0.4%	3	0.6%	2	0.8%	1	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	2.1%	15	0.0%	0	5.5%	8	0.0%	0	3.6%	5

Column %ges.

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Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.7%	5	0.7%	2	0.6%	1	2.5%	1	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	2.5%	18	5.5%	15	0.0%	0	2.8%	1	0.8%	1
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	0.9%	6	0.9%	3	1.1%	2	0.0%	0	0.7%	1
Hampton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	1.6%	11	2.2%	6	0.8%	1	0.0%	0	1.1%	2
Hayes Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.4%	3	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	4.9%	35	3.8%	10	8.9%	13	9.0%	3	0.8%	1
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kew District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	3.3%	23	1.5%	4	3.3%	5	5.6%	2	2.9%	4
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Centre	0.4%	3	0.3%	1	0.0%	0	0.0%	0	1.1%	2
Ruislip Retail Park, Victoria Road, South Ruislip	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Hampton Hill										
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shannon Retail Park, Burlington Road, New Malden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Shepherds Bush Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloane Square, Chelsea	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Slough Retail Park, Twiches Lane, Slough	0.5%	3	0.6%	2	0.0%	0	0.0%	0	0.5%	1
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall District Centre	0.8%	6	1.9%	5	0.3%	0	0.0%	0	0.0%	0
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Sixth Cross Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	1.0%	7	0.1%	0	0.0%	0	0.0%	0	3.8%	6
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.3%	2	0.3%	1	0.4%	1	0.0%	0	0.5%	1
Uxbridge Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.5%	4	0.3%	1	0.0%	0	0.0%	0	1.8%	3
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.5%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
Wickes, Boston Road, Hanwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nulls & SFT									
Internet	10.0%	70	5.8%	16	15.2%	23	5.3%	2	11.5%
Mail order / catalogue	0.4%	3	0.2%	1	0.0%	0	1.4%	1	1.1%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	13.2%	93	17.1%	47	11.7%	18	2.8%	1	11.1%
(Don't do this type of shopping)	30.7%	216	33.3%	92	31.2%	47	38.9%	15	23.1%
Weighted base:	702		277		151		37		151
Sample:	702		249		138		53		188

Q16A How did you receive your furniture, carpets and floor coverings?

Those that said 'Internet' at Q16

Home delivery	97.1%	68	100.0%	16	92.6%	21	100.0%	2	97.9%	17
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	2.4%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	70		16		23		2		17	
Sample:	50		11		15		4		13	

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham	
Q17 Where did you last buy DIY (including gardening) goods?						
Zone 11						
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Hanworth Local Centre	0.8%	5	0.0%	0	0.0%	5
Tesco Express, Bath Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	0.0%	0	0.0%	0	0.0%	0
Trade City, Hayes Road, Hayes	0.0%	0	0.0%	0	0.0%	0
Zone 12						
Bedfont Local Centre	0.0%	0	0.0%	0	0.0%	0
Howdens, Questrum House, Feltham	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham	0.3%	2	0.0%	0	0.0%	2
Tesco Express, 507-511 Staines Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dukes Green Avenue, Feltham	0.0%	0	0.0%	0	0.0%	0
Zone 13						
Adrian Hall Garden Centre, Snakey Lane, Feltham	0.4%	3	0.0%	0	0.0%	2
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and Currys PC World)	1.2%	8	0.3%	1	0.0%	7
Asda, The Centre, Tilley Road, Feltham	0.0%	0	0.0%	0	0.0%	0
Bunnings, Twickenham Road, Feltham	8.6%	60	4.0%	11	0.4%	45
Feltham Town Centre	1.6%	11	0.3%	1	0.0%	10
Hampton Business Park, Bolney Way, Hanworth	0.2%	1	0.0%	0	0.0%	1
Hanworth Trading Estate, Hampton Road West, Feltham	0.1%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, FELTHAM (Cineworld, Pizza Hut, Burger Kind, Gala Bingo, Frankie and Benny's, Chiquito and Megabowl)	0.0%	0	0.0%	0	0.0%	0
Manor Park, High Street, FELTHAM (Carpetright, Topps Tiles, Pets at Home)	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Feltham	0.1%	1	0.0%	0	0.0%	1
Zone 14						
Heston Local Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hospital Road, Hounslow	0.1%	1	0.0%	0	0.0%	0
Hospital Road Retail Area, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Hounslow Town Centre	6.4%	45	14.1%	39	0.6%	3
Tesco Express, Staines Road, Hounslow	0.0%	0	0.0%	0	0.0%	0
Zone 15						
Homebase, Syon Lane, Brentford	14.6%	102	18.8%	52	12.5%	12
Isleworth Town Centre	1.0%	7	1.4%	4	1.9%	0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx, Halfords, Sports Direct, Currys PC World, Asda)	0.4%	3	0.5%	1	0.8%	1
Osterley District Centre	0.1%	0	0.1%	0	0.0%	0
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.1%	1	0.4%	1	0.0%	0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0.1%	1	0.2%	1	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

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May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Wyevale Garden Centre, Windmill Lane, Osterley, Isleworth	1.4%	10	3.0%	8	0.0%	0	0.0%	0	0.4%	1
Wyke Green Golf Club, Syon Lane, Osterley, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16										
971 Great West Road Retail Park, BRENTFORD (Carpetright and DFS)	1.8%	12	1.6%	4	0.0%	0	2.8%	1	0.0%	0
Brentford Town Centre	3.5%	25	3.8%	11	5.3%	8	15.5%	6	0.0%	0
Currys PC World, West Cross Way, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great West Trading Estate, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, BRENTFORD (Pets at Home and Majestic Wine)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Ealing Road, Brentford	0.5%	3	0.0%	0	0.0%	0	6.4%	2	0.0%	0
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys PC World incl. Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Syon Park, Brentford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Zone 17										
B&Q, Gunnersbury Avenue, Chiswick	15.1%	106	8.8%	24	43.4%	66	8.6%	3	1.1%	2
Chiswick Car Boot Sale, Staveley Road, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Town Centre	3.3%	23	0.2%	1	15.1%	23	0.0%	0	0.0%	0
Sainsbury's Superstore, Essex Place, Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	1.1%	8	1.1%	3	0.0%	0	0.0%	0	1.5%	2
B&Q, Norwood Road, Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Barnes District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pringle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Elsewhere (NOT the shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South Retail Park, Tilling Road, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brickfields Business Park, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Carpetright, Springfield Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (includes: City of London, Westminster, The West End, Leicester Square,	0.5%	4	0.2%	1	0.0%	0	0.0%	0	2.1%	3

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Covent Garden, Oxford Street, Regent Street, Bond Street, Camde										
Chelsea Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cologne Court, Windmill Road, Sunbury-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Costco, Hanworth Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, High Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Aladdin Tower, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Centre	0.4%	3	0.3%	1	0.4%	1	0.0%	0	0.0%	0
East Sheen Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewbank's Auctioneers, London Road, Send, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gillingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park, Osterley Park, SOUTHALL (Matalan, Topps Tiles, Home Bargains, Carpet Town)	1.6%	11	1.5%	4	0.0%	0	0.0%	0	0.3%	1
Greenford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Effra Road, Brlxtton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith Centre	1.4%	10	2.8%	8	0.0%	0	0.0%	0	1.4%	2
Hampton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Hanwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Local Centre, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, HAYES (Currys PC World, Halfords, Harveys, Dreams, Office Outlet, Argos Extra, AHF, Tapi Carpets, Metro Bank)	0.6%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.3%	0
Hay-on-Wye Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himalaya Carpets, Triangle Centre, Uxbridge Road, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Finchley Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Homebase, The Causeway, Staines	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Western Avenue, Acton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hurlingham Retail Park, FULHAM (Currys PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Tottenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall, Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Wycombe										
Kempton Market, Staines Road East, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Bessant Drive, RICHMOND (Next, Mothercare, TK Maxx, Gap, Costa, Boots, Marks and Spencer)	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Kingston Upon Thames	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.3%	0
Lidl, High Street, Whitton, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lombardy Shopping Park, Coldharbour Lane, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Nutty Lane, Shepperton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Magnet, Staines Road, Twickenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Marshall Road, College Town, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield London Shopping Centre, Ariel Way, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fosse Islands Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields Local Centre, Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt Road Retail Park, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Staines Road, Laleham, Staines-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Notting Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Furniture Land, Kingston Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perryvale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Calcot, Theale, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden, Wisley Lane, Wisley, Woking	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Richmond Centre	0.8%	6	0.2%	1	2.8%	4	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cromwell Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lower Richmond Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Clares, Uxbridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham	
Hampton Hill									
Sainsbury's Superstore, Tangley Park Road, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Shannon Retail Park, Burlington Road, New Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silvermere Golf & Leisure, Redhill Road, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sloane Square, Chelsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough Retail Park, Twinges Lane, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ealing Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southall Market, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Squires Garden Centre, Sixth Cross Road, Twickenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%
Staines-upon-Thames Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%
Staples Corner Retail Park Geron Way, Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunbury-on-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunningdale Village Centre	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%
Sutton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Teddington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Escot Road, Sunbury-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Town Lane, Stanwell, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Twickenham Centre	0.7%	5	0.6%	2	1.3%	2	0.0%	0	0.8%
Two Rivers Retail Park, Mustard Mill Road, Staines-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
Valley Retail Park, Purley Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park, Victoria Way/Stonefield Way, RUISLIP (DFS and Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Gloucester Road, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Ealing District Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
Westfield LONDON Shopping Centre (West London), White City, SHEPHERD'S BUSH (includes: Debenhams, Next, Marks & Spencer, House of Fraser, Waitrose and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westfield STRATFORD CITY Shopping Centre (East London), Olympic Park, STRATFORD (includes: John Lewis, Waitrose, Marks & Spencer and over 280 stores a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westway Cross Retail Park, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Boston Road, Hanwell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wickes, Elystan Business Centre, Springfield Road, Hayes	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road, Ealing	0.4%	3	0.0%	0	0.6%	1	2.8%	1	0.6%	1
Wickes, South Road, Twickenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Wimbledon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nulls & SFT										
Internet	2.6%	18	3.9%	11	0.4%	1	0.0%	0	2.1%	3
Mail order / catalogue	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.5%	32	4.5%	13	0.4%	1	0.0%	0	4.9%	7
(Don't do this type of shopping)	19.8%	139	24.8%	69	9.5%	14	25.8%	10	17.7%	27
Weighted base:	702		277		151		37		151	
Sample:	702		249		138		53		188	

Q17A How did you receive your DIY including gardening goods?

Those that said 'Internet' at Q17

Home delivery	98.0%	18	100.0%	11	100.0%	1	0.0%	0	88.4%	3
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at one of the stores from which the goods were bought from (e.g. the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from a locker (e.g. Amazon Locker or similar system)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collected from sellers property	2.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	18		11		1		0		3	
Sample:	16		7		1		0		4	

Q18 Do you ever visit any of the following centres for shopping and services? [MR]

Hounslow	55.5%	390	99.5%	276	19.7%	30	33.2%	12	47.5%	72
Chiswick	36.1%	253	24.9%	69	99.0%	150	42.8%	16	12.5%	19
Brentford	21.6%	152	24.3%	67	18.6%	28	100.0%	37	12.4%	19
Feltham	38.6%	271	40.9%	113	2.1%	3	10.4%	4	100.0%	151
(Do not visit any of these centres)	12.5%	88	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Weighted base:	702		277		151		37		151	
Sample:	702		249		138		53		188	

Hounslow Household Survey for WYG

Weighted:

May 2018

		Total		Hounslow		Chiswick		Brentford		Feltham
Q19 Which centre do you visit the most?										
<i>Not those who said 'Do not visit any of these centres' at Q18</i>										
Hounslow	45.0%	276	100.0%	276	0.0%	0	0.0%	0	0.0%	0
Chiswick	24.4%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Brentford	6.1%	37	0.0%	0	0.0%	0	100.0%	37	0.0%	0
Feltham	24.6%	151	0.0%	0	0.0%	0	0.0%	0	100.0%	151
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Meanscore: [Number of visits per month]

Q20 How often do you visit (CENTRE MENTIONED AT Q19)?*Not those who said 'Do not visit any of these centres' at Q18*

Daily	10.7%	66	4.6%	13	23.8%	36	27.6%	10	4.7%	7
At least two times a week	22.8%	140	19.2%	53	31.6%	47	12.4%	5	23.4%	35
At least once a week	25.8%	158	24.9%	69	17.2%	26	23.3%	9	36.5%	55
At least once a fortnight	12.7%	78	14.8%	41	4.8%	7	6.5%	2	18.2%	27
At least once a month	19.8%	121	24.1%	67	19.3%	29	24.2%	9	11.1%	17
At least every 2 months	2.4%	15	3.4%	9	1.2%	2	1.3%	1	2.0%	3
At least every 3 months	1.9%	11	3.4%	9	0.3%	1	0.0%	0	1.0%	1
At least every 6 months	0.8%	5	1.3%	4	0.0%	0	1.8%	1	0.5%	1
Less often than once every 6 months	0.5%	3	0.6%	2	0.0%	0	1.4%	1	0.6%	1
Have only visited once	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	15	3.7%	10	0.8%	1	1.4%	1	2.0%	3
Mean:		6.50		4.55		10.37		10.19		5.25
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Q21 How do you usually travel to (CENTRE MENTIONED AT Q19) (main part of journey)?*Not those who said 'Do not visit any of these centres' at Q18*

Car / van (as driver)	41.9%	257	43.4%	120	28.7%	43	27.6%	10	55.6%	84
Car / van (as passenger)	6.1%	38	8.1%	22	0.5%	1	4.2%	2	8.6%	13
Bus, minibus or coach	17.5%	107	22.3%	62	15.4%	23	14.5%	5	11.4%	17
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Walk	29.5%	181	23.8%	66	47.6%	71	32.0%	12	21.5%	32
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.1%	13	0.6%	2	4.0%	6	13.5%	5	0.4%	1
Park & ride	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	0.9%	3	1.4%	2	1.4%	1	1.0%	2
Mobility scooter / disability vehicle	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	8	0.5%	2	2.0%	3	5.3%	2	1.3%	2
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Q22AWhat is your main reason for visiting (CENTRE MENTIONED AT Q19) e.g. what is the										
<i>Not those who said 'Do not visit any of these centres' at Q18</i>										
For FOOD shopping	46.5%	286	41.1%	113	48.2%	72	44.1%	16	55.6%	84
For NON-FOOD shopping	27.1%	166	40.0%	111	11.5%	17	8.2%	3	23.3%	35
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.8%	11	1.7%	5	3.4%	5	2.8%	1	0.2%	0
To visit cafes / restaurants	3.0%	19	0.5%	1	10.1%	15	5.3%	2	0.0%	0
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.4%	2	0.3%	1	0.5%	1	2.5%	1	0.0%	0
To visit financial services such as banks and other financial institutions	4.5%	28	3.5%	10	3.5%	5	10.5%	4	5.9%	9
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	1
To visit a medical service (hospital, doctors, dentists, opticians)	1.4%	9	0.0%	0	0.9%	1	3.2%	1	4.1%	6
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
To visit the cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
To visit a park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
To visit the library	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	1	0.0%	0	0.6%	1	1.3%	1	0.0%	0
For other leisure activities	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.5%	1
To meet family	0.4%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	1
To meet friends	1.0%	6	0.4%	1	2.7%	4	0.0%	0	0.5%	1
To visit the theatre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.2%	26	2.8%	8	8.3%	12	3.6%	1	3.0%	4
For education as a student (e.g. student at college, university, or other third level education)	0.8%	5	0.0%	0	0.0%	0	13.5%	5	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
To do the school run	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.6%	1
For a day out / window shop / walk about	3.2%	20	3.0%	8	3.9%	6	2.5%	1	3.3%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	3	0.8%	2	0.4%	1	0.0%	0	0.4%	1
(No reason)	3.1%	19	5.1%	14	2.8%	4	2.5%	1	0.0%	0
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Q22BWhat is your second main reason for visiting (CENTRE MENTIONED AT Q19)?										
<i>Not those who said 'Do not visit any of these centres' at Q18</i>										
For FOOD shopping	13.8%	85	11.2%	31	15.7%	24	15.5%	6	16.3%	25
For NON-FOOD shopping	26.1%	160	25.6%	71	17.6%	26	17.5%	7	37.6%	57
To shop at the market(s)	0.5%	3	0.0%	0	0.8%	1	0.0%	0	1.4%	2
To visit bars / pubs	2.1%	13	0.1%	0	6.2%	9	1.4%	1	1.7%	3
To visit cafes / restaurants	7.3%	45	4.2%	12	17.1%	26	4.2%	2	3.9%	6
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.2%	1	0.2%	1	0.5%	1	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.2%	7	0.2%	1	3.5%	5	0.0%	0	1.0%	2
To visit financial services such as banks and other financial institutions	4.5%	27	3.0%	8	4.3%	6	8.2%	3	6.4%	10
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.9%	11	2.0%	5	2.4%	4	2.8%	1	0.8%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.2%	7	2.5%	7	0.5%	1	0.0%	0	0.0%	0
To visit the library	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
For other leisure activities	0.9%	6	1.0%	3	0.8%	1	2.8%	1	0.3%	0
To meet family	0.6%	4	0.2%	1	0.4%	1	0.0%	0	1.8%	3
To meet friends	1.8%	11	0.1%	0	6.1%	9	1.4%	1	0.5%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	4.0%	25	3.2%	9	4.9%	7	1.8%	1	5.4%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.4%	1	0.0%	0	1.1%	0	0.6%	1
(No reason)	32.8%	201	45.6%	126	18.2%	27	43.3%	16	21.2%	32
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q22X Reasons for visiting (CENTRE MENTIONED AT Q19) (All mentions) [MR]										
<i>Not those who said 'Do not visit any of these centres' at Q18</i>										
For FOOD shopping	60.4%	371	52.2%	144	63.9%	96	59.6%	22	71.9%	108
For NON-FOOD shopping	52.6%	323	64.8%	179	28.6%	43	25.7%	10	60.9%	92
To shop at the market(s)	0.7%	5	0.2%	1	0.8%	1	0.0%	0	1.9%	3
To visit bars / pubs	3.9%	24	1.8%	5	9.5%	14	4.2%	2	1.9%	3
To visit cafes / restaurants	10.3%	63	4.7%	13	27.2%	41	9.5%	4	3.9%	6
To visit the Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets	0.2%	1	0.2%	1	0.5%	1	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.6%	10	0.5%	1	4.0%	6	2.5%	1	1.0%	2
To visit financial services such as banks and other financial institutions	8.9%	55	6.5%	18	7.8%	12	18.7%	7	12.0%	18
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	2	0.2%	1	0.3%	1	0.0%	0	0.5%	1
To visit a medical service (hospital, doctors, dentists, opticians)	3.3%	20	2.0%	5	3.4%	5	6.1%	2	4.9%	7
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
To visit the cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
To visit a park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.7%	10	2.5%	7	2.3%	3	0.0%	0	0.0%	0
To visit the library	0.3%	2	0.3%	1	0.5%	1	0.0%	0	0.2%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	0
To visit late night time venues e.g. nightclub	0.7%	5	1.5%	4	0.0%	0	0.0%	0	0.3%	0
To go to church	0.3%	2	0.0%	0	1.0%	1	1.3%	1	0.0%	0
For other leisure activities	1.1%	7	1.2%	3	0.8%	1	2.8%	1	0.8%	1
To meet family	1.0%	6	0.2%	1	1.0%	1	0.0%	0	2.7%	4
To meet friends	2.7%	17	0.5%	1	8.8%	13	1.4%	1	1.1%	2
To visit the theatre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.5%	27	3.0%	8	8.3%	12	3.6%	1	3.6%	5
For education as a student (e.g. student at college, university, or other third level education)	0.8%	5	0.0%	0	0.0%	0	13.5%	5	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
To do the school run	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.6%	1
For a day out / window shop / walk about	7.1%	44	6.1%	17	8.2%	12	4.3%	2	8.7%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
Q23 Why do you prefer to visit (CENTRE MENTIONED AT Q19)?										
<i>Not those who said 'Do not visit any of these centres' at Q18</i>										
1st Mention										
Attractive environment / nice place	9.2%	57	2.7%	7	26.7%	40	7.4%	3	4.2%	6
Clean streets / well maintained	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Close to friends / relatives	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Close to home	54.0%	331	60.0%	166	29.1%	43	43.1%	16	70.4%	106
Close to seafront, marina or estuary waterfront	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Close to work / en route to work	1.3%	8	2.0%	5	1.1%	2	0.0%	0	0.6%	1
Easy to get to by bus	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.2%	0
Easy to get to by car	1.6%	10	3.1%	9	0.5%	1	0.0%	0	0.3%	1
Easy to get to by train	1.0%	6	0.4%	1	0.0%	0	13.5%	5	0.0%	0
Familiar / know where everything is	2.8%	17	1.4%	4	3.8%	6	10.9%	4	2.4%	4
Good cafés	0.4%	2	0.0%	0	0.3%	1	0.0%	0	1.3%	2
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	1.3%	8	0.5%	1	0.8%	1	0.0%	0	3.6%	5
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.2%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	1.2%	7	1.2%	3	2.2%	3	1.4%	1	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	2.0%	12	2.3%	6	3.6%	5	0.0%	0	0.3%	0
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	1.9%	12	0.2%	1	4.9%	7	1.4%	1	2.0%	3
Parking - it's free	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Parking - it's in a good location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	0.1%	1	0.1%	0	0.0%	0	1.4%	1	0.0%	0
Services - good for financial services (e.g. banks / building societies)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	0.8%	5	0.2%	0	2.4%	4	0.0%	0	0.7%	1
Shops - good range of bakers / butchers / greengrocers	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	0
Shops - good range of clothes shops	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Shops - good range of 'high street' retailers	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Shops - good range of independent shops	0.9%	5	0.0%	0	3.7%	5	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	1.6%	10	1.8%	5	2.0%	3	1.5%	1	0.8%	1
Shops - good range of quality shops	1.4%	9	0.4%	1	4.9%	7	1.3%	1	0.0%	0
Shops - good range of supermarkets	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1
Traditional / quaint	0.4%	3	0.0%	0	1.1%	2	1.3%	1	0.3%	0
You can get everything you need there	1.6%	10	0.2%	1	6.2%	9	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Feel safe there	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Column %ges.

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	Total		Hounslow		Chiswick		Brentford		Feltham	
Like the Aldi store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Asda store	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Like the Costco store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Like the Morrisons store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
On the school run	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	12.2%	75	19.7%	55	3.1%	5	9.7%	4	8.1%	12
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
2nd Mention										
Attractive environment / nice place	4.3%	26	0.4%	1	13.6%	20	2.8%	1	2.5%	4
Clean streets / well maintained	0.5%	3	0.1%	0	1.1%	2	1.4%	1	0.3%	0
Close to friends / relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	2.6%	16	0.8%	2	8.3%	12	4.2%	2	0.0%	0
Close to seafront, marina or estuary waterfront	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.6%	4	0.1%	0	0.0%	0	0.0%	0	2.3%	4
Easy to get to by bus	1.9%	12	3.4%	9	0.5%	1	1.1%	0	1.0%	1
Easy to get to by car	1.7%	10	1.4%	4	0.0%	0	0.0%	0	4.3%	7
Easy to get to by train	0.2%	1	0.4%	1	0.2%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.4%	9	0.5%	1	3.0%	4	2.5%	1	1.3%	2
Good cafés	1.1%	6	0.2%	1	3.9%	6	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.9%	6	0.3%	1	1.1%	2	4.3%	2	0.9%	1
Good market	0.2%	1	0.2%	1	0.0%	0	1.5%	1	0.0%	0
Good pubs / bars	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	1.3%	8	0.6%	2	4.2%	6	0.0%	0	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	1.0%	6	0.0%	0	3.4%	5	1.4%	1	0.3%	0
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.7%	1
Parking - it's free	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Parking - it's in a good location	0.9%	5	0.6%	2	0.0%	0	0.0%	0	2.5%	4
Pedestrianised areas	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Quiet / not busy	4.1%	25	0.2%	1	11.6%	17	16.3%	6	0.8%	1
Services - good for financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.8%	1
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.6%	4	0.0%	0	1.8%	3	1.3%	1	0.6%	1
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	3.6%	22	4.3%	12	6.4%	10	0.0%	0	0.6%	1
Shops - good range of bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shops - good range of clothes shops	1.1%	7	1.8%	5	0.9%	1	0.0%	0	0.3%	1
Shops - good range of 'high street' retailers	1.0%	6	0.2%	1	0.4%	1	0.0%	0	3.2%	5
Shops - good range of independent shops	0.6%	4	0.2%	1	1.9%	3	0.0%	0	0.3%	0
Shops - good range of non-food shops generally	2.8%	17	2.8%	8	3.1%	5	0.0%	0	3.1%	5
Shops - good range of quality shops	0.7%	4	0.0%	0	2.4%	4	0.0%	0	0.6%	1
Shops - good range of supermarkets	1.4%	8	2.4%	7	0.6%	1	0.0%	0	0.5%	1
Traditional / quaint	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
You can get everything you need there	2.4%	15	2.6%	7	0.9%	1	2.5%	1	3.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to airport	1.8%	11	3.4%	9	0.0%	0	0.0%	0	1.1%	2
Diverse / multi-cultural	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Feel safe there	0.6%	4	0.0%	0	1.4%	2	0.0%	0	1.1%	2
Like the Aldi store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Like the Asda store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Costco store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

	Total		Hounslow		Chiswick		Brentford		Feltham	
Like the Morrisons store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
On the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	13	3.6%	10	0.9%	1	1.4%	1	0.6%	1
(Nothing / Nothing else)	56.7%	348	69.2%	191	24.6%	37	55.1%	21	66.1%	100
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
Any Mention										
Attractive environment / nice place	13.5%	83	3.1%	9	40.3%	60	10.2%	4	6.8%	10
Clean streets / well maintained	0.9%	5	0.1%	0	2.7%	4	1.4%	1	0.3%	0
Close to friends / relatives	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Close to home	56.6%	348	60.7%	168	37.3%	56	47.3%	18	70.4%	106
Close to seafront, marina or estuary waterfront	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Close to work / en route to work	1.9%	12	2.1%	6	1.1%	2	0.0%	0	3.0%	4
Easy to get to by bus	2.3%	14	3.9%	11	0.8%	1	1.1%	0	1.2%	2
Easy to get to by car	3.3%	20	4.5%	12	0.5%	1	0.0%	0	4.7%	7
Easy to get to by train	1.2%	7	0.7%	2	0.2%	0	13.5%	5	0.0%	0
Familiar / know where everything is	4.2%	26	1.9%	5	6.8%	10	13.4%	5	3.7%	6
Good cafés	1.4%	9	0.2%	1	4.3%	6	0.0%	0	1.3%	2
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.2%	14	0.8%	2	1.9%	3	4.3%	2	4.5%	7
Good market	0.2%	1	0.2%	1	0.0%	0	1.5%	1	0.0%	0
Good pubs / bars	0.5%	3	0.0%	0	1.6%	2	1.4%	1	0.2%	0
Good range of health and fitness facilities (e.g. gyms, leisure centres)	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good restaurants	2.5%	15	1.8%	5	6.4%	10	1.4%	1	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	2.9%	18	2.3%	6	7.0%	10	1.4%	1	0.5%	1
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	2.1%	13	0.2%	1	4.9%	7	2.8%	1	2.8%	4
Parking - it's free	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.3%	0
Parking - it's in a good location	0.9%	5	0.6%	2	0.0%	0	0.0%	0	2.5%	4
Pedestrianised areas	0.6%	4	1.0%	3	0.8%	1	0.0%	0	0.0%	0
Quiet / not busy	4.3%	26	0.3%	1	11.6%	17	17.7%	7	0.8%	1
Services - good for financial services (e.g. banks / building societies)	0.4%	2	0.0%	0	0.5%	1	0.0%	0	1.0%	2
Services - good for other services (e.g. library, hairdresser, vets etc.)	0.7%	4	0.0%	0	1.8%	3	2.7%	1	0.6%	1
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	4.5%	27	4.4%	12	8.9%	13	0.0%	0	1.3%	2
Shops - good range of bakers / butchers / greengrocers	0.5%	3	0.4%	1	0.9%	1	0.0%	0	0.2%	0
Shops - good range of clothes shops	1.3%	8	2.0%	6	0.9%	1	0.0%	0	0.8%	1
Shops - good range of 'high street' retailers	1.3%	8	0.2%	1	0.4%	1	0.0%	0	4.7%	7
Shops - good range of independent shops	1.5%	9	0.2%	1	5.5%	8	0.0%	0	0.3%	0
Shops - good range of non-food shops generally	4.4%	27	4.6%	13	5.1%	8	1.5%	1	3.9%	6
Shops - good range of quality shops	2.2%	13	0.4%	1	7.4%	11	1.3%	1	0.6%	1
Shops - good range of supermarkets	1.7%	10	2.4%	7	0.6%	1	1.4%	1	1.4%	2
Traditional / quaint	0.5%	3	0.0%	0	1.1%	2	2.8%	1	0.3%	0
You can get everything you need there	4.0%	25	2.8%	8	7.1%	11	2.5%	1	3.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to airport	1.8%	11	3.4%	9	0.0%	0	0.0%	0	1.1%	2
Diverse / multi-cultural	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	0
Feel safe there	0.7%	4	0.0%	0	1.7%	3	0.0%	0	1.1%	2
Like the Aldi store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Like the Asda store	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Like the Costco store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey
for WYG

	Total		Hounslow		Chiswick		Brentford		Feltham	
Like the Morrisons store	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
On the school run	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

	Total	Hounslow	Chiswick	Brentford	Feltham	
Q24 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q19) more often?						
<i>Not those who said 'Do not visit any of these centres' at Q18</i>						
1st Mention						
Better disabled access	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	1	0.0%	0	0.0%	0
Better lighting	0.2%	1	0.4%	1	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0
Better security / safety	2.4%	15	4.6%	13	0.5%	1
Cleaner streets / better maintained	5.2%	32	10.7%	30	0.0%	0
Easier to get to by bus	0.3%	2	0.2%	1	0.4%	1
Easier to get to by car	0.9%	6	0.5%	1	0.0%	0
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.1%	0	0.1%	0	0.0%	0
Less charity shops	0.3%	2	0.1%	0	0.9%	1
Less empty shops	1.1%	7	0.0%	0	2.9%	4
Less takeaways	0.4%	2	0.0%	0	1.4%	2
Less traffic congestion / improved access	2.6%	16	1.9%	5	2.0%	3
Make it more attractive / nicer environment	1.0%	6	2.1%	6	0.0%	0
More / better cafés / restaurants	0.8%	5	0.3%	1	0.5%	1
More / better financial services (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.2%	19	4.0%	11	2.5%	4
More / better public toilets	0.1%	1	0.0%	0	0.5%	1
More / better pubs / bars	0.3%	2	0.0%	0	0.4%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	0.0%	0
More / better seating areas	0.3%	2	0.8%	2	0.0%	0
More pedestrianised areas	0.4%	2	0.3%	1	0.3%	1
More road crossings	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.5%	3	0.9%	2	0.0%	0
Parking - make it cheaper	1.0%	6	0.8%	2	2.5%	4
Parking - make it free	0.3%	2	0.2%	1	0.0%	0
Parking - make more spaces available	8.2%	50	10.4%	29	11.7%	18
Parking - put it in a better location	0.1%	1	0.0%	0	0.0%	0
Quieter / less busy	0.3%	2	0.6%	2	0.0%	0
Shops - longer opening hours / more open on Sundays	0.7%	4	1.5%	4	0.0%	0
Shops - more / better clothes shops	2.5%	15	0.8%	2	5.1%	8
Shops - more / better range of non-food shops generally	5.2%	32	8.0%	22	0.8%	1
Shops - more / better range of supermarkets	1.7%	10	2.4%	7	0.5%	1
Shops - more affordable shops	0.3%	2	0.2%	1	0.6%	1
Shops - more bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.0%	0
Shops - more high quality shops	3.3%	20	4.2%	12	1.5%	2
Shops - more 'high street' retailers	5.5%	34	6.9%	19	4.1%	6
Shops - more independent shops	1.9%	12	1.2%	3	2.3%	3
Undercover shopping / more undercover shopping	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.4%	8	1.8%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
A Fat Face store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A GAP store	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
A HMV store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
A John Lewis store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
A larger Morrisons store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
A larger Waitrose store	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
A Marks & Spencer store	0.5%	3	0.7%	2	0.0%	0	0.0%	0	0.6%	1
A Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An Iceland store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Cancel the Cycle	1.5%	9	0.0%	0	6.3%	9	0.0%	0	0.0%	0
Superhighway 9										
Complete the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
redevelopments quicker										
Fix the bridge / rail crossing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Keep the Morrisons store	0.3%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0
open										
Less air pollution	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Less bookmakers	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Less building work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.8%	5	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Less hair dressers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open up the high street to the	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
river										
Repair the roads/ less	0.3%	2	0.2%	1	0.5%	1	0.0%	0	0.3%	0
potholes										
Stop building new homes	0.5%	3	0.4%	1	0.0%	0	2.8%	1	0.5%	1
(Don't know)	0.5%	3	0.5%	1	0.3%	1	1.4%	1	0.5%	1
(Nothing / Nothing else)	40.2%	247	32.3%	89	42.4%	63	32.1%	12	54.6%	82
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
2nd Mention										
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Better security / safety	2.2%	13	3.3%	9	2.1%	3	0.0%	0	0.7%	1
Cleaner streets / better maintained	1.9%	12	4.1%	11	0.0%	0	0.0%	0	0.2%	0
Easier to get to by bus	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Easier to get to by car	0.2%	1	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Less empty shops	0.6%	3	0.2%	1	1.5%	2	1.4%	1	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.5%	3	0.0%	0	0.4%	1	0.0%	0	1.5%	2
Make it more attractive / nicer environment	0.7%	5	1.5%	4	0.0%	0	0.0%	0	0.3%	0
More / better cafés / restaurants	1.0%	6	1.3%	4	0.0%	0	0.0%	0	1.6%	2
More / better financial services (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.5%	3	0.4%	1	1.2%	2	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Nicer atmosphere / friendlier people	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	1.0%	6	1.0%	3	1.5%	2	0.0%	0	0.8%	1
Parking - make it free	0.8%	5	0.2%	1	2.8%	4	0.0%	0	0.0%	0
Parking - make more spaces available	1.4%	9	2.1%	6	0.8%	1	2.8%	1	0.2%	0
Parking - put it in a better location	0.9%	6	0.8%	2	2.3%	3	0.0%	0	0.0%	0
Quieter / less busy	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	0.9%	5	0.2%	1	1.6%	2	2.5%	1	1.0%	2
Shops - more / better range of non-food shops generally	1.5%	9	2.9%	8	0.5%	1	0.0%	0	0.5%	1
Shops - more / better range of supermarkets	0.4%	2	0.4%	1	0.3%	1	0.0%	0	0.5%	1
Shops - more affordable shops	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shops - more bakers / butchers / greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	3.3%	20	6.1%	17	0.9%	1	4.0%	2	0.2%	0
Shops - more 'high street' retailers	3.0%	19	3.7%	10	0.0%	0	3.9%	1	4.6%	7
Shops - more independent shops	2.2%	14	0.1%	0	6.8%	10	2.5%	1	1.4%	2
Undercover shopping / more undercover shopping	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	2	0.4%	1	0.0%	0	2.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Fat Face store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
A GAP store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A HMV store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
A John Lewis store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
A larger Morrisons store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A larger Waitrose store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
A Primark store	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4
An Iceland store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cancel the Cycle Superhighway 9	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Complete the redevelopments quicker	0.2%	2	0.4%	1	0.0%	0	1.4%	1	0.0%	0
Fix the bridge / rail crossing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the Morrisons store open	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less air pollution	0.3%	2	0.0%	0	0.8%	1	1.4%	1	0.0%	0
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.3%	2	0.1%	0	0.9%	1	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less hair dressers	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Less homeless people	0.5%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Open up the high street to the river	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Repair the roads/ less potholes	0.7%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Stop building new homes (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	3.0%	18	5.4%	15	1.3%	2	2.8%	1	0.3%	1
	68.3%	420	59.9%	165	69.4%	104	70.0%	26	82.4%	124
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
Any Mention										
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better lighting	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Better security / safety	4.6%	28	7.9%	22	2.5%	4	1.4%	1	1.5%	2
Cleaner streets / better maintained	7.1%	44	14.8%	41	0.0%	0	2.5%	1	1.3%	2
Easier to get to by bus	0.4%	2	0.2%	1	0.8%	1	1.4%	1	0.0%	0
Easier to get to by car	1.1%	7	0.7%	2	0.5%	1	0.0%	0	3.0%	4
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	6	0.1%	0	3.4%	5	0.0%	0	0.0%	0
Less empty shops	1.7%	10	0.2%	1	4.4%	7	8.1%	3	0.0%	0
Less takeaways	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.2%	0
Less traffic congestion / improved access	3.1%	19	1.9%	5	2.3%	4	0.0%	0	6.9%	10
Make it more attractive / nicer environment	1.8%	11	3.6%	10	0.0%	0	0.0%	0	0.6%	1
More / better cafés / restaurants	1.8%	11	1.6%	4	0.5%	1	0.0%	0	3.9%	6
More / better financial services (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.6%	22	4.9%	14	2.5%	4	1.4%	1	2.8%	4
More / better public toilets	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More / better pubs / bars	0.3%	2	0.0%	0	0.4%	1	3.6%	1	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
More / better seating areas	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.8%	5	0.7%	2	1.6%	2	0.0%	0	0.5%	1
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Nicer atmosphere / friendlier people	0.6%	3	1.1%	3	0.0%	0	0.0%	0	0.3%	0
Parking - make it cheaper	2.0%	13	1.8%	5	4.0%	6	0.0%	0	1.1%	2
Parking - make it free	1.1%	7	0.4%	1	2.8%	4	0.0%	0	1.0%	2
Parking - make more spaces available	9.5%	59	12.5%	34	12.5%	19	2.8%	1	2.9%	4
Parking - put it in a better location	1.1%	7	0.8%	2	2.3%	3	0.0%	0	0.5%	1
Quieter / less busy	0.4%	3	0.8%	2	0.0%	0	0.0%	0	0.3%	0
Shops - longer opening hours / more open on Sundays	0.7%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	3.3%	21	1.0%	3	6.7%	10	3.9%	1	4.2%	6
Shops - more / better range of non-food shops generally	6.7%	41	10.9%	30	1.2%	2	0.0%	0	6.1%	9
Shops - more / better range of supermarkets	2.1%	13	2.8%	8	0.8%	1	7.1%	3	0.9%	1
Shops - more affordable shops	0.4%	3	0.2%	1	0.6%	1	1.4%	1	0.2%	0
Shops - more bakers / butchers / greengrocers	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Shops - more high quality shops	6.6%	40	10.3%	29	2.4%	4	5.8%	2	3.9%	6
Shops - more 'high street' retailers	8.6%	53	10.6%	29	4.1%	6	10.5%	4	8.8%	13
Shops - more independent shops	4.1%	25	1.3%	4	9.1%	14	7.8%	3	3.3%	5
Undercover shopping / more undercover shopping	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.7%	11	2.2%	6	0.0%	0	11.0%	4	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Fat Face store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
A GAP store	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
A HMV store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow		Chiswick		Brentford		Feltham		
A John Lewis store	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	0
A larger Morrisons store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
A larger Waitrose store	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
A Marks & Spencer store	0.5%	3	0.7%	2	0.0%	0	1.4%	1	0.6%	1
A Primark store	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4
An Iceland store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Cancel the Cycle	1.6%	10	0.0%	0	6.8%	10	0.0%	0	0.0%	0
Superhighway 9										
Complete the redevelopments quicker	0.2%	2	0.4%	1	0.0%	0	1.4%	1	0.0%	0
Fix the bridge / rail crossing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Keep the Morrisons store open	0.3%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Less air pollution	0.4%	2	0.0%	0	1.2%	2	1.4%	1	0.0%	0
Less bookmakers	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Less building work	0.3%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.4%	2	0.3%	1	0.9%	1	0.0%	0	0.0%	0
Less estate agents	0.8%	5	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Less hair dressers	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Less homeless people	0.5%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Open up the high street to the river	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Repair the roads/ less potholes	1.0%	6	1.9%	5	0.5%	1	0.0%	0	0.3%	0
Stop building new homes	0.5%	3	0.4%	1	0.0%	0	2.8%	1	0.5%	1
Weighted base:		614		276		150		37		151
Sample:		625		248		136		53		188

GEN Gender of respondent.

Male	33.5%	235	35.9%	99	34.6%	52	32.8%	12	30.3%	46
Female	66.5%	467	64.1%	178	65.4%	99	67.2%	25	69.7%	105
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

AGE Could I ask, how old are you?

18 – 24 years	9.4%	66	12.6%	35	9.0%	14	0.0%	0	5.6%	8
25 – 34 years	19.1%	134	20.8%	58	11.5%	17	13.5%	5	21.2%	32
35 – 44 years	22.5%	158	26.0%	72	17.2%	26	6.5%	2	25.5%	38
45 – 54 years	15.8%	111	14.0%	39	19.3%	29	16.8%	6	18.9%	29
55 – 64 years	15.1%	106	14.0%	39	20.2%	31	20.0%	7	10.3%	16
65+ years	15.8%	111	11.7%	33	16.7%	25	43.2%	16	16.3%	25
(Refused)	2.3%	16	0.9%	2	6.1%	9	0.0%	0	2.2%	3
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	14.4%	101	9.0%	25	15.5%	23	26.0%	10	22.3%	34
Two	34.9%	245	27.2%	75	47.4%	72	35.3%	13	35.7%	54
Three	22.0%	155	20.0%	56	21.1%	32	14.7%	5	26.0%	39
Four or more	23.3%	163	35.1%	97	9.2%	14	22.7%	8	15.6%	24
(Refused)	5.4%	38	8.7%	24	6.7%	10	1.3%	1	0.3%	1
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

CHI How many children aged 15 years and under, live in your household?

None	65.6%	461	58.4%	162	73.5%	111	80.7%	30	59.2%	89
One	12.5%	88	17.3%	48	4.2%	6	10.0%	4	14.2%	21
Two	11.9%	84	11.2%	31	12.0%	18	8.0%	3	16.8%	25
Three	4.1%	29	4.6%	13	3.7%	6	0.0%	0	6.8%	10
Four or more	1.2%	8	1.3%	4	0.0%	0	0.0%	0	3.1%	5
(Refused)	4.7%	33	7.2%	20	6.7%	10	1.3%	1	0.0%	0
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total	Hounslow	Chiswick	Brentford	Feltham					
EMP What is the chief wage earner of your household's current employment situation?										
Employed - works away from home	54.5%	382	58.7%	163	50.7%	77	33.9%	13	63.0%	95
Employed - works from home	4.7%	33	2.7%	8	4.4%	7	13.0%	5	5.8%	9
Self-employed - works away from home	6.7%	47	9.1%	25	3.3%	5	1.0%	0	5.3%	8
Self-employed - works from home	3.4%	24	1.9%	5	8.6%	13	9.6%	4	1.3%	2
Unemployed	2.9%	20	1.8%	5	0.8%	1	0.0%	0	4.1%	6
Student	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Retired on State Pension ONLY	7.4%	52	7.2%	20	5.4%	8	16.5%	6	8.1%	12
Retired NOT on State Pension Only (e.g. has private pension or other investments)	9.1%	64	6.2%	17	15.7%	24	19.3%	7	6.2%	9
Housewife / husband	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Carer	1.2%	9	0.6%	2	0.4%	1	0.0%	0	0.6%	1
Disabled / long-term sick	0.8%	6	0.7%	2	0.8%	1	0.0%	0	1.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.6%	60	11.2%	31	10.1%	15	5.3%	2	1.8%	3
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	59.7%	419	37.8%	105	77.3%	117	71.0%	27	80.5%	121
Indian	11.9%	84	22.0%	61	4.7%	7	1.4%	1	6.2%	9
Pakistani	4.1%	28	7.4%	21	0.0%	0	0.0%	0	1.6%	2
Bangladeshi	0.3%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Asian	8.6%	60	11.2%	31	6.3%	10	3.5%	1	5.5%	8
Black Caribbean	0.6%	4	0.6%	2	0.0%	0	2.5%	1	0.6%	1
Black African	2.8%	20	3.7%	10	0.9%	1	16.3%	6	1.4%	2
Other black	1.0%	7	2.4%	7	0.0%	0	0.0%	0	0.0%	0
Chinese	0.9%	6	2.0%	6	0.0%	0	0.0%	0	0.0%	0
Mixed race	2.1%	15	4.0%	11	1.1%	2	0.0%	0	1.1%	2
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.0%	56	8.7%	24	9.6%	15	5.3%	2	3.0%	4
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

QUOTA Zone

Zone 11	14.8%	104	27.0%	75	1.4%	2	1.0%	0	6.1%	9
Zone 12	9.9%	70	2.2%	6	0.5%	1	0.0%	0	39.5%	59
Zone 13	13.4%	94	5.6%	16	0.0%	0	2.2%	1	47.4%	72
Zone 14	18.6%	130	32.2%	89	5.8%	9	3.0%	1	3.1%	5
Zone 15	14.8%	104	22.1%	61	13.0%	20	21.5%	8	2.2%	3
Zone 16	10.9%	77	8.0%	22	12.6%	19	70.5%	26	1.7%	3
Zone 17	17.7%	124	2.9%	8	66.7%	101	1.8%	1	0.0%	0
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Hounslow Household Survey for WYG

Weighted:

May 2018

	Total		Hounslow		Chiswick		Brentford		Feltham	
PC Postcode Sector										
TW1 1	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
TW121	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
TW123	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4
TW134	3.5%	25	1.7%	5	0.0%	0	2.2%	1	11.9%	18
TW135	3.8%	27	2.2%	6	0.0%	0	0.0%	0	13.7%	21
TW136	3.1%	22	1.5%	4	0.0%	0	0.0%	0	8.9%	13
TW137	2.2%	16	0.0%	0	0.0%	0	0.0%	0	10.1%	15
TW140	2.2%	15	0.3%	1	0.0%	0	0.0%	0	9.7%	15
TW148	3.7%	26	1.6%	5	0.2%	0	0.0%	0	13.5%	20
TW149	4.1%	28	0.3%	1	0.2%	0	0.0%	0	16.3%	25
TW3 1	2.4%	17	5.8%	16	0.0%	0	0.0%	0	0.4%	1
TW3 2	2.3%	16	2.8%	8	0.7%	1	0.0%	0	0.0%	0
TW3 3	4.4%	31	5.6%	15	0.6%	1	0.0%	0	0.4%	1
TW3 4	2.9%	21	6.5%	18	0.0%	0	1.5%	1	0.6%	1
TW4 5	1.4%	10	3.0%	8	0.0%	0	0.0%	0	1.2%	2
TW4 6	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1
TW4 7	4.0%	28	8.3%	23	0.3%	0	1.0%	0	0.7%	1
TW5 0	6.3%	44	11.0%	31	4.4%	7	1.5%	1	1.7%	3
TW5 9	8.5%	60	13.9%	38	1.2%	2	0.0%	0	3.7%	6
TW7 4	3.9%	27	5.0%	14	5.8%	9	1.3%	1	0.0%	0
TW7 5	4.4%	31	5.3%	15	5.0%	8	5.3%	2	0.9%	1
TW7 6	2.1%	15	4.1%	11	0.7%	1	1.3%	1	0.7%	1
TW7 7	4.1%	28	6.9%	19	1.5%	2	13.5%	5	0.7%	1
TW8 0	2.9%	21	1.6%	5	2.9%	4	24.5%	9	0.6%	1
TW8 8	4.1%	29	4.2%	12	3.1%	5	26.8%	10	1.1%	2
TW8 9	3.1%	22	1.6%	4	5.0%	8	19.2%	7	0.0%	0
UB2 5	0.6%	4	1.6%	4	0.0%	0	0.0%	0	0.0%	0
W3 8	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
W4 1	1.4%	10	0.0%	0	4.2%	6	0.0%	0	0.0%	0
W4 2	5.5%	39	0.2%	1	23.5%	36	1.8%	1	0.0%	0
W4 3	5.9%	41	2.4%	7	21.1%	32	0.0%	0	0.0%	0
W4 4	2.0%	14	0.0%	0	9.1%	14	0.0%	0	0.0%	0
W4 5	2.7%	19	0.2%	1	7.5%	11	0.0%	0	0.0%	0
W5 4	1.0%	7	1.4%	4	1.2%	2	0.0%	0	0.0%	0
W6 0	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Weighted base:		702		277		151		37		151
Sample:		702		249		138		53		188

Appendix 3:

Sample Questionnaire

Job No: 110518
Hounslow Household Survey

Good morning / afternoon / evening, I am..... from NEMS Market Research, an independent market research company, and we are conducting a short survey about shopping on behalf of the London Borough of Hounslow Council. Do you have time to answer some questions please? It will take about 7 minutes

QA Are you the person responsible for the main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 Where did you last undertake your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

(Don't know / can't remember)

(Don't do this type of shopping)

CLOSE - DON'T
COUNT
CLOSE - DON'T
COUNT

Those who said "Internet / delivery" at Q01

Q01A Was your last internet grocery shop delivered or click and collect?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Home delivery
2 Click & collect
3 (Don't know / can't remember)

Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?
DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

Those who said "Internet / delivery" at Q02

Q02A Was that internet grocery shop delivered or click and collect?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Home delivery
2 Click & collect
3 (Don't know / can't remember)

Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?

DO NOT PROMPT. ONE ANSWER ONLY.

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

Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes
2 No

GO TO Q05
GO TO Q07

Q05 Where did you last undertake this 'top-up' food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

Q06 How much would you estimate you typically spend on a weekly basis on top up food shopping?

DO NOT PROMPT. ONE ANSWER ONLY.

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

INTERVIEWER NOTE FOR ALL NON-FOOD QUESTIONS:

IF THEY SAY 'CENTRAL LONDON' PROBE FOR WHICH AREA IN CENTRAL LONDON AND IF IT IS **NOT ONE OF THE AREAS DESCRIBED NEXT TO THE CENTRAL LONDON RESPONSE THEN PLEASE USE THE OTHER BOX.**
IF THEY SAY 'WESTFIELD' PROBE FOR WHETHER THEY MEAN THE SHOPPING CENTRE IN WEST LONDON OR THE ONE IN EAST LONDON AND CHOOSE ACCORDINGLY.

Q07 Where did you last buy clothing or footwear goods?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q07

Q07A How did you receive your clothing or footwear goods?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q08 Where did you last buy books, CDs or DVDs?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q08

Q08A How did you receive your books, CDs or DVDs?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q09 Where did you last buy furnishings and household textile goods?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q09

Q09A How did you receive your furnishings and household textile goods?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q10 Where did you last buy small household goods such as, china, glassware and utensils?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q10

Q10A

How did you receive your small household goods such as, china, glassware and utensils?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q11

Where did you last buy items such as clocks, jewellery, watches?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q11

Q11A

How did you receive your items such as clocks, jewellery, watches?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q12

Where did you last buy toys, games, bicycles and other recreational/sports goods?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q12

Q12A

How did you receive your toys, games, bicycles and other recreational/sports goods?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q13

Where did you last buy chemist goods including health and beauty products?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q13

Q13A

How did you receive your chemist goods including health and beauty products?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q14

Where did you last buy a large household electrical item?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q14

Q14A

How did you receive your large household electrical item?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q15 **Where did you last buy small electrical goods (cameras, tablets, blenders)?**

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q15

Q15A

How did you receive your small electrical goods (cameras, tablets, blenders)?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q16 **Where did you last buy furniture, carpets and floor coverings?**

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q16

Q16A

How did you receive your furniture, carpets and floor coverings?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q17 **Where did you last buy DIY (including gardening) goods?**

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Those who said "Internet" at Q17

Q17A

How did you receive your DIY including gardening goods?

DO NOT PROMPT. ONE ANSWER ONLY. NOTE IF RESPONDENT SAYS THEY COLLECTED IT - PLEASE PROBE FOR WHICH METHOD OF COLLECTION THEY USED AND CHOOSE ACCORDINGLY.

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at one of the stores from which the goods were bought from (e.g. the same retailer)
- 4 Collection at a DIFFERENT store/shop from which the goods were bought from (e.g. NOT the same retailer)
- 5 Collection from a locker (e.g. Amazon Locker or similar system)
- 6 Collection from other location (PLEASE WRITE IN TYPE OF LOCATION)
- 7 (Don't know / varies)

Q18 **Do you ever visit any of the following centres for shopping and services?**

READ OUT. CAN BE MULTICODED.

- 1 Hounslow
- 2 Chiswick
- 3 Brentford
- 4 Feltham
- 5 (Do not visit any of these centres)

GO TO GEN

Those that said a centre at Q18

Q19

Which centre do you visit the most?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY THERE ISN'T ONE CENTRE WHICH THEY VISIT THE MOST - ASK FOR THE ONE THEY VISITED LAST

- 1 Hounslow
- 2 Chiswick
- 3 Brentford
- 4 Feltham

Q20

How often do you visit (CENTRE MENTIONED AT Q19)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every 2 months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q21

How do you usually travel to (CENTRE MENTIONED AT Q19) (main part of journey)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Park & ride
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Q22A

What is your main reason for visiting (CENTRE MENTIONED AT Q19) e.g. what is the main activity you carry out there?

DO NOT READ OUT. ONE ANSWER ONLY.

- 001 For FOOD shopping
- 002 For NON-FOOD shopping
- 003 To shop at the market(s)
- 004 To visit bars / pubs
- 005 To visit cafes / restaurants
- 006 To visit the Farmers Market
- 007 To visit other markets
- 008 To visit personal service providers (e.g. hairdressers, beauty salon etc.)
- 009 To visit financial services such as banks and other financial institutions
- 010 To visit other service providers (e.g. travel agent, estate agent etc.)
- 011 To visit a medical service (hospital, doctors, dentists, opticians)
- 012 To get petrol
- 013 To visit the cinema
- 014 To visit a park
- 015 To visit the swimming pool
- 016 To visit other gyms / health and fitness facilities
- 017 To visit the library
- 018 To visit museums / art gallery
- 019 To visit the pub
- 020 To visit late night time venues e.g. nightclub
- 021 To go to church
- 022 For other leisure activities
- 023 To meet family
- 024 To meet friends
- 025 To visit the theatre
- 026 To visit the musical venues
- 027 For work
- 028 For education as a student (e.g. student at college, university, or other third level education)
- 029 To access public transport for onward travel (e.g. train station, bus station)
- 030 To do the school run
- 031 For a day out / window shop / walk about
- 032 Other (PLEASE WRITE IN)
- 033 (Don't know)
- 034 (No reason)

Q22B	What is your second main reason for visiting (CENTRE MENTIONED AT Q19)? DO NOT READ OUT. ONE ANSWER ONLY.
001	For FOOD shopping
002	For NON-FOOD shopping
003	To shop at the market(s)
004	To visit bars / pubs
005	To visit cafes / restaurants
006	To visit the Farmers Market
007	To visit other markets
008	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
009	To visit financial services such as banks and other financial institutions
010	To visit other service providers (e.g. travel agent, estate agent etc.)
011	To visit a medical service (hospital, doctors, dentists, opticians)
012	To get petrol
013	To visit the cinema
014	To visit a park
015	To visit the swimming pool
016	To visit other gyms / health and fitness facilities
017	To visit the library
018	To visit museums / art gallery
019	To visit the pub
020	To visit late night time venues e.g. nightclub
021	To go to church
022	For other leisure activities
023	To meet family
024	To meet friends
025	To visit the theatre
026	To visit the musical venues
027	For work
028	For education as a student (e.g. student at college, university, or other third level education)
029	To access public transport for onward travel (e.g. train station, bus station)
030	To do the school run
031	For a day out / window shop / walk about
032	Other (PLEASE WRITE IN)
033	(Don't know)
034	(No reason)

Q23

Why do you prefer to visit (CENTRE MENTIONED AT Q19)?

DO NOT PROMPT. CODE FIRST 2 MENTIONS

1st Mention|2nd Mention

001	Attractive environment / nice place
002	Clean streets / well maintained
003	Close to friends / relatives
004	Close to home
005	Close to seafront, marina or estuary waterfront
006	Close to work / en route to work
007	Easy to get to by bus
008	Easy to get to by car
009	Easy to get to by train
010	Familiar / know where everything is
011	Good cafés
012	Good disabled access
013	Good for a day out
014	Good layout / shops close together
015	Good market
016	Good pubs / bars
017	Good range of health and fitness facilities (e.g. gyms, leisure centres)
018	Good range of hotels
019	Good restaurants
020	Has undercover shopping
021	Nice atmosphere / friendly people
022	Parking - it's cheap
023	Parking - it's easy to find a space
024	Parking - it's free
025	Parking - it's in a good location
026	Pedestrianised areas
027	Quiet / not busy
028	Services - good for financial services (e.g. banks / building societies)
029	Services - good for other services (e.g. library, hairdresser, vets etc.)
030	Shops - good opening hours / open on Sundays
031	Shops - good range of affordable shops
032	Shops - good range of bakers / butchers / greengrocers
033	Shops - good range of clothes shops
034	Shops - good range of 'high street' retailers
035	Shops - good range of independent shops
036	Shops - good range of non-food shops generally
037	Shops - good range of quality shops
038	Shops - good range of supermarkets
039	Traditional / quaint
040	You can get everything you need there
041	Other (PLEASE WRITE IN)
042	(Don't know)
043	(Nothing / Nothing else)

Q24 **Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q19) more often?**
DO NOT PROMPT. CODE FIRST 2 MENTIONS

1st Mention|2nd Mention

001	Better disabled access
002	Better layout / shops closer together
003	Better lighting
004	Better market
005	Better security / safety
006	Cleaner streets / better maintained
007	Easier to get to by bus
008	Easier to get to by car
009	Easier to get to by train
010	Improve the nightlife
011	Less charity shops
012	Less empty shops
013	Less takeaways
014	Less traffic congestion / improved access
015	Make it more attractive / nicer environment
016	More / better cafés / restaurants
017	More / better financial services (e.g. banks / building societies)
018	More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
019	More / better public toilets
020	More / better pubs / bars
021	More / better range of other services (e.g. library, hairdresser, vets etc.)
022	More / better seating areas
023	More pedestrianised areas
024	More road crossings
025	Needs specific named retailer(s) (PLEASE WRITE IN)
026	Nicer atmosphere / friendlier people
027	Parking - make it cheaper
028	Parking - make it free
029	Parking - make more spaces available
030	Parking - put it in a better location
031	Quieter / less busy
032	Shops - longer opening hours / more open on Sundays
033	Shops - more / better clothes shops
034	Shops - more / better range of non-food shops generally
035	Shops - more / better range of supermarkets
036	Shops - more affordable shops
037	Shops - more bakers / butchers / greengrocers
038	Shops - more high quality shops
039	Shops - more 'high street' retailers
040	Shops - more independent shops
041	Undercover shopping / more undercover shopping
042	Update / refurbish the shopping area
043	Other (PLEASE WRITE IN)
044	(Don't know)
045	(Nothing / Nothing else)

GEN **Gender of respondent.**
DO NOT READ OUT. CODE FROM OBSERVATION

1	Male
2	Female

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

1	18 – 24 years
2	25 – 34 years
3	35 – 44 years
4	45 – 54 years
5	55 – 64 years
6	65+ years
7	(Refused)

ADU	How many adults aged 16 years and over, including yourself, live in your household? DO NOT READ OUT. ONE ANSWER ONLY.	
1	One	
2	Two	
3	Three	
4	Four or more	
5	(Refused)	
CHI	How many children aged 15 years and under, live in your household? DO NOT READ OUT. ONE ANSWER ONLY.	
1	None	
2	One	
3	Two	
4	Three	
5	Four or more	
6	(Refused)	
EMP	What is the chief wage earner of your household's current employment situation? PROMPT IF NECESSARY. ONE ANSWER ONLY.	
1	Employed - works away from home	GO TO OCC
2	Employed - works from home	GO TO OCC
3	Self-employed - works away from home	GO TO OCC
4	Self-employed - works from home	GO TO OCC
5	Unemployed	GO TO OCC
6	Student	GO TO ETH
7	Retired on State Pension ONLY	GO TO ETH
8	Retired NOT on State Pension Only (<i>e.g. has private pension or other investments</i>)	GO TO OCC2
9	Housewife / husband	GO TO ETH
A	Carer	GO TO ETH
B	Disabled / long-term sick	GO TO ETH
C	Other (PLEASE WRITE IN)	GO TO OCC
D	(Refused)	GO TO ETH
OCC	What is the occupation of the chief wage earner in your household? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Occupation / job description (PLEASE WRITE IN)	
2	(Refused)	
OCC2	What was the occupation of the chief wage earner in your household? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Occupation / job description (PLEASE WRITE IN)	
2	(Refused)	
ETH	To ensure we get a representative sample can I please ask what you consider your ethnicity to be? DO NOT READ OUT. ONE ANSWER ONLY.	
1	White	
2	Indian	
3	Pakistani	
4	Bangladeshi	
5	Other Asian	
6	Black Caribbean	
7	Black African	
8	Other black	
9	Chinese	
A	Mixed race	
B	Other ethnic group (PLEASE WRITE IN)	
C	(Refused)	

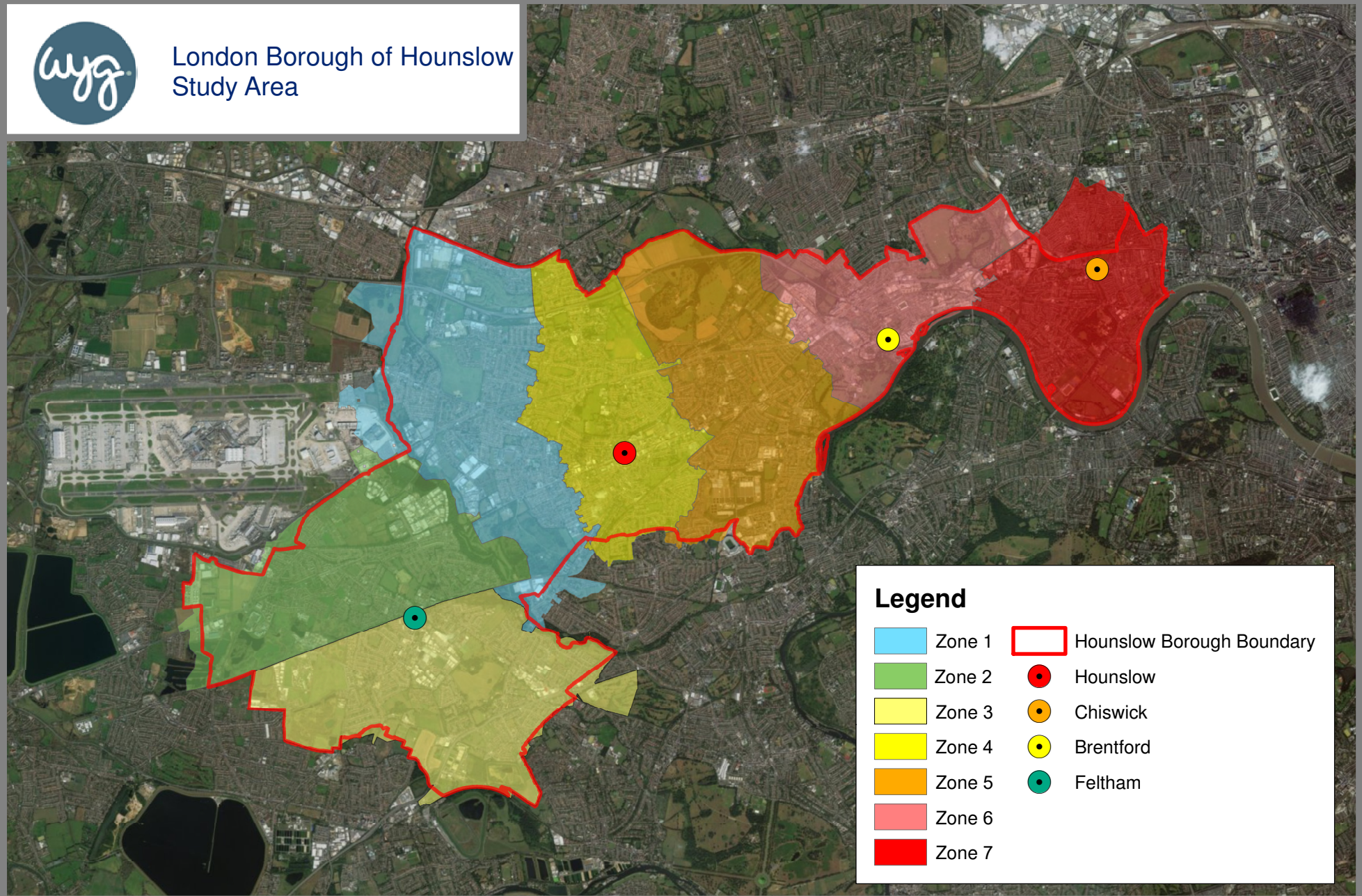
Thank & Close

Appendix 4:

Map



London Borough of Hounslow Study Area



Legend

	Zone 1		Hounslow Borough Boundary
	Zone 2		Hounslow
	Zone 3		Chiswick
	Zone 4		Brentford
	Zone 5		Feltham
	Zone 6		
	Zone 7		

Appendix B

Stakeholder Engagement Summary

London Borough of Hounslow Retail and Town Centre Needs Study Update 2018 Stakeholder Feedback Summary



Introduction

This Stakeholder Engagement Statement sets out the engagement undertaken with key stakeholders to inform the preparation of the London Borough of Hounslow Retail and Town Centre Needs Study Update. In order to inform the qualitative retail needs assessment, we engaged with a number of key stakeholders. The key stakeholders identified by the Council comprised the following:

- Key Businesses
- Business Associations
- Residents Associations of/near Four Main Town Centres

Communication with Stakeholders

Contact details for the above stakeholders were provided by the Council. Each association/contact was then contacted via email, informing them of the retail and town centre study and asking for their feedback. The initial email was sent to all identified stakeholders on the 15 May 2018. The email invited comments concerning the town centres and specifically on the following:

- any views on how the town centres are performing;
- specific strengths/weaknesses of the centres;
- suggestions for improvements to the town centres.

Feedback was requested via email or arrangement of a telephone discussion. The email originally requested all feedback to be received by 23 May 2018, in line with the timescales for preparation of the study. The timescale was subsequently extended to 29 May 2018 at the request of a number of stakeholders.

Stakeholder Feedback

A summary of the stakeholder feedback received for each town is summarised below.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



Hounslow

Q1. What do you consider the existing strengths in the above centre are?

- It's designation as a Metropolitan Centre.

Q2. What do you consider the weaknesses in the above centre are?

- There is an oversupply of existing retail floorspace.
- The presence of suboptimal lettings to down-market retailers merely exacerbates the town centre's lack of attractiveness to consumers with disposable incomes.
- Constructing additional retail floorspace will merely exacerbate the existing problems of overcapacity.

Q3. What do you consider the potential opportunities are for the above centre?

- Provide a strong leisure offer within the town centre.

Q4. What do you consider the potential threats are for the above centre?

- Demographic and retail changes including relocation of former residents with higher disposable incomes who no longer choose Hounslow as a retail/leisure destination.
- The consolidation of retail into fewer and larger centres such as Westfield White City.
- The increase in online shopping.
- The lack of an adequately large and well paid local employment market to support the town centre and this situation worsening.
- The sustained squeeze on real incomes and pressure on disposable incomes due to high levels of consumer borrowing and changes in the employment market.
- The lack of investment and improvements in transport infrastructure.

Q5. Do you have any suggestions of ways to improve the above centre?

- A material quantum of subsidised 'start-up' units would be highly beneficial.
- A strong cultural and leisure anchor, with associated car parking would be beneficial within the town centre. For example, an enhanced version of the cinema complex adjoining The Chimes shopping centre in Uxbridge.
- Refurbishment of tired shopfronts to improve appearance of the town centre.
- Review the historic patterns of retail deterioration and evolve a realistic and achievable strategy, including greater acknowledgment of the town centre's cultural richness.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



Chiswick

Q1. What do you consider the existing strengths in the above centre are?

- The town and surrounding area has a wealthy population.
- There are a good selection of independent shops and chain brands within the centre.
- The town centre offers local loyalty promotion schemes.
- It offers excellent dining options including both cafes and restaurants.

Q2. What do you consider the weaknesses in the above centre are?

- There is a lack of cycle provision at present.
- There is bad traffic congestion which results in pollution problems.
- There is a lack of co-ordination between businesses particularly when arranging/holding events.
- Business rates are very high resulting in many independent traders closing down.
- There is a concentration of high-rise apartment blocks along the High Road with high priced flats that locals cannot afford. Many properties are bought but remain empty, so residents do not contribute to the local economy.
- There is an increasing number of vacant units within the centre.
- There is also an increasing number of charity shops.
- There is an increasing number of fancy/expensive shops/businesses opening which are not affordable to local people.
- The loss of the Police Station has negatively impacted the centre and the library is under threat.
- The high street is becoming dominated by estate agents.
- The road is very busy and is packed with cars and builders' lorries.
- There are a number of homeless people outside shops.
- Cyclists and dog walkers take over pavements making it difficult for pedestrians.

Q3. What do you consider the potential opportunities are for the above centre?

- Creating a pleasant environment for independent shops and leisure activities to encourage residents to continue to utilise the centre.
- The creation of a Business Improvement District to help address current problems.

Q4. What do you consider the potential threats are for the above centre?

- Further expansion and development at Westfield.
- The internet and growth in online shopping.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



- Increasing congestion and pollution creating an unattractive and unpleasant environment.
- Continued high rents and business rates deterring new businesses.
- The proposed Cycle Superhighway 9 route will lead to major traffic congestion.

Q5. Do you have any suggestions of ways to improve the above centre?

- Provide more bike racks and parking.
- Reprogram the traffic lights to allow cyclists to cycle ahead of vehicles.
- Greater visibility of police officers on the street.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



Brentford

Q1. What do you consider the existing strengths in the above centre are?

- Brentford is surrounded by water with two impressive locks servicing boats leaving the Grand Union Canal entering the River Thames, this unique location should be maximised.
- The proximity to green space and parks including Kew and Syon Park, local museums, Johnsons Island, Lots Ait and Watermans Arts Centre is a positive factor.
- The history of the area is a strength which should be better promoted.
- It has a diverse and creative population who contribute to the feel/atmosphere of the town.
- The friendliness of the local residents and businesses create a positive environment within the town.
- The communities who live on boats help to bring the waterways to life.
- The Market Square is a focal point but has lost some of its soul and doesn't draw people to it.
- The Sunday Market in the square is a great resource and brings people together.
- Local groups are a key strength of the centre and in particular, the annual canal clean-up is a great success and brings the community together.
- The bus connections are good and the proximity to the station is good.

Q2. What do you consider the weaknesses in the above centre are?

- Brentford High Street isn't a destination for shopping or visiting and the architecture is ugly and unattractive.
- The presence of suboptimal lettings to down-market retailers merely exacerbates the town centre's lack of attractiveness to consumers with disposable incomes.
- It is polluted with lots of traffic passing through.
- Green infrastructure is very poor along the High Street. Planting trees, hedges, bushes and flowers would make it a more attractive place and help to act as a barrier to particulates from air pollution from the busy road.
- There is a lack of diversity of shops and many units on the south side are empty and boarded up.
- Lack of visible parking is a problem. The loss of business parking spaces on Lion Way have been removed making it difficult for small businesses.
- No multiple retailers are interested in opening premises in Brentford.
- The south side of High Street is blighted by the Ballymore proposals for which there is no realistic plan or retail demand.
- Little employment remains in the town centre with most of the larger employers having departed the centre. As a result, the majority of residents' commute to work elsewhere and expenditure is not retained in the town centre.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



- The town centre is physically constrained by the river to the south and the railway line and A4/M4 to the north. This restricts the size of its 'walk in' catchment area.
- A significant number of middle aged and retired residents live in or near the town centre, yet their circumstances inherently limit their consumption expenditure. Whilst Brentford residents with disposable incomes have established alternative shopping patterns which are unlikely to change following the envisaged additional floorspace.
- Constructing additional retail floorspace will merely exacerbate the existing problems of overcapacity.

Q3. What do you consider the potential opportunities are for the above centre?

- Brentford High Street used to be beautiful and a destination in Victorian time, redevelopment of the town should incorporate some historic features.
- The addition of more greenery in the Market Square to make it more attractive.
- There are many creative people and sole traders in Brentford and it would be great to have small and affordable spaces to accommodate small businesses to harness the talent in the area. Brentford should become a creative hub and encourage individuals to flourish.
- Rebuilding of south side of the High Street as soon as possible, which will hopefully attract people to live and work in the town.
- The Thames Path is a great asset and should be better promoted to improve visits to the centre.
- Installation of a temporary shipping container on the south side of the high street which provides a home for existing traders and attracts new and interesting traders to the centre. For example, it could be a Brentford version on Box Park/ Pop Brixton / Peckham Levels and could help make the town a destination.
- The proposed development of the canal and river front heritage is insensitive, yet the town should seek to maximise any advantages it can as part of this redevelopment.

Q4. What do you consider the potential threats are for the above centre?

- Small retailers rely on a beacon store on a High Street and there is a fear that any local trade will migrate to other areas if Morrisons is lost and not replaced.
- The increase in online shopping.
- A big threat is the sheer number of development sites in the town, how 'un-joined up' they all are and the potential for a poor outcome if the process is managed badly.
- It would be terrible if Brentford High Street became like any other high street lined with chain stores and loses its soul and individuality.
- The market is struggling particularly given the low footfall in Brentford town centre and growth in home delivery.
- Young people who come to Brentford to rent because it is less expensive than surrounding areas yet do not spend time in Brentford or become part of the local community are a threat to its continued vitality.
- The poor quality High Street has a negative effect on the local housing and rental market.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



- The proposed Cycle Superhighway will worsen the traffic situation along the High Street.
- The Ballymore redevelopment scheme will negatively impact the High Street and block out sunlight.
- The misguided and delusional belief that high density housing developments will succeed in attracting up-market shops and in retaining them.
- The lack of an adequate employment market to help support the town centre.
- The sustained squeeze on real incomes and pressure on disposable incomes due to high levels of consumer borrowing and changes in the employment market.
- Lack of investment in transport infrastructure. The bus connectivity has significantly weakened the attractiveness of Brentford as a retail and/or leisure centre.

Q5. Do you have any suggestions of ways to improve the above centre?

- Provide greenery along the High Street to improve its attractiveness.
- Provision of small and affordable shop/workshop spaces to encourage individuals to set up businesses.
- Provide flexible working space with super-fast broadband, for self-employed locals to meet to feel less isolated and network with like-minded people.
- Provide space for local community projects including those for young people and the elderly.
- Opening of cafes with garden spaces away from the main road.
- Reintroduce the tram along the High Street to reduce pollution.
- Reintroduction of the ferry across the river to Brentford Gate at Kew Gardens, even if just in the summer months.
- Better communication and information to local residents concerning the regeneration.
- Better town centre management, possibly through the form of a Business Improvement District (BID).
- The existing riverfront Watermans Art Centre provides a major attraction and it would be highly beneficial if this could be retained on a river frontage and not reduced in capacity.
- Retail and leisure floorspace should be restrained to a level which will match future demand and avoid the 'blight' of either boarded-up premises or lettings to downmarket retailers and/or leisure activities.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



Feltham

Q1. What do you consider the existing strengths in the above centre are?

- The town has a good shopping area but needs better quality shops.
- There are a number of good supermarkets.
- The town centre is a multi-cultural area which has potential for increased multi-cultural activities.
- The provision of a library, Citizens Advice Bureau and medical area within The Centre makes a positive contribution to the town centre. It also provides community activities, but these are not well advertised.
- The park is a great area of public space.
- The town has a good cultural history which should be better promoted.
- Feltham is a hub for the local area, although this is being put at risk by the Council's approach to the roadworks and a lack of consultation with local stakeholders to mitigate its impact.
- There are a good range of affordable shops.
- There are increasing numbers of interesting independent food operators, although these tend to be concentrated further down the High Street away from the town centre.
- The proximity of the town to the Leisure West Cinema Complex is a positive factor.

Q2. What do you consider the weaknesses in the above centre are?

- The centre has potential to provide a better tourist offer, which needs to be developed further. There is already hotel capacity and large numbers of workers pass through the area that could be attracted to stay in the town.
- There are too many low quality fast food outlets resulting in litter and the operators fail to take responsibility.
- The town centre is not coherent as it is built around the edges of flats.
- The housing is mixed with the commercial buildings which is not conducive for children/youths as they have no gardens/play area, so they hang around the shopping area on their bikes.
- There is a limited range of choice as most of the shops are cheap shops.
- The walkway from the train station to town centre is not inviting and does not link well with the centre. In addition, the existing level crossing is a hazard.
- The car parking area on high street is a hazard and should not be there.
- There are high levels of drug dealings around centre area/high street.

Q3. What do you consider the potential opportunities are for the above centre?

- Provide more large food retail units in/near the centre.
- There is an opportunity to provide healthy walking links/running tracks between green space in/around the town.
- Improvement of shops and evening economy and in particular provision of a variety of eating places to attract a wider socio-economic group of people to come and spend money in this borough rather than surrounding boroughs.



London Borough of Hounslow

Retail and Town Centre Needs Study Update 2018

Stakeholder Feedback Summary



- Provision of area where teenagers/youths can go e.g. youth clubs/activity centres.

Q4. What do you consider the potential threats are for the above centre?

- The new development planned around the station area is going to divide Feltham from Bedfont area which is not a positive.
- Loss of green areas for further residential building detracting from the environmental quality.
- Overdevelopment of too many flats that are too small, instead family accommodation should be provided.
- Overdevelopment leading to lack of infrastructure e.g. doctors, dentists, schools etc.
- The flats around The Centre are buy to let, resulting in a transient society.
- No investment in Feltham Assembly Hall could lead to it closing which would be a loss to the community.

Q5. Do you have any suggestions of ways to improve the above centre?

- Retain independent retailers and promote more independent shops as alternative to chain brands.
- Public space should be improved to encourage people to linger in the centre.
- Improvements to car parking and safer crossings for pedestrians are required.
- Improved signage and waymarking is required to direct vehicles and pedestrians through/around the town.
- Better monitoring of litter and fly tipping.
- Build more family houses and not high-rise flats.
- Improve the road layout for less congestion and smooth running of traffic.
- Consider pedestrianisation of the town centre.



Appendix C

Experian Mosaic Brochure

Mosaic UK

Classifications

A City Prosperity	A01	World-Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs
	A02	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
	A03	Penthouse Chic	City suits renting premium-priced flats in prestige central locations where they work hard and play hard
	A04	Metro High-Flyers	Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities
B Prestige Positions	B05	Premium Fortunes	Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves
	B06	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
	B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development
	B08	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
	B09	Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
C Country Living	C10	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
	C11	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
	C12	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes
	C13	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs
D Rural Reality	D14	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links
	D15	Local focus	Rural families in affordable village homes who are reliant on the local economy for jobs
	D16	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations
	D17	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns

E Senior Security	E18	Legacy Elders	Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions
	E19	Bungalow Haven	Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly
	E20	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening
	E21	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes
F Suburban Stability	F22	Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
	F23	Family Ties	Active families with teens and adult children whose prolonged support is eating up household resources
	F24	Fledgling Free	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
	F25	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations
G Domestic Success	G26	Cafés and Catchments	Affluent families with growing children living in upmarket housing in city environs
	G27	Thriving Independence	Well-qualified older singles with incomes from successful professional careers in good quality housing
	G28	Modern Parents	Busy couples in modern detached homes juggling the demands of school-age children and careers
	G29	Mid-Career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older
H Aspiring Homemakers	H30	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing
	H31	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas where there's more house for less money
	H32	First-Rung Futures	Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas
	H33	Contemporary Starts	Fashion-conscious young singles and partners setting up home in developments attractive to their peers
	H34	New Foundations	Occupants of brand new homes who are often younger singles or couples with children
	H35	Flying Solo	Bright young singles on starter salaries choosing to rent homes in family suburbs

Mosaic UK

Classifications

I Family Basics	I36	Solid Economy	Stable families with children renting better quality homes from social landlords
	I37	Budget Generations	Families supporting both adult and younger children where expenditure can exceed income
	I38	Childcare Squeeze	Younger families with children who own a budget home and are striving to cover all expenses
	I39	Families with Needs	Families with many children living in areas of high deprivation and who need support
J Transient Renters	J40	Make Do & Move On	Yet to settle younger singles and couples making interim homes in low cost properties
	J41	Disconnected Youth	Young people endeavouring to gain employment footholds while renting cheap flats and terraces
	J42	Midlife Stopgap	Maturing singles in employment who are renting short-term affordable homes
	J43	Renting a Room	Transient renters of low cost accommodation often within subdivided older properties
K Municipal Challenge	K44	Inner City Stalwarts	Long-term renters of inner city social flats who have witnessed many changes
	K45	Crowded Kaleidoscope	Multi-cultural households with children renting social flats in over-crowded conditions
	K46	High Rise Residents	Renters of social flats in high rise blocks where levels of need are significant
	K47	Streetwise Singles	Hard-pressed singles in low cost social flats searching for opportunities
	K48	Low Income Workers	Older social renters settled in low value homes in communities where employment is harder to find
L Vintage Value	L49	Dependent Greys	Ageing social renters with high levels of need in centrally located developments of small units
	L50	Pocket Pensions	Penny-wise elderly singles renting in developments of compact social homes
	L51	Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes
	L52	Estate Veterans	Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters
	L53	Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

M Modest Traditions	M54	Down-to-Earth Owners	Ageing couples who have owned their inexpensive home for many years while working in routine jobs
	M55	Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited
	M56	Self Supporters	Hard-working mature singles who own budget terraces manageable within their modest wage
N Urban Cohesion	N57	Community Elders	Established older households owning city homes in diverse neighbourhoods
	N58	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities
	N59	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition
	N60	Ageing Access	Older residents owning small inner suburban properties with good access to amenities
O Rental Hubs	O61	Career Builders	Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties
	O62	Central Pulse	Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life
	O63	Flexible Workforce	Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs
	O64	Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads
	O65	Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations
	O66	Student Scene	Students living in high density accommodation close to universities and educational centres

Appendix D

NPPG Health Check Methodology

1.0 NPPG Health Check Methodology

1.1 Introduction

- 1.1.1 This appendix contains the methodology for undertaking the vitality and viability health checks in line with national retail planning policy.

1.2 National Planning Policy Framework (NPPF)

- 1.2.1 The National Planning Policy Framework (NPPF) was published in March 2012 with a revised version recently published in July 2018. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so.
- 1.2.2 The NPPF identifies a number of factors which are of relevance in delivering sustainable development, with one such factor being the need to ensure the vitality of town centres. Paragraph 85 of the NPPF states that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaption. Paragraph 85 also requires planning policies to promote the long-term viability and vitality of town centres. It notes this should be achieved by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters.

1.3 Ensuring the Vitality of Town Centres Planning Practice Guidance

- 1.3.1 Ensuring the Vitality of Town Centres National Planning Practice Guidance was published in March 2014 and replaces the previous Planning for Town Centres Practice Guidance. It provides a more concise summation of how retail and main town centre planning policy is to be applied in practice. However, the objectives of the Practice Guidance remain comparable with those of its predecessor, with there being a stated requirement for local planning authorities to plan positively and support town centres to generate local employment, promote beneficial competition within and between town centres, and create attractive and diverse places for people to want to live, visit and work.
- 1.2.3 Whilst the NPPF does not provide a list of indicators to be used to assess the health of a centre, such criteria have been published in the NPPG. Paragraph 005 of the Practice Guidance identifies a series of key indicators which are of relevance in assessing the health of a centre over time. Indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time include the following:
- Diversity of uses – data on the diversity of uses was collated during fieldwork in May 2018.

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- Proportion of vacant street level property – vacant properties were also identified during the undertaking of on-site surveys.
 - Retailer representation – information on the current strength of the defined centres, retailer representation and retailer requirements has been derived from on-site surveys and various published sources.
 - Commercial rents – where available rental data has been sourced from recognised UK property consultants.
 - Pedestrian flows – general footfall and pedestrian flows were also observed during WYG's on-site surveys.
 - Accessibility – consideration of access to and around the centres is informed by WYG's on-site surveys.
 - Perceptions of safety and occurrence of crime – informed by our observations and initiatives present in each centre.
 - Views and behaviour – Information on views is based on the NEMS household survey results and feedback from key stakeholders.
 - State of town centre environmental quality – consideration of the quality of the buildings and public realm in the centre has also been informed by WYG's 'on the ground' observations.

1.4 London Borough of Hounslow Health Checks

- 1.4.1 A health check assessment of the four main Town Centres within the London Borough of Hounslow was undertaken by the Council in December 2014 and in 2006 as part of the previous West London Retail Needs Study, joint with the London Boroughs of Ealing and Hammersmith and Fulham. For the purposes of this Study, the health check assessments were based on the Experian Goad boundary area of the town centres (surveys undertaken by Experian between July 2015-September 2017). To inform this current Study, and to enable 'like for like' comparisons with the previous health check survey, we undertook a new survey of each of the four town centres in May 2018. The use of the Goad boundary is helpful in allowing data on the occupation of units to be 'benchmarked' with national average Goad data. It should however be noted that the Goad Plan boundaries differ slightly to the adopted town centre boundaries and cover a larger area in the case of Brentford and Feltham.

Appendix E

Statistical Retail Tables - Population and Expenditure



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 1: Population Growth, by Zone

Zone	2016	2018	2022	2027	2029	2033	Change 2018-2022		Change 2018-2027		Change 2018-2029		Change 2018-2033	
							No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]
1	49,089	50,185	50,594	50,916	51,351	51,849	409	0.8	731.0	1.5	1,166	2.3	1,664	3.3
2	29,098	29,310	30,324	30,838	30,900	30,912	1,014	3.5	1528.0	5.2	1,590	5.4	1,602	5.5
3	37,797	38,085	38,172	39,059	39,747	41,984	87	0.2	974.0	2.6	1,662	4.4	3,899	10.2
4	60,499	62,639	68,355	72,387	73,228	74,016	5,716	9.1	9748.0	15.6	10,589	16.9	11,377	18.2
5	40,313	41,493	43,305	44,936	45,739	46,313	1,812	4.4	3443.0	8.3	4,246	10.2	4,820	11.6
6	26,713	27,921	30,275	31,613	31,881	32,742	2,354	8.4	3692.0	13.2	3,960	14.2	4,821	17.3
7	47,676	48,490	48,445	48,189	48,452	49,017	-45	-0.1	-301.0	-0.6	-38	-0.1	527	1.1
Total	291,185	298,123	309,470	317,938	321,298	326,833	11,347	3.8	19,815	6.6	23,175	7.8	28,710	9.6

Notes:

[1] 2016 base population figure provided by London Borough of Hounslow for each electoral ward and adapted to cover the study zones.

[2], [3], [4], [5], [6] Population projection figures for electoral wards provided by London Borough of Hounslow and adapted for the study zones.

[7] = [3] - [2]

[8] = [7] / [2]

[9] = [4] - [2]

[10] = [9] / [2]

[11] = [5] - [2]

[12] = [11] / [2]

[13] = [6] - [2]

[14] = [13] / [2]



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 2: Per Capita Convenience Goods Expenditure, by Zone (£)

Zone	2018	2022	2027	2029	2033
1	1,563	1,544	1,539	1,539	1,538
2	1,651	1,631	1,625	1,625	1,625
3	1,613	1,593	1,588	1,588	1,588
4	1,668	1,648	1,642	1,642	1,642
5	1,781	1,759	1,753	1,753	1,753
6	1,775	1,754	1,748	1,748	1,747
7	2,294	2,266	2,259	2,258	2,258

Notes

Per capita expenditure derived from Experian MMG3 data (May 2018)

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 15 (December 2017)

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017)

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 3: Total Available Convenience Expenditure, by Zone (£m)

Zone	2018	2022	2027	2029	2033	Change 2018-22		Change 2018-27		Change 2018-29		Change 2018-33	
						No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]
1	78.4	78.1	78.3	79.0	79.8	-0.3	-0.4	-0.1	-0.1	0.6	0.7	1.3	1.7
2	48.4	49.5	50.1	50.2	50.2	1.1	2.2	1.7	3.6	1.8	3.8	1.8	3.8
3	61.4	60.8	62.0	63.1	66.7	-0.6	-1.0	0.6	1.0	1.7	2.7	5.2	8.5
4	104.5	112.6	118.9	120.2	121.5	8.1	7.8	14.4	13.8	15.8	15.1	17.0	16.3
5	73.9	76.2	78.8	80.2	81.2	2.3	3.1	4.9	6.6	6.3	8.5	7.3	9.9
6	49.6	53.1	55.3	55.7	57.2	3.5	7.1	5.7	11.5	6.1	12.4	7.6	15.4
7	111.2	109.8	108.8	109.4	110.7	-1.5	-1.3	-2.4	-2.2	-1.8	-1.6	-0.6	-0.5
Total	527.4	540.0	552.3	557.9	567.2	12.6	2.4	24.8	4.7	30.5	5.8	39.8	7.5

Notes

[1] to [5] Calculated by multiplying population (Table 1) by per capita convenience goods expenditure (Table 2)

[6] = [2] - [1]

[7] = [2] / [1]

[8] = [3] - [1]

[9] = [3] / [1]

[10] = [4] - [1]

[11] = [4] / [1]

[12] = [5] - [1]

[13] = [5] / [1]

2016 Prices

Table 4a - Per Capita Comparison Goods Expenditure, by Category, 2016 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	644	93	87	136	48	215	315	36	155	70	131	1,928
2	728	132	108	158	71	249	336	60	243	87	154	2,326
3	711	132	119	160	87	262	336	57	202	89	183	2,338
4	748	115	115	170	65	228	348	43	205	87	172	2,296
5	846	161	183	193	116	289	385	53	208	124	305	2,862
6	766	159	141	175	105	291	363	43	190	106	273	2,612
7	1,022	253	176	221	140	430	455	38	252	144	436	3,567

Table 4b - Per Capita Comparison Goods Expenditure, by Category, 2018 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	677	97	91	143	50	226	331	38	163	74	138	2,028
2	766	139	114	166	75	262	353	63	256	91	162	2,446
3	748	139	126	168	92	276	353	60	212	94	192	2,459
4	787	121	121	178	68	240	366	45	216	91	181	2,414
5	890	169	193	203	122	304	405	55	218	130	321	3,010
6	806	167	148	184	110	306	382	45	200	111	287	2,747
7	1,074	267	186	233	147	452	478	40	265	151	458	3,751

Table 4c: Per Capita Comparison Goods Expenditure, by Category, 2022 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	740	106	100	156	55	247	362	42	178	81	151	2,218
2	838	152	124	182	82	287	386	69	280	100	177	2,676
3	818	152	137	184	101	302	386	66	232	102	210	2,690
4	861	132	132	195	75	263	400	50	236	100	198	2,641
5	973	185	211	222	133	332	443	61	239	142	351	3,293
6	882	183	162	201	120	334	418	50	219	121	314	3,005
7	1,175	292	203	255	161	495	523	44	290	165	502	4,104



Table 4d: Per Capita Comparison Goods Expenditure, by Category, 2027 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	871	125	117	184	64	290	426	49	210	95	178	2,609
2	986	179	146	214	96	337	454	81	329	117	208	3,147
3	962	179	162	217	118	355	454	77	273	121	247	3,164
4	1,012	156	156	229	88	309	471	59	277	117	233	3,106
5	1,145	218	248	261	157	391	521	71	281	167	413	3,873
6	1,037	215	191	236	142	393	492	59	258	143	370	3,535
7	1,382	343	239	300	190	582	616	52	341	194	590	4,827

Table 4e: Per Capita Comparison Goods Expenditure, by Category, 2029 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	925	133	124	195	68	308	452	52	222	101	189	2,771
2	1,047	190	155	227	102	358	482	86	349	124	221	3,342
3	1,022	190	172	230	126	377	482	82	290	128	262	3,360
4	1,075	165	165	244	93	328	500	62	295	124	247	3,299
5	1,216	231	264	277	167	415	553	76	298	178	439	4,113
6	1,101	229	203	251	150	418	522	62	273	152	393	3,754
7	1,468	364	254	318	201	618	654	55	362	206	626	5,126

Table 4f: Per Capita Comparison Goods Expenditure, by Category, 2033 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,051	151	141	222	78	350	514	59	253	114	215	3,149
2	1,189	216	177	259	116	407	548	97	397	141	251	3,798
3	1,161	216	195	261	143	428	548	93	329	145	298	3,818
4	1,222	188	188	277	106	373	568	71	335	141	281	3,749
5	1,382	263	299	315	189	472	629	86	339	202	499	4,674
6	1,252	260	230	285	171	475	593	71	311	172	446	4,266
7	1,668	414	288	362	229	702	743	62	411	234	712	5,826

Notes

2016 base expenditure taken from Experian MMG3 data (May 2018)

Comparison goods expenditure growth projected forward from 2016 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017).

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017).

2016 prices

Table 5a: Total Comparison Goods Expenditure, by Category, 2018 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	34.0	4.9	4.6	7.2	2.5	11.3	16.6	1.9	8.2	3.7	6.9
2	22.4	4.1	3.3	4.9	2.2	7.7	10.3	1.8	7.5	2.7	4.7
3	28.5	5.3	4.8	6.4	3.5	10.5	13.4	2.3	8.1	3.6	7.3
4	49.3	7.6	7.6	11.2	4.3	15.0	22.9	2.8	13.5	5.7	11.3
5	36.9	7.0	8.0	8.4	5.1	12.6	16.8	2.3	9.1	5.4	13.3
6	22.5	4.7	4.1	5.1	3.1	8.5	10.7	1.3	5.6	3.1	8.0
7	52.1	12.9	9.0	11.3	7.1	21.9	23.2	1.9	12.8	7.3	22.2
Total	245.7	46.5	41.4	54.5	27.7	87.6	114.0	14.4	64.7	31.4	73.9

Table 5b: Total Comparison Goods Expenditure, by Category, 2022 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	37.5	5.4	5.0	7.9	2.8	12.5	18.3	2.1	9.0	4.1	7.7
2	25.4	4.6	3.8	5.5	2.5	8.7	11.7	2.1	8.5	3.0	5.4
3	31.2	5.8	5.2	7.0	3.8	11.5	14.7	2.5	8.9	3.9	8.0
4	58.8	9.0	9.0	13.3	5.1	18.0	27.3	3.4	16.1	6.8	13.5
5	42.1	8.0	9.1	9.6	5.8	14.4	19.2	2.6	10.3	6.2	15.2
6	26.7	5.5	4.9	6.1	3.6	10.1	12.7	1.5	6.6	3.7	9.5
7	56.9	14.1	9.8	12.3	7.8	24.0	25.4	2.1	14.0	8.0	24.3
Total	278.7	52.5	47.0	61.8	31.4	99.1	129.3	16.4	73.5	35.6	83.6

Table 5c: Total Comparison Goods Expenditure, by Category, 2027 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	44.3	6.4	6.0	9.4	3.3	14.8	21.7	2.5	10.7	4.8	9.1
2	30.4	5.5	4.5	6.6	3.0	10.4	14.0	2.5	10.1	3.6	6.4
3	37.6	7.0	6.3	8.5	4.6	13.9	17.7	3.0	10.7	4.7	9.6
4	73.3	11.3	11.3	16.6	6.4	22.4	34.1	4.2	20.1	8.5	16.9
5	51.4	9.8	11.2	11.7	7.0	17.6	23.4	3.2	12.6	7.5	18.6
6	32.8	6.8	6.0	7.5	4.5	12.4	15.5	1.9	8.1	4.5	11.7
7	66.6	16.5	11.5	14.4	9.1	28.0	29.7	2.5	16.4	9.4	28.4
Total	336.4	63.3	56.7	74.7	37.9	119.4	156.1	19.8	88.7	43.0	100.7



Table 5d: Total Comparison Goods Expenditure, by Category, 2029 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	47.5	6.8	6.4	10.0	3.5	15.8	23.2	2.7	11.4	5.2	9.7
2	32.3	5.9	4.8	7.0	3.1	11.1	14.9	2.7	10.8	3.8	6.8
3	40.6	7.6	6.8	9.1	5.0	15.0	19.2	3.3	11.5	5.1	10.4
4	78.7	12.1	12.1	17.8	6.8	24.0	36.6	4.6	21.6	9.1	18.1
5	55.6	10.6	12.1	12.7	7.6	19.0	25.3	3.5	13.6	8.1	20.1
6	35.1	7.3	6.5	8.0	4.8	13.3	16.6	2.0	8.7	4.8	12.5
7	71.1	17.6	12.3	15.4	9.8	29.9	31.7	2.6	17.5	10.0	30.4
Total	361.0	67.9	60.9	80.1	40.6	128.1	167.5	21.2	95.2	46.2	108.0

Table 5e: Total Comparison Goods Expenditure, by Category, 2033 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	54.5	7.8	7.3	11.5	4.0	18.2	26.7	3.1	13.1	5.9	11.1
2	36.8	6.7	5.5	8.0	3.6	12.6	16.9	3.0	12.3	4.4	7.8
3	48.7	9.1	8.2	11.0	6.0	18.0	23.0	3.9	13.8	6.1	12.5
4	90.4	13.9	13.9	20.5	7.8	27.6	42.0	5.2	24.8	10.5	20.8
5	64.0	12.2	13.9	14.6	8.8	21.9	29.1	4.0	15.7	9.4	23.1
6	41.0	8.5	7.5	9.3	5.6	15.5	19.4	2.3	10.2	5.6	14.6
7	81.8	20.3	14.1	17.7	11.2	34.4	36.4	3.0	20.1	11.5	34.9
Total	417.2	78.5	70.4	92.6	47.0	148.1	193.6	24.6	110.0	53.4	124.8

Notes:

Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 4b-4f)

2016 Prices

Appendix F

Statistical Retail Tables - Convenience Goods Capacity



Table 1: Main and Top Up Food Shopping Market Share of Convenience Facilities by Zone, 2018 (%)

	Zones													
	1		2		3		4		5		6		7	
	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up
LONDON BOROUGH OF HOUNSLOW														
Hounslow Town Centre	27	33			0	1	29	44	15	9	2	1	3	1
Asda, The Blenheim Centre	16	7					22	22	15	7	2		3	
Iceland, High Street	6	8					1	8	0	1				1
Other stores	6	17			0	1	6	13		1		1		
Hounslow Edge/Out of Centre	14	25	1	1	0	2	5	14	4	1	0		1	
Aldi, Hospital Road	6		1	1	0		4	1	3	1			1	
Sainsbury's Local, Staines Road		6						2						
Tesco Express, Hanworth Road	5	9				2	0	4	0	1				
Tesco Express, Bath Road	0	2						6	0					
Iceland, Bath Road	2	7					1	1			0			
Chiswick Town Centre			1		0		0		3	1	7	3	62	68
M&S Simply Food, Chiswick High Road					0				1	1	1		7	11
Sainsbury's Local, Chiswick High Road									0			1	4	2
Sainsbury's, Essex Place			1				0		2		4		41	18
Tesco Express, Chiswick High Road											2		0	3
Waitrose, Chiswick High Road									1		0		7	13
Other stores											1	2	4	21
Chiswick Edge/Out of Centre											0			13
Budgens, South Parade											0			11
Other stores														1
Brentford Town Centre	2	3		1		1	1		2		41	61	1	1
Morrisons, High Street	2	3				1	1		2		39	48	1	1
Other stores				1							1	13		
Brentford Edge/Out of Centre	5	1	2				20	8	37	20	26	3	6	
Tesco Extra, Syon Lane, Osterley Park, Isleworth	5	1	2				20	8	37	20	26	3	6	
Feltham Town Centre	2		39	32	57	44	0	1	0	1	1			
Lidl, New Road	1		10	7	2	1	0				0			
Aldi, High Street			8	1	17	9		1						
Asda, The Centre, Tilley Road	1		9	8	8	11					1			
Iceland, The Centre, Tilley Road			1		2			1	0					
Tesco, High Street			6	11	23	18				1				
Other stores			4	4	4	5								
Feltham Edge/Out of Centre	14	5	48	46	11	8	6		1					
Tesco, Dukes Green Avenue	14	5	46	30	8	7	5		1					
Tesco Express, Staines Road, Turpin Green Lane			2	15	3	1	0		1					
Other stores						1								
Other stores in Borough	30	30	1	11	8	20	24	22	29	64	4	12	0	4
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0	1			0	1	11	4	18	13	1			1
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	28	6			2	1	5							
Sainsbury's Local, London Road, Isleworth									8	17		2		
Tesco Express, London Road, Isleworth							1	2	0	18	2			
Tesco Express, Staines Road, Hounslow		3		1			2	4	0					
Tesco Express, Bear Road, Feltham				1	5	5								
Tesco Express, 507-511 Staines Road, Feltham	0		1	8		2								
Sainsbury's Local, Upper Sutton Lane, Hounslow		2						6						
Tesco Express, North Hyde Lane, Southall		5					2	1						
Sainsbury's Local, Kew Bridge Road, Brentford										3		2	0	2
Sainsbury's Local, Ealing Road, Brentford											0	6		
Tesco Express, Hampton Road West, Feltham	0			1		6	0							
Asda, Ivy Bridge Retail Park, Twickenham								1	2	2				
Co-op, The Kings Arms, South Street, Isleworth									1	6				
Other	1	14		1		6	3	6		5		2		1
Outside Survey Area	7	5	9	9	24	24	14	10	8	4	18	20	27	14
Sainsbury's, St Clares, Uxbridge Road, Hampton Hill	0		1		7	15	1					7		
Sainsbury's Local, Boston Parade, Boston Road, Hanwell														
Lidl, High Street, Whitton, Twickenham							1	1	5	2	0			
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0						1		2	1	1	1	2	1
Sainsbury's Local, The Green, Twickenham							5							
Sainsbury's, Lower Richmond Road, Richmond											1		6	2
Tesco Express, Upper Richmond Road West, East Sheen													6	8
Tesco Extra, Escot Road, Sunbury-on-Thames	0			1	9	1								
Waitrose, Westfield Shopping Centre, White City										1			6	
Other	6	5	8	9	8	8	7	10	2	1	15	11	7	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Notes:
Main food market share figure derived from a 50:50 combined figure between Questions 1 & 2, NEMS Household Survey, May 2018
Top-up market share figure derived from Question 5, NEMS Household Survey, May 2018
Excludes responses 'don't do this', 'don't know / varies', 'abroad', and 'internet / delivered'
Figures may not add due to rounding
2016 Prices

Table 2: Main and Top Up Food Shopping Turnover of Convenience Facilities, 2018 (£m)

	Zones													
	1		2		3		4		5		6		7	
	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up
LONDON BOROUGH OF HOUNSLOW														
Hounslow Town Centre	14.7	7.7			0.2	0.2	21.3	13.6	7.9	2.0	0.8	0.1	2.3	0.3
Asda, The Blenheim Centre	8.6	1.7					15.8	7.0	7.8	1.6	0.8		2.3	
Iceland, High Street	3.1	2.0					0.9	2.6	0.1	0.3				0.3
Other stores	3.1	4.1			0.2	0.2	4.6	4.0		0.1		0.1		
Hounslow Edge/Out of Centre	7.5	5.8	0.2	0.1	0.1	0.4	3.9	4.4	2.0	0.3	0.1		0.6	
Aldi, Hospital Road	3.4		0.2	0.1	0.1		2.8	0.4	1.7	0.1			0.6	
Sainsbury's Local, Staines Road		1.5						0.7						
Tesco Express, Hanworth Road	2.6	2.2				0.4	0.3	1.4	0.1	0.1				
Tesco Express, Bath Road	0.2	0.4						1.9	0.1					
Iceland, Bath Road	1.3	1.7					0.7	0.2			0.1			
Chiswick Town Centre			0.2		0.2		0.2		1.8	0.1	2.6	0.4	48.5	22.7
M&S Simply Food, Chiswick High Road					0.2				0.3	0.1	0.2		5.1	3.7
Sainsbury's Local, Chiswick High Road									0.1			0.1	2.7	0.7
Sainsbury's, Essex Place			0.2				0.2		1.1		1.4		31.9	6.0
Tesco Express, Chiswick High Road											0.6		0.2	1.0
Waitrose, Chiswick High Road									0.3		0.1		5.2	4.3
Other stores											0.3	0.3	3.3	7.0
Chiswick Edge/Out of Centre											0.1			4.2
Budgens, South Parade											0.1			3.8
Other stores														0.5
Brentford Town Centre	1.0	0.6		0.1		0.1	0.8		0.8		14.1	9.1	0.7	0.5
Morrisons, High Street	1.0	0.6				0.1	0.8		0.8		13.7	7.1	0.7	0.5
Other stores				0.1							0.5	2.0		
Brentford Edge/Out of Centre	2.6	0.1	0.6				15.0	2.6	19.1	4.5	9.0	0.5	4.6	
Tesco Extra, Syon Lane, Osterley Park, Isleworth	2.6	0.1	0.6				15.0	2.6	19.1	4.5	9.0	0.5	4.6	
Feltham Town Centre	0.8		13.1	4.7	24.3	8.0	0.3	0.4	0.2	0.1	0.5			
Lidl, New Road	0.3		3.2	1.0	1.0	0.1	0.3				0.1			
Aldi, High Street			2.8	0.2	7.4	1.6		0.2						
Asda, The Centre, Tilley Road	0.5		3.2	1.2	3.4	2.1					0.3			
Iceland, The Centre, Tilley Road			0.4		1.0			0.2	0.2					
Tesco, High Street			2.1	1.7	9.8	3.4				0.1				
Other stores			1.4	0.6	1.7	0.9								
Feltham Edge/Out of Centre	7.8	1.1	16.4	6.6	4.5	1.6	4.1		0.5					
Tesco, Dukes Green Avenue	7.8	1.1	15.7	4.4	3.4	1.2	3.8		0.3					
Tesco Express, Staines Road, Turpin Green Lane			0.7	2.2	1.1	0.1	0.3		0.3					
Other stores						0.2								
Other stores in Borough	16.7	7.1	0.2	1.6	3.3	3.7	17.4	7.0	15.1	14.1	1.3	1.8	0.2	1.3
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0.2	0.1			0.1	0.2	8.3	1.1	9.1	2.8	0.3			0.3
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	15.5	1.5			0.9	0.1	3.5							
Sainsbury's Local, London Road, Isleworth									4.1	3.7		0.4		
Tesco Express, London Road, Isleworth							0.5	0.7	0.1	4.1	0.9			
Tesco Express, Staines Road, Hounslow		0.6		0.1			1.4	1.2	0.2					
Tesco Express, Bear Road, Feltham				0.1	2.3	0.9								
Tesco Express, 507-511 Staines Road, Feltham	0.2		0.2	1.1		0.3								
Sainsbury's Local, Upper Sutton Lane, Hounslow		0.4						1.9						
Tesco Express, North Hyde Lane, Southall		1.2					1.5	0.2						
Sainsbury's Local, Kew Bridge Road, Brentford										0.7		0.3	0.2	0.8
Sainsbury's Local, Ealing Road, Brentford											0.1	0.8		
Tesco Express, Hampton Road West, Feltham	0.2			0.1		1.0	0.3							
Asda, Ivy Bridge Retail Park, Twickenham								0.2	1.1	0.6				
Co-op, The Kings Arms, South Street, Isleworth									0.5	1.3				
Other	0.6	3.2		0.2		1.1	1.9	1.7		1.0		0.4		0.3
Outside Survey Area	3.6	1.1	3.1	1.4	10.4	4.4	10.3	3.3	4.2	1.0	6.2	2.9	20.8	4.6
Sainsbury's, St Clares, Uxbridge Road, Hampton Hill	0.1		0.5		3.0	2.8	0.8					1.1		
Sainsbury's Local, Boston Parade, Boston Road, Hanwell														
Lidl, High Street, Whitton, Twickenham							0.5	0.2	2.6	0.5	0.1			
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.1						0.6		0.9	0.1	0.2	0.1	1.7	0.3
Sainsbury's Local, The Green, Twickenham							3.3							
Sainsbury's, Lower Richmond Road, Richmond											0.5		4.3	0.7
Tesco Express, Upper Richmond Road West, East Sheen													4.8	2.6
Tesco Extra, Escot Road, Sunbury-on-Thames	0.1			0.1	3.9	0.2								
Waitrose, Westfield Shopping Centre, White City										0.1			4.8	
Other	3.3	1.1	2.7	1.2	3.4	1.4	5.1	3.1	0.8	0.1	5.4	1.7	5.2	1.0
Total	54.9	23.5	33.9	14.5	43.0	18.4	73.1	31.3	51.7	22.2	34.7	14.9	77.9	33.4

Notes:
Total convenience goods expenditure per zone taken from Table 3
Split in Main/Top-up expenditure derived from Questions 3 and 6, NEMS Household Survey, May 2018
Excludes responses 'don't do this', 'don't know / varies', 'abroad', and 'internet / delivered'
Figures may not add due to rounding
2016 Prices



Table 3: Total Turnover of Convenience Facilities, 2018 (£m)

	Zones														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	
LONDON BOROUGH OF HOUNSLOW															
Hounslow Town Centre	29	22.4			1	0.4	33	34.9	13	10.0	2	0.9	2	2.6	71.2
Asda, The Blenheim Centre	13	10.3					22	22.8	13	9.4	2	0.8	2	2.3	45.6
Iceland, High Street	6	5.0					3	3.5	1	0.4			0	0.3	9.2
Other stores	9	7.1			1	0.4	8	8.6	0	0.1	0	0.1			16.4
Hounslow Edge/Out of Centre	17	13.3	1	0.3	1	0.5	8	8.4	3	2.3	0	0.1	1	0.6	25.5
Aldi, Hospital Road	4	3.4	1	0.3	0	0.1	3	3.2	3	1.9			1	0.6	9.5
Sainsbury's Local, Staines Road	2	1.5					1	0.7							2.1
Tesco Express, Hanworth Road	6	4.8			1	0.4	2	1.7	0	0.3					7.2
Tesco Express, Bath Road	1	0.6					2	1.9	0	0.1					2.6
Iceland, Bath Road	4	3.0					1	0.9			0	0.1			4.1
Chiswick Town Centre			0	0.2	0	0.2	0	0.2	3	1.9	6	3.0	64	71.2	76.6
M&S Simply Food, Chiswick High Road					0	0.2			1	0.4	0	0.2	8	8.8	9.6
Sainsbury's Local, Chiswick High Road									0	0.1	0	0.1	3	3.4	3.7
Sainsbury's, Essex Place			0	0.2			0	0.2	1	1.1	3	1.4	34	37.9	40.8
Tesco Express, Chiswick High Road											1	0.6	1	1.2	1.8
Waitrose, Chiswick High Road									0	0.3	0	0.1	9	9.5	9.9
Other stores											1	0.5	9	10.4	10.9
Chiswick Edge/Out of Centre											0	0.1	4	4.2	4.4
Budgens, South Parade											0	0.1	3	3.8	3.9
Other stores													0	0	0.5
Brentford Town Centre	2	1.6	0	0.1	0	0.1	1	0.8	1	0.8	47	23.2	1	1.2	27.8
Morrisons, High Street	2	1.6			0	0.1	1	0.8	1	0.8	42	20.8	1	1.2	25.3
Other stores			0	0.1							5	2.4			2.5
Brentford Edge/Out of Centre	3.5	2.7	1	0.6			17	17.6	32	23.6	19	9.5	4	4.6	58.7
Tesco Extra, Syon Lane, Osterley Park, Isleworth	4	2.7	1	0.6			17	17.6	32	23.6	19	9.5	4	4.6	58.7
Feltham Town Centre	1	0.8	37	17.8	53	32.3	1	0.7	1	0.4	1	0.5			52.6
Lidl, New Road	0	0.3	9	4.3	2	1.2	0	0.3			0	0.1			6.2
Aldi, High Street			6	3.0	15	9.1	0	0.2							12.3
Asda, The Centre, Tilley Road	1	0.5	9	4.4	9	5.4					1	0.3			10.6
Iceland, The Centre, Tilley Road			1	0.4	2	1.0	0	0.2	0	0.2					1.8
Tesco, High Street			8	3.8	21	13.2			0	0.1					17.1
Other stores			4	2.0	4	2.5									4.5
Feltham Edge/Out of Centre	11	8.9	48	23.0	10	6.1	4	4.1	1	0.5					42.7
Tesco, Dukes Green Avenue	11	8.9	42	20.1	8	4.7	4	3.8	0	0.3					37.7
Tesco Express, Staines Road, Turpin Green Lane			6	2.9	2	1.2	0	0.3	0	0.3					4.7
Other stores					0	0.2									0.2
Other stores in Borough	30	23.8	4	1.8	11	7.0	23	24.4	40	29.2	6	3.1	1	1.5	90.9
Tesco Extra, Mogden Lane, Twickenham, Isleworth	0	0.4			1	0.3	9	9.4	16	11.9	1	0.3	0	0.3	22.6
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	22	17.0			2	1.0	3	3.5							21.5
Sainsbury's Local, London Road, Isleworth									10	7.7	1	0.4			8.1
Tesco Express, London Road, Isleworth							1	1.2	6	4.2	2	0.9			6.2
Tesco Express, Staines Road, Hounslow	1	0.6	0	0.1			2	2.6	0	0.2					3.5
Tesco Express, Bear Road, Feltham			0	0.1	5	3.2									3.3
Tesco Express, 507-511 Staines Road, Feltham	0	0.2	3	1.3	0	0.3									1.8
Sainsbury's Local, Upper Sutton Lane, Hounslow	1	0.4					2	1.9							2.3
Tesco Express, North Hyde Lane, Southall	2	1.2					2	1.7							2.9
Sainsbury's Local, Kew Bridge Road, Brentford									1	0.7	1	0.3	1	1.0	1.9
Sainsbury's Local, Ealing Road, Brentford											2	1.0			1.0
Tesco Express, Hampton Road West, Feltham	0	0.2	0	0.1	2	1.0	0	0.3							1.7
Asda, Ivy Bridge Retail Park, Twickenham							0	0.2	2	1.7					1.9
Co-op, The Kings Arms, South Street, Isleworth									2	1.7					1.7
Other	5	3.9	0	0.2	2	1.1	3	3.6	1	1.0	1	0.4	0	0.3	10.4
Outside Survey Area	6	4.7	9	4.5	24	14.8	13	13.5	7	5.2	18	9.1	23	25.4	77.2
Sainsbury's. St Clares, Uxbridge Road, Hampton Hill	0	0.1	1	0.5	9	5.8	1	0.8							7.1
Sainsbury's Local, Boston Parade, Boston Road, Hanwell											2	1.1			1.1
Lidl, High Street, Whitton, Twickenham							1	0.7	4	3.1	0	0.1			3.9
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0	0.1					1	0.6	1	1.0	1	0.3	2	2.0	4.0
Sainsbury's Local, The Green, Twickenham							3	3.3							3.3
Sainsbury's, Lower Richmond Road, Richmond											1	0.5	5	5.0	5.5
Tesco Express, Upper Richmond Road West, East Sheen													7	7.4	7.4
Tesco Extra, Escot Road, Sunbury-on-Thames	0	0.1	0	0.1	7	4.2									4.4
Waitrose, Westfield Shopping Centre, White City									0	0.1			4	4.8	4.9
Other	6	4.4	8	3.9	8	4.9	8	8.1	1	1.0	14	7.1	6	6.3	35.5
Total	100	78.3	100	48.4	100	61.4	100	104.5	100	73.9	100	49.6	100	111.3	527.4

Notes:
Figures may not add due to rounding.
Adjustments made to Sainsbury's Chiswick stores.
2016 Prices

**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance at 2018

	Gross Floorspace (sq.m)	Net Sales (sq.m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq.m)	Benchmark Convenience Goods Turnover (£m)	Survey Turnover (£m)	Estimated Turnover from Outside Survey Area (£m)	Estimated Total Turnover (£m)	Overtrading (£m)
Hounslow Town Centre									
Asda, The Blenheim Centre	6,946	4,782	3,587	13,000	46.6	45.6	1.4	47.0	0.4
Iceland, High Street	635	329	329	6,297	2.1	9.2	-	9.2	7.1
Other stores	-	-	-	-	16.4	16.4	-	16.4	-
Hounslow Edge/Out of Centre									
Aldi, Hospital Road	1,156	628	565	11,277	6.4	9.5	-	9.5	3.1
Sainsbury's Local, Staines Road	438	236	236	10,804	2.5	2.1	-	2.1	-0.4
Tesco Express, Hanworth Road	439	329	329	11,930	3.9	7.2	-	7.2	3.2
Tesco Express, Bath Road	364	254	254	11,930	3.0	2.6	-	2.6	-0.4
Iceland, Bath Road	903	420	420	6,297	2.6	4.1	-	4.1	1.4
Hounslow Sub-total	10,881	6,978			83.6	96.7	1.4	98.1	14.5
Chiswick Town Centre									
M&S Simply Food, Chiswick High Road	1,946	1,180	1,121	11,014	12.3	9.6	-	9.6	-2.7
Sainsbury's Local, Chiswick High Road	352	203	203	10,804	2.2	3.7	-	3.7	1.5
Sainsbury's, Essex Place	6,931	3,989	3,391	10,804	36.6	40.8	2.1	42.9	6.3
Tesco Express, Chiswick High Road	286	164	164	11,930	2.0	1.8	-	1.8	-0.2
Waitrose, Chiswick High Road	1,779	1,017	966	12,732	12.3	9.9	0.5	10.4	-1.9
Other stores	-	-	-	-	10.9	10.9	-	10.9	-
Chiswick Edge/Out of Centre									
Budgens, South Parade	280	114	97	-	3.9	3.9	-	3.9	-
Other stores	-	-	-	-	0.5	0.5	-	0.5	-
Chiswick Sub-Total	11,574	6,667			80.7	80.9	2.7	83.6	2.9
Brentford Town Centre									
Morrisons, High Street	3,067	1,795	1,616	12,075	19.5	25.3	0.8	26.1	6.6
Other stores	-	-	-	-	2.5	2.5	-	2.5	-
Brentford Edge/Out of Centre									
Tesco Extra, Syon Lane, Osterley Park, Isleworth	11,754	8,058	4,835	11,930	57.7	58.7	1.8	60.5	2.8
Brentford Sub-total	14,821	9,853			79.7	86.5	2.6	89.1	9.4
Feltham Town Centre									
Lidl, New Road	1,477	1,046	941	8,455	8.0	6.2	-	6.2	-1.8
Aldi, High Street	978	678	610	11,277	6.9	12.3	-	12.3	5.4
Asda, The Centre, Tilley Road	9,084	5,372	3,868	13,000	50.3	10.6	0.6	11.2	-39.1
Iceland, The Centre, Tilley Road	837	581	581	6,297	3.7	1.8	-	1.8	-1.9
Tesco, High Street	3,945	2,579	2,192	11,930	26.2	17.1	0.9	18.0	-8.1
Other stores	-	-	-	-	4.5	4.5	-	4.5	-
Feltham Edge/Out of Centre									
Tesco, Dukes Green Avenue	7,772	4,880	3,416	11,930	40.8	37.7	2.0	39.7	-1.0
Tesco Express, Staines Road, Turpin Green Lane	350	244	244	11,930	2.9	0.1	-	0.1	-2.8
Other stores	-	-	-	-	0.2	0.2	-	0.2	-
Feltham Sub-total	24,443	15,380			143.3	90.7	3.4	94.1	-49.2
Other stores in Borough									
Tesco Extra, Mogden Lane, Twickenham, Isleworth	8,317	5,715	4,286	11,930	51.1	22.6	34.0	56.6	5.5
Tesco Extra, Bullsbridge Industrial Estate, Hayes Road, Southall	7,375	4,923	3,692	11,930	44.0	21.5	32.2	53.7	9.6
Sainsbury's Local, London Road, Isleworth	238	154	154	10,804	1.7	8.1	-	8.1	6.4
Tesco Express, London Road, Isleworth	364	254	254	11,930	3.0	6.2	-	6.2	3.2
Tesco Express, Staines Road, Hounslow	352	246	246	11,930	2.9	3.5	-	3.5	0.6
Tesco Express, Bear Road, Feltham	238	166	166	11,930	2.0	3.3	-	3.3	1.3
Tesco Express, 507-511 Staines Road, Feltham	403	227	227	11,930	2.7	1.8	-	1.8	-0.9
Sainsbury's Local, Upper Sutton Lane, Hounslow	418	310	310	10,804	3.3	2.3	-	2.3	-1.0
Tesco Express, North Hyde Lane, Southall	364	254	254	11,930	3.0	2.9	-	2.9	-0.1
Sainsbury's Local, Kew Bridge Road, Brentford	134	72	72	10,804	0.8	1.9	-	1.9	1.2
Sainsbury's Local, Ealing Road, Brentford	669	361	361	10,804	3.9	1.0	-	1.0	-2.9
Tesco Express, Hampton Road West, Feltham	121	85	85	11,930	1.0	1.7	-	1.7	0.6
Asda, Ivy Bridge Retail Park, Twickenham	1,998	1,455	1,164	13,000	15.1	1.9	2.8	4.6	-10.5
Co-op, The Kings Arms, South Street, Isleworth	341	222	200	10,053	2.0	1.7	-	1.7	-0.3
Other	-	-	-	-	10.4	10.4	-	10.4	-
Other Sub-total	21,332	14,444			147	90.9	68.9	159.9	12.7

Notes:

Gross floorspace derived from Retail Studies, Retail Impact Assessments, VOA website, Experian Goad or WYG assessment

Net convenience floorspace derived from above sources where available or based on WYG professional judgement having regard to Experian Goad Data/WYG visits

Sales densities derived from information provided by GlobalData.

It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 3

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

TABLE 5: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN HOUNSLOW

Table 5a: Estimated 'Capacity' for Convenience Goods Facilities in Hounslow

Year	Benchmark Turnover £m ¹	Hounslow Turnover £m ²	Hounslow Inflow £m	Surplus Expenditure £m
2018	83.6	96.7	1.4	14.5
2022	83.4	99.0	1.4	17.1
2027	83.5	101.2	1.5	19.2
2029	83.7	102.3	1.5	20.0
2033	84.0	104.0	1.5	21.4

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hounslow facilities

2016 prices

Table 5b: Quantitative Need for Additional Convenience Goods Floorspace in Hounslow

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	14.5	1,200	1,500
2022	17.1	1,400	1,700
2027	19.2	1,600	1,900
2029	20.0	1,700	2,000
2033	21.4	1,800	2,200

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData
 2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CHISWICK

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Chiswick

Year	Benchmark Turnover £m ¹	Chiswick Turnover £m ²	Chiswick Inflow £m	Surplus Expenditure £m
2018	80.7	80.9	2.7	2.9
2022	80.4	82.9	2.7	5.2
2027	80.6	84.7	2.8	7.0
2029	80.8	85.6	2.8	7.7
2033	81.1	87.0	2.9	8.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).
2. Assumes constant market share claimed by Chiswick facilities.

2016 prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Chiswick

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	2.9	200	300
2022	5.2	400	500
2027	7.0	600	700
2029	7.7	600	800
2033	8.8	700	900

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData
 2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).

2016 prices

LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

TABLE 7: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN BRENTFORD

Table 7a: Estimated 'Capacity' for Convenience Goods Facilities in Brentford

Year	Benchmark Turnover £m ¹	Brentford Turnover £m ²	Brentford Inflow £m	Surplus Expenditure £m
2018	79.7	86.5	2.6	9.4
2022	79.5	88.5	2.7	11.7
2027	79.6	90.5	2.7	13.6
2029	79.8	91.5	2.7	14.4
2033	80.1	93.0	2.8	15.7

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).
2. Assumes constant market share claimed by Brentford facilities

2016 prices

Table 7b: Quantitative Need for Additional Convenience Goods Floorspace in Brentford

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	9.4	800	900
2022	11.7	1,000	1,200
2027	13.6	1,100	1,400
2029	14.4	1,200	1,500
2033	15.7	1,300	1,600

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData
2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).

2016 prices

Table 7c: Extant Convenience Goods Commitments in Brentford

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Land to the South Side of Brentford High Street and Waterside	00607/BA/P2 (P/2012/2735)	Comprehensive mixed use redevelopment comprising 876 residential units, retail (A1 use), business (B1 use) and leisure (D1/D2 use) and facilities for mooring of boats.	14,133	1,397	11,257	15.7	Extant planning permission
TOTAL				1,397		15.7	

Notes:

Commitment provided by London Borough of Hounslow Council.

[Waterside Development](#)

Maximum floorspace is taken from Condition 6 on the Decision Notice.

Net convenience floorspace taken from Retail Statement submitted supporting the application.

Sales density based on an average of big four and discount grocery retailers.

2016 prices

Table 7d: Quantitative Need for Additional Convenience Goods Floorspace in Brentford - After Commitments

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min ¹	Max ²
2018	9.4	15.7	-6.4	-500	-600
2022	11.7	15.7	-3.9	-300	-400
2027	13.6	15.7	-2.1	-200	-200
2029	14.4	15.7	-1.3	-100	-100
2033	15.7	15.8	-0.1	0	0

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData.
2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData.

Residual calculated by subtracting turnover of commitments (sourced from Table 7c) from surplus expenditure (sourced from Table 7a).

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).

2016 prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

TABLE 8: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN FELTHAM

Table 8a: Estimated 'Capacity' for Convenience Goods Facilities in Feltham

Year	Benchmark Turnover £m ¹	Feltham Turnover £m ²	Feltham Inflow £m	Surplus Expenditure £m
2018	143.3	90.7	3.4	-49.2
2022	142.9	92.8	3.5	-46.5
2027	143.2	94.9	3.6	-44.7
2029	143.5	95.9	3.6	-43.9
2033	144.0	97.5	3.7	-42.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).
2. Assumes constant market share claimed by Feltham facilities.

2016 prices

Table 8b: Quantitative Need for Additional Convenience Goods Floorspace in Feltham

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	-49.2	-4,100	-5,000
2022	-46.5	-3,900	-4,700
2027	-44.7	-3,700	-4,500
2029	-43.9	-3,700	-4,400
2033	-42.8	-3,600	-4,300

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData
 2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017).

2016 prices

Appendix G

Statistical Retail Tables - Comparison Goods Capacity



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 1: Expenditure pattern of clothing and footwear goods, by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	58	19.8	50	11.1	49	14.0	67	33.2	42	15.6	29	6.5	17	8.9	109.3
Hounslow Town Centre	53	18.1	15	3.3	9	2.5	63	31.1	35	12.9	23	5.3			73.2
Hounslow Town Centre Shops	53	18.1	15	3.3	9	2.5	63	31.1	35	12.9	23	5.3			73.2
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre									1	0.2	1	0.2	16	8.2	8.7
Chiswick Town Centre shops									1	0.2	1	0.2	15	7.9	8.3
Sainsbury's Superstore, Essex Place, Chiswick													1	0.4	0.4
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre															
Brentford Town Centre shops															
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	0	0.2							2	0.8			1	0.7	1.7
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0	0.2							2	0.8			1	0.7	1.7
Homebase, Syon Lane, Brentford															
971 Great West Road Retail Park, BRENTFORD (Carpetright and															
West Cross Industrial Park, West Cross Way, BRENTFORD (Currys															
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre	4	1.4	31	7.01	39	11.2	3	1.4			4	0.9			21.8
Feltham Town Centre shops	4	1.4	30	6.75	39	11.0	3	1.4			4	0.9			21.4
Asda, The Centre, Tilley Road, Feltham					1	0.2									0.2
Tesco Superstore, High Street, Feltham			1	0.26											0.3
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	0	0.2	4	0.83	1	0.3									1.3
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	0	0.2	1	0.15	1	0.3									0.6
Apex Retail Park, Hampton Road West, FELTHAM (Wickes and			3	0.68											0.7
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough							2	0.8	4	1.6	1	0.2			2.6
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre															
Osterley District Centre									1	0.2					0.2
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (TK Maxx							1	0.3	4	1.4	1	0.2			1.8
Tesco Extra, Mogden Lane, Twickenham, Isleworth							1	0.5							0.5
Other															
Outside Survey Area	42	14.1	50	11.3	51	14.5	33	16.0	58	21.3	71	16.0	83	43.2	136.4
Kingston Upon Thames	3	1.0	3	0.74	31	8.8	15	7.4	7	2.5	2	0.4	5	2.8	23.6
Westfield (West) Shepherd's Bush	10	3.5	1	0.15			6	3.0	9	3.3	6	1.3	17	9.0	20.3
Central London	0	0.2	2	0.44	1	0.2			1	0.2	5	1.1	7	3.9	5.9
Westfield Stratford City (East) Olympic Park	0	0.2	7	1.49			3	1.4	3	1.1	1	0.2	15	8.1	12.4
Staines-upon-Thames Town Centre	4	1.4	22	5.03	7	2.0	1	0.3	1	0.2	3	0.7			9.7
Hammersmith Centre											1	0.2	22	11.6	11.7
Twickenham Centre					1	0.4			9	3.1					3.6
Ealing Centre	1	0.3			1	0.3			2	0.9	30	6.8	1	0.4	8.7
Kew Retail Park, Richmond	1	0.5					1	0.6	4	1.6	15	3.3	10	5.0	10.9
Richmond Centre	5	1.7			1	0.4	2	1.2	14	5.0	4	0.9	1	0.4	9.6
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	1	0.5					1	0.5							1.0
Two Rivers Retail Park, Staines-upon-Thames	0	0.2	12	2.72	2	0.5									3.3
Great Western Retail Park, Southall											2	0.4			0.4
Other	14	4.7	3	0.74	7	1.9	3	1.7	9	3.2	3	0.7	4	2.2	15.2
Total	100	34.0	100	22.4	100	28.5	100	49.3	100	36.9	100	22.5	100	52.1	245.7

Notes:

Market share figures derived from Question 7, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 2: Expenditure pattern of books, CDs and DVDs, by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	42	2.0	76	3.1	48	2.5	35	2.6	54	3.8	42	2.0	86	11.0	27.1
Hounslow Town Centre	25	1.2	2	0.1	3	0.2	23	1.8	36	2.5	8	0.4			6.1
Hounslow Town Centre Shops	25	1.2	2	0.1	3	0.2	23	1.8	36	2.5	8	0.4			6.1
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre											13	0.6	86	11.0	11.7
Chiswick Town Centre shops											13	0.6	83	10.7	11.3
Sainsbury's Superstore, Essex Place, Chiswick													3	0.3	0.3
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre											12	0.6			0.6
Brentford Town Centre shops											12	0.6			0.6
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre			2	0.1			4	0.3	6	0.4	4	0.2			1.0
Tesco Extra, Syon Lane, Osterley Park, Isleworth			2	0.1			4	0.3	6	0.4	2	0.1			0.9
Homebase, Syon Lane, Brentford															
971 Great West Road Retail Park, BRENTFORD (Carpetright)															
West Cross Industrial Park, West Cross Way, BRENTFORD											2	0.1			0.1
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre	14	0.7	67	2.7	42	2.2	3	0.2			2	0.1			5.9
Feltham Town Centre shops	14	0.7	65	2.7	33	1.8	3	0.2			2	0.1			5.4
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham			2	0.1	8	0.4									0.5
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre			6	0.2	3	0.2									0.4
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham			6	0.2	3	0.2									0.4
Apex Retail Park, Hampton Road West, FELTHAM (Wickes)															
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough	3	0.1					4	0.3	12	0.9	2	0.1			1.4
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre											2	0.1			0.1
Osterley District Centre									10	0.7					0.7
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH									2	0.2					0.2
Tesco Extra, Mogden Lane, Twickenham, Isleworth							4	0.3							0.3
Other	3	0.1													0.1
Outside Survey Area	58	2.8	24	1.0	52	2.8	65	5.0	46	3.2	58	2.7	15	1.9	19.3
Kingston Upon Thames			2	0.1	30	1.6	8	0.6	8	0.6	8	0.4			3.2
Westfield (West) Shepherd's Bush	12	0.6			1	0.1	12	0.9	4	0.3			3	0.4	2.2
Central London	3	0.1					16	1.2	4	0.3	2	0.1			1.7
Westfield Stratford City (East) Olympic Park											2	0.1			0.1
Staines-upon-Thames Town Centre	20	1.0	22	0.9	13	0.7			2	0.2	8	0.4			3.1
Hammersmith Centre											2	0.1	3	0.3	0.4
Twickenham Centre	3	0.1			3	0.1			6	0.4					0.7
Ealing Centre											26	1.2	1	0.2	1.4
Kew Retail Park, Richmond															
Richmond Centre	5	0.2							17	1.2	4	0.2	3	0.4	2.0
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes															
Two Rivers Retail Park, Staines-upon-Thames					3	0.1									0.1
Great Western Retail Park, Southall															
Other	17	0.8			3	0.2	30	2.3	4	0.3	4	0.2	5	0.6	4.4
Total	100	4.9	100	4.1	100	5.3	100	7.6	100	7.0	100	4.7	100	12.9	46.5

Notes:
Market share figures derived from Question 8, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 3: Expenditure pattern of furnishings and household textile goods, by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)		
	1		2		3		4		5		6			7	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	42	1.9	57	1.9	56	2.7	56	4.2	50	4.0	32	1.3	14	1.3	17.3
Hounslow Town Centre	26	1.2	10	0.3	10	0.5	26	2.0	31	2.5	9	0.4			6.8
Hounslow Town Centre Shops	26	1.2	10	0.3	10	0.5	26	2.0	31	2.5	9	0.4			6.8
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre											1	0.1	12	1.1	1.2
Chiswick Town Centre shops											1	0.1	11	1.0	1.0
Sainsbury's Superstore, Essex Place, Chiswick													2	0.1	0.1
Chiswick Edge/Out of Centre											3	0.1	1	0.1	0.2
B&Q, Gunnersbury Avenue, Chiswick											3	0.1	1	0.1	0.2
Brentford Town Centre	1	0.0	6	0.2			1	0.1	3	0.3	3	0.1			0.7
Brentford Town Centre shops	1	0.0	6	0.2			1	0.1	3	0.3	3	0.1			0.7
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	13	0.6	1	0.0	9	0.4	20	1.5	15	1.2	16	0.7	1	0.1	4.5
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.1	1	0.0					2	0.2	10	0.4			0.7
Homebase, Syon Lane, Brentford	3	0.1			9	0.4	5	0.4	6	0.5	3	0.1			1.6
971 Great West Road Retail Park, BRENTFORD (Carpet)	8	0.4					15	1.1	2	0.2	1	0.1			1.7
West Cross Industrial Park, West Cross Way, BRENTFORD									5	0.4	1	0.1			0.5
Currys PC World, West Cross Way, Brentford															
Other													1	0.1	0.1
Feltham Town Centre	2	0.1	33	1.1	26	1.3	3	0.2							2.7
Feltham Town Centre shops	2	0.1	32	1.1	26	1.3	3	0.2							2.6
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham			1	0.0											0.0
Feltham Edge/Out of Centre			2	0.1	3	0.2									0.2
Bunnings, Twickenham Road, Feltham					2	0.1									0.1
Tesco Superstore, Dukes Green Avenue, Feltham					2	0.1									0.1
Apex Retail Park, Hampton Road West, FELTHAM (Woolworths)			2	0.1											0.1
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough	1	0.0	5	0.2	9	0.4	6	0.4							1.0
Hanworth Local Centre															
Bedfont Local Centre			2	0.1											0.1
Heston Local Centre															
Isleworth Town Centre			1	0.0											0.0
Osterley District Centre															
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH					9	0.4	1	0.1							0.5
Tesco Extra, Mogden Lane, Twickenham, Isleworth															
Other	1	0.0	2	0.1			5	0.4							0.4
Outside Survey Area	58	2.6	43	1.4	44	2.1	44	3.3	50	4.0	68	2.8	86	7.7	24.1
Kingston Upon Thames	9	0.4	2	0.1	10	0.5	8	0.6	28	2.2	11	0.4	6	0.5	4.8
Westfield (West) Shepherd's Bush	6	0.3							1	0.1			23	2.1	2.5
Central London	1	0.0			1	0.0			2	0.2	3	0.1	13	1.2	1.5
Westfield Stratford City (East) Olympic Park													3	0.2	0.2
Staines-upon-Thames Town Centre	1	0.1	8	0.3	2	0.1	3	0.2							0.6
Hammersmith Centre									3	0.2			3	0.2	0.5
Twickenham Centre			5	0.2	2	0.1			4	0.3					0.6
Ealing Centre									2	0.2	16	0.7	3	0.2	1.1
Kew Retail Park, Richmond											6	0.3	4	0.4	0.7
Richmond Centre									3	0.2	3	0.1	2	0.2	0.5
IKEA, Drury Way, Wembley	14	0.6	2	0.1	3	0.2	3	0.2	1	0.1	3	0.1	13	1.1	2.4
Hayes Bridge Retail Park, Hayes	4	0.2	5	0.2			2	0.2			8	0.3			0.8
Two Rivers Retail Park, Staines-upon-Thames	2	0.1			3	0.2									0.3
Great Western Retail Park, Southall	5	0.2					1	0.1							0.3
Other	16	0.7	23	0.8	21	1.0	27	2.1	6	0.5	19	0.8	17	1.6	7.4
Total	100	4.6	100	3.3	100	4.8	100	7.6	100	8.0	100	4.1	100	9.0	41.4

Notes:

Market share figures derived from Question 9, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018

Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'

Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 4: Expenditure pattern of small household goods such as glassware and utensils, by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)		
	1		2		3		4		5		6			7	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	71	5.1	63	3.1	54	3.4	55	6.2	44	3.7	41	2.1	18	2.0	25.6
Hounslow Town Centre	52	3.7	4	0.2	15	0.9	46	5.1	19	1.6	5	0.3			11.9
Hounslow Town Centre Shops	52	3.7	3	0.1	15	0.9	46	5.1	19	1.6	5	0.3			11.8
Home Bargains, Hospital Road, Hounslow			1	0.0											0.0
Hounslow Edge/Out of Centre	3	0.2													0.2
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow	3	0.2													0.2
Chiswick Town Centre													14	1.6	1.6
Chiswick Town Centre shops													14	1.6	1.6
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre											3	0.2			0.2
Brentford Town Centre shops											3	0.2			0.2
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre		0.1					4	0.5	8	0.7	30	1.6	3	0.3	3.1
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.0					2	0.2	4	0.4	16	0.8	3	0.3	1.7
Homebase, Syon Lane, Brentford	1	0.0					3	0.3			14	0.7			1.1
971 Great West Road Retail Park, BRENTFORD (Carpet)															
West Cross Industrial Park, West Cross Way, BRENTFORD									4	0.3					0.3
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre	4	0.3	46	2.3	34	2.2					2	0.1			4.8
Feltham Town Centre shops	4	0.3	46	2.3	30	1.9					2	0.1			4.6
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham					4	0.2									0.2
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	3	0.2	13	0.6	1	0.1			1	0.1					1.0
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	3	0.2	12	0.6					1	0.1					0.9
Apex Retail Park, Hampton Road West, FELTHAM (West)			1	0.0	1	0.1									0.1
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough	9	0.7			4	0.2	5	0.6	16	1.3			1	0.1	2.9
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre															
Osterley District Centre							1	0.1	10	0.8					0.9
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH					4	0.2	2	0.2	5	0.4					0.9
Tesco Extra, Mogden Lane, Twickenham, Isleworth							2	0.2	1	0.1					0.3
Other	9	0.7					1	0.1					1	0.1	0.9
Outside Survey Area	29	2.1	37	1.8	46	3.0	45	5.0	56	4.7	59	3.0	82	9.3	28.9
Kingston Upon Thames	5	0.4	2	0.1	13	0.8	13	1.4	22	1.8	14	0.7	12	1.3	6.6
Westfield (West) Shepherd's Bush									1	0.1	3	0.1	9	1.1	1.3
Central London	7	0.5			8	0.5			1	0.1	6	0.3	11	1.2	2.6
Westfield Stratford City (East) Olympic Park													6	0.7	0.7
Staines-upon-Thames Town Centre	1	0.0	11	0.5	2	0.1					3	0.2			0.9
Hammersmith Centre													2	0.2	0.2
Twickenham Centre	1	0.0			1	0.1	3	0.3	12	1.0					1.5
Ealing Centre											4	0.2	2	0.2	0.4
Kew Retail Park, Richmond	3	0.2			1	0.1			1	0.1	4	0.2	4	0.5	1.0
Richmond Centre									11	0.9					0.9
IKEA, Drury Way, Wembley	3	0.2	7	0.3	3	0.2	15	1.7	2	0.1	15	0.7	13	1.5	4.8
Hayes Bridge Retail Park, Hayes	3	0.2									2	0.1			0.3
Two Rivers Retail Park, Staines-upon-Thames			15	0.7	1	0.1									0.8
Great Western Retail Park, Southall							1	0.1	2	0.1					0.3
Other	7	0.5	3	0.1	17	1.1	13	1.5	5	0.4	9	0.4	24	2.7	6.7
Total	100	7.2	100	4.9	100	6.4	100	11.2	100	8.4	100	5.1	100	11.3	54.5

Notes:

Market share figures derived from Question 10, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 5: Expenditure pattern of clocks, jewellery and watches, by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)		
	1		2		3		4		5		6			7	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	59	1.5	45	1.0	25	0.9	83	3.6	25	1.3	20	0.6	12	0.8	9.6
Hounslow Town Centre	59	1.5	27	0.6	13	0.4	81	3.4	21	1.1	13	0.4			7.4
Hounslow Town Centre Shops	59	1.5	27	0.6	13	0.4	81	3.4	21	1.1	13	0.4			7.4
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre											5	0.1	12	0.8	1.0
Chiswick Town Centre shops											5	0.1	12	0.8	1.0
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre							3	0.1							0.1
Brentford Town Centre shops							3	0.1							0.1
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre									4	0.2	3	0.1			0.3
Tesco Extra, Syon Lane, Osterley Park, Isleworth											3	0.1			0.1
Homebase, Syon Lane, Brentford															
971 Great West Road Retail Park, BRENTFORD (Carp															
West Cross Industrial Park, West Cross Way, BRENTF									4	0.2					0.2
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre			19	0.4	12	0.4									0.8
Feltham Town Centre shops			19	0.4	12	0.4									0.8
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre					1	0.0									0.0
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham					1	0.0									0.0
Apex Retail Park, Hampton Road West, FELTHAM (W															
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough															
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre															
Osterley District Centre															
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORT															
Tesco Extra, Mogden Lane, Twickenham, Isleworth															
Other															
Outside Survey Area	41	1.0	55	1.2	75	2.6	17	0.7	75	3.8	80	2.5	88	6.3	18.1
Kingston Upon Thames	1	0.0	3	0.1	26	0.9	9	0.4	20	1.0	8	0.2	4	0.3	2.9
Westfield (West) Shepherd's Bush	5	0.1							13	0.6	8	0.2	27	1.9	2.9
Central London	17	0.4			3	0.1	3	0.1	2	0.1	6	0.2	15	1.1	2.0
Westfield Stratford City (East) Olympic Park	12	0.3					3	0.1			6	0.2			0.6
Staines-upon-Thames Town Centre	1	0.0	28	0.6	15	0.5					6	0.2			1.4
Hammersmith Centre			2	0.0									14	1.0	1.0
Twickenham Centre									10	0.5					0.5
Ealing Centre									2	0.1	32	1.0	4	0.3	1.3
Kew Retail Park, Richmond									4	0.2			1	0.1	0.3
Richmond Centre									3	0.1	2	0.1	16	1.2	1.4
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes															
Two Rivers Retail Park, Staines-upon-Thames			2	0.0	1	0.0									0.1
Great Western Retail Park, Southall															
Other	4	0.1	21	0.5	29	1.0	3	0.1	21	1.1	12	0.4	8	0.6	3.7
Total	100	2.5	100	2.2	100	3.5	100	4.3	100	5.1	100	3.1	100	7.1	27.7

Notes:

Market share figures derived from Question 11, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 6: Expenditure pattern of toys, games, bicycles and other recreational / sports goods, by Zone, 2018

	Zone												Total Survey		
	1		2		3		4		5		6		7		Derived Turnover (£m)
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	69	7.8	59	4.6	75	7.9	48	7.2	66	8.3	33	2.8	57	12.6	51.1
Hounslow Town Centre	64	7.2	14	1.1	8	0.9	46	6.9	40	5.0	25	2.2			23.2
Hounslow Town Centre Shops	64	7.2	14	1.1	8	0.9	46	6.9	40	5.0	25	2.2			23.2
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre					4	0.4									0.4
Hospital Road Retail Area, Hospital Road, Hounslow					4	0.4									0.4
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre													56	12.2	12.2
Chiswick Town Centre shops													56	12.2	12.2
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre			1	0.1							3	0.3			0.4
Brentford Town Centre shops			1	0.1							3	0.3			0.4
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	2	0.2							4	0.5	3	0.3			1.0
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.1							4	0.5	3	0.3			0.9
Homebase, Syon Lane, Brentford	1	0.1													0.1
971 Great West Road Retail Park, BRENTFORD (Carpet															
West Cross Industrial Park, West Cross Way, BRENTFORD															
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre			40	3.0	59	6.2			1	0.2					9.4
Feltham Town Centre shops			40	3.0	59	6.2			1	0.2					9.4
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	1	0.1	2	0.2	1	0.1									0.4
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	1	0.1													0.1
Apex Retail Park, Hampton Road West, FELTHAM (Wick			2	0.2	1	0.1									0.3
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough	2	0.3	2	0.2	2	0.3	2	0.3	20	2.5	2	0.1	1	0.3	4.0
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre					1	0.1			7	0.9					1.0
Osterley District Centre									1	0.2					0.2
Bulls Bridge Industrial Estate, Hayes Road, Hayes	2	0.2	1	0.1	1	0.1			6	0.8			1	0.3	1.5
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH			1	0.1	1	0.1			5	0.7	2	0.1			1.0
Tesco Extra, Mogden Lane, Twickenham, Isleworth							2	0.3							0.3
Other	1	0.1													0.1
Outside Survey Area	31	3.5	41	3.1	25	2.6	52	7.9	34	4.3	67	5.7	43	9.4	36.5
Kingston Upon Thames	3	0.3	5	0.4	1	0.1	3	0.5	5	0.7	3	0.3			2.2
Westfield (West) Shepherd's Bush					1	0.1	2	0.3	9	1.1	7	0.6	8	1.8	3.8
Central London	10	1.1	1	0.1	4	0.4	1	0.2	1	0.2			10	2.2	4.1
Westfield Stratford City (East) Olympic Park													15	3.2	3.2
Staines-upon-Thames Town Centre	2	0.2	13	1.0	4	0.4					3	0.3			1.9
Hammersmith Centre													1	0.3	0.3
Twickenham Centre							23	3.4	7	0.8					4.3
Ealing Centre											32	2.7			2.7
Kew Retail Park, Richmond											5	0.4	4	1.0	1.4
Richmond Centre									1	0.2			1	0.3	0.5
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	10	1.2	1	0.1			5	0.8			10	0.8			2.9
Two Rivers Retail Park, Staines-upon-Thames			14	1.0	10	1.0									2.1
Great Western Retail Park, Southall	4	0.5									2	0.1			0.6
Other	3	0.4	7	0.5	6	0.6	18	2.7	10	1.3	5	0.4	3	0.6	6.6
Total	100	11.3	100	7.7	100	10.5	100	15.0	100	12.6	100	8.5	100	21.9	87.6

Notes:

Market share figures derived from Question 12, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 7: Expenditure pattern of chemist goods (including health and beauty products), by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	79	13.1	84	8.7	81	10.8	79	18.0	59	10.0	64	6.8	76	17.7	85.1
Hounslow Town Centre	71	11.8	2	0.3	12	1.6	65	14.9	23	3.8	3	0.4			32.8
Hounslow Town Centre Shops	71	11.8	2	0.3	12	1.6	65	14.9	23	3.8	3	0.4			32.8
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre	1	0.1					1	0.1	10	1.8	5	0.5	76	17.7	20.2
Chiswick Town Centre shops	1	0.1					1	0.1	10	1.8	5	0.5	74.6	17.3	19.8
Sainsbury's Superstore, Essex Place, Chiswick													1.7	0.4	0.4
Chiswick Edge/Out of Centre															
B&Q, Gunnersbury Avenue, Chiswick															
Brentford Town Centre			3	0.3					1	0.1	49	5.2			5.6
Brentford Town Centre shops			3	0.3					1	0.1	44	4.7			5.1
Morrisons, High Street, Brentford											5	0.5			0.5
Brentford Edge/Out of Centre	1	0.1					1	0.2	5	0.8	6	0.7			1.9
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.1					1	0.2	4	0.7	6	0.7			1.8
Homebase, Syon Lane, Brentford															
971 Great West Road Retail Park, BRENTFORD (Carpet)									1	0.1					0.1
West Cross Industrial Park, West Cross Way, BRENTFORD															
Currys PC World, West Cross Way, Brentford															
Other															
Feltham Town Centre	3	0.5	67	7.0	54	7.3	5	1.2	1	0.2					16.1
Feltham Town Centre shops	3	0.5	66	6.8	51	6.8	5	1.2	1	0.2					15.5
Asda, The Centre, Tilley Road, Feltham					0	0.1									0.1
Tesco Superstore, High Street, Feltham			1	0.1	3	0.4									0.5
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	1	0.2	2	0.3	2	0.2									0.7
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	1	0.2	2	0.3	0	0.1									0.5
Apex Retail Park, Hampton Road West, FELTHAM (West)					0	0.1									0.1
Adrian Hall Garden Centre, Snakey Lane, Feltham					1	0.1									0.1
Other															
Other in Borough	2	0.4	9	0.9	13	1.7	7	1.5	19	3.3					7.8
Hanworth Local Centre	0	0.1			13	1.7									1.8
Bedfont Local Centre			9	0.9											0.9
Heston Local Centre	1	0.2					4	0.9							1.1
Isleworth Town Centre									17	2.9					2.9
Osterley District Centre							1	0.1	1	0.2					0.3
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH							1	0.1	1	0.2					0.3
Tesco Extra, Mogden Lane, Twickenham, Isleworth							1	0.3							0.3
Other	1	0.1					1	0.1							0.2
Outside Survey Area	21	3.6	16	1.7	19	2.6	22	4.9	41	6.8	36	3.9	24	5.5	28.9
Kingston Upon Thames	0	0.1	1	0.1	13	1.7	6	1.3	1	0.1					3.2
Westfield (West) Shepherd's Bush	4	0.6							1	0.1	1	0.1	0.6	0.1	1.0
Central London	6	0.9					1	0.1							1.0
Westfield Stratford City (East) Olympic Park													8.0	1.9	1.9
Staines-upon-Thames Town Centre	2	0.4	4	0.4	1	0.1	1	0.2			1	0.1			1.1
Hammersmith Centre			6	0.6	0	0.1	5	1.2			1	0.1	6.3	1.5	3.4
Twickenham Centre	0	0.1			0	0.1	2	0.3	24	4.0					4.5
Ealing Centre	1	0.1							1	0.2	14	1.5			1.8
Kew Retail Park, Richmond							2	0.5	3	0.6	10	1.0	5.4	1.3	3.4
Richmond Centre							1	0.1	9	1.5					1.6
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	1	0.1													0.1
Two Rivers Retail Park, Staines-upon-Thames					0	0.1									0.1
Great Western Retail Park, Southall	2	0.3													0.3
Other	6	1.0	6	0.6	5	0.6	5	1.2	2	0.4	10	1.0	3	0.8	5.6
Total	100	16.6	100	10.3	100	13.4	100	22.9	100	16.8	100	10.7	100	23.2	114.0

Notes:

Market share figures derived from Question 13, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

Table 8: Expenditure pattern of large household electrical items (white goods), by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	78	1.5	63	1.2	72	1.7	66	1.9	72	1.6	65	0.8	31	0.6	9.3
Hounslow Town Centre	35	0.7	1	0.0			16	0.4	23	0.5	2	0.0			1.7
Hounslow Town Centre Shops	35	0.7	1	0.0			16	0.4	23	0.5	2	0.0			1.7
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre									1	0.0	2	0.0	3	0.1	0.1
Chiswick Town Centre shops									1	0.0	2	0.0	3	0.1	0.1
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre													2	0.0	0.0
B&Q, Gunnersbury Avenue, Chiswick													2	0.0	0.0
Brentford Town Centre	1	0.0	1	0.0			10	0.3	2	0.0	9	0.1			0.5
Brentford Town Centre shops	1	0.0	1	0.0			10	0.3	2	0.0	9	0.1			0.5
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	22	0.4	1	0.0	9	0.2	24	0.7	32	0.7	50	0.6	22	0.4	3.1
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.0					1	0.0	4	0.1	6	0.1	1	0.0	0.2
Homebase, Syon Lane, Brentford									4	0.1			2	0.0	0.1
971 Great West Road Retail Park, BRENTFORD (Carpet)	10	0.2			1	0.0	17	0.5	3	0.1	10	0.1	4	0.1	1.0
West Cross Industrial Park, West Cross Way, BRENTFORD	4	0.1			1	0.0	6	0.2	21	0.5	34	0.4	10	0.2	1.4
Currys PC World, West Cross Way, Brentford	7	0.1	1	0.0	7	0.2			1	0.0			4	0.1	0.4
Other	1	0.0													0.0
Feltham Town Centre	2	0.0	20	0.4	17	0.4	1	0.0							0.8
Feltham Town Centre shops	2	0.0	20	0.4	17	0.4	1	0.0							0.8
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	8	0.2	39	0.7	44	1.0	3	0.1							1.9
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	4	0.1													0.1
Apex Retail Park, Hampton Road West, FELTHAM (Widened)	4	0.1	39	0.7	43	1.0	3	0.1							1.8
Adrian Hall Garden Centre, Snakey Lane, Feltham					1	0.0									0.0
Other															
Other in Borough	10	0.2	2	0.0	2	0.0	13	0.4	14	0.3	2	0.0	3	0.1	1.0
Hanworth Local Centre			1	0.0											0.0
Bedfont Local Centre															
Heston Local Centre	1	0.0													0.0
Isleworth Town Centre							2	0.1							0.1
Osterley District Centre															
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH	9	0.2	1	0.0	1	0.0	10	0.3	14	0.3	2	0.0	3	0.1	0.9
Tesco Extra, Mogden Lane, Twickenham, Isleworth					1	0.0	2	0.0							0.1
Other															
Outside Survey Area	22	0.4	37	0.7	28	0.6	34	1.0	28	0.7	35	0.4	69	1.3	5.1
Kingston Upon Thames	4	0.1	1	0.0	12	0.3	21	0.6	11	0.3	8	0.1	19	0.4	1.7
Westfield (West) Shepherd's Bush													1	0.0	0.0
Central London	8	0.2	4	0.1	1	0.0			1	0.0	7	0.1	17	0.3	0.7
Westfield Stratford City (East) Olympic Park													2	0.0	0.0
Staines-upon-Thames Town Centre			2	0.0	1	0.0	4	0.1							0.2
Hammersmith Centre			6	0.1	4	0.1					1	0.0			0.2
Twickenham Centre							1	0.0	14	0.3	1	0.0			0.4
Ealing Centre											2	0.0	1	0.0	0.0
Kew Retail Park, Richmond															
Richmond Centre													1	0.0	0.0
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	7	0.1	1	0.0	3	0.1	5	0.1					1	0.0	0.4
Two Rivers Retail Park, Staines-upon-Thames			3	0.1	2	0.0									0.1
Great Western Retail Park, Southall	2	0.0	1	0.0							8	0.1	6	0.1	0.3
Other	1	0.0	19	0.3	4	0.1	3	0.1	2	0.1	10	0.1	20	0.4	1.1
Total	100	1.9	100	1.8	100	2.3	100	2.8	100	2.3	100	1.3	100	1.9	14.4

Notes:

Market share figures derived from Question 14, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018

Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'

Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 9: Expenditure pattern of small electrical goods (cameras, tablets, hairdryers, blenders), by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)		
	1		2		3		4		5		6			7	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	67	5.5	73	5.5	56	4.5	75	10.2	64	5.8	59	3.3	63	8.1	42.9
Hounslow Town Centre	41	3.4	1	0.1			33	4.4	31	2.8	6	0.3	2	0.2	11.2
Hounslow Town Centre Shops	41	3.4	1	0.1			33	4.4	31	2.8	6	0.3	2	0.2	11.2
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre									1	0.1	1	0.1	48	6.1	6.3
Chiswick Town Centre shops									1	0.1	1	0.1	48	6.1	6.3
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre							1	0.1					2	0.2	0.3
B&Q, Gunnersbury Avenue, Chiswick							1	0.1					2	0.2	0.3
Brentford Town Centre	2	0.1	2	0.1			15	2.1	2	0.2	8	0.4			3.0
Brentford Town Centre shops	2	0.1	2	0.1			15	2.1	2	0.2	8	0.4			3.0
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	14	1.2	8	0.6	9	0.7	20	2.7	16	1.4	43	2.4	11	1.5	10.5
Tesco Extra, Syon Lane, Osterley Park, Isleworth			3	0.2	1	0.1	2	0.2	10	0.9	14	0.8			2.3
Homebase, Syon Lane, Brentford															
971 Great West Road Retail Park, BRENTFORD (Carpet	2	0.2					11	1.5	2	0.2	6	0.4	4	0.5	2.7
West Cross Industrial Park, West Cross Way, BRENTF	3	0.2	5	0.4			7	1.0	3	0.3	21	1.2	7	0.9	3.9
Currys PC World, West Cross Way, Brentford	9	0.7			7	0.6			1	0.1			1	0.1	1.5
Other	1	0.1									2	0.1			0.2
Feltham Town Centre	1	0.1	32	2.4	40	3.2									5.7
Feltham Town Centre shops	1	0.1	32	2.4	40	3.2									5.7
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	3	0.3	30	2.3	7	0.6	1	0.1							3.2
Bunnings, Twickenham Road, Feltham															
Tesco Superstore, Dukes Green Avenue, Feltham	2	0.1	5	0.4											0.5
Apex Retail Park, Hampton Road West, FELTHAM (W	2	0.1	25	1.9	7	0.6	1	0.1							2.7
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other															
Other in Borough	6	0.5			1	0.1	5	0.7	14	1.3	1	0.1			2.6
Hanworth Local Centre															
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre									1	0.1					0.1
Osterley District Centre							1	0.1							0.1
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORT	5	0.4			1	0.1	3	0.4	13	1.2	1	0.1			2.1
Tesco Extra, Mogden Lane, Twickenham, Isleworth							2	0.2							0.2
Other	1	0.1													0.1
Outside Survey Area	33	2.7	27	2.0	44	3.6	25	3.3	36	3.2	41	2.3	37	4.8	21.8
Kingston Upon Thames	2	0.2	5	0.4	29	2.3	14	1.8	8	0.7	9	0.5	5	0.6	6.6
Westfield (West) Shepherd's Bush											1	0.1	5	0.6	0.6
Central London	9	0.7	4	0.3					1	0.1	2	0.1	10	1.2	2.5
Westfield Stratford City (East) Olympic Park	9	0.8					4	0.6					9	1.2	2.5
Staines-upon-Thames Town Centre	1	0.1	6	0.5	1	0.1									0.6
Hammersmith Centre					5	0.4			1	0.1					0.5
Twickenham Centre	1	0.1	1	0.1			3	0.4	19	1.7					2.2
Ealing Centre											10	0.5	1	0.1	0.7
Kew Retail Park, Richmond															
Richmond Centre									1	0.1	1	0.1	4	0.5	0.6
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	7	0.6					2	0.2							0.8
Two Rivers Retail Park, Staines-upon-Thames			2	0.1											0.1
Great Western Retail Park, Southall											12	0.7	2	0.3	0.9
Other	3	0.3	8	0.6	10	0.8	3	0.3	7	0.6	5	0.3	2	0.3	3.2
Total	100	8.2	100	7.5	100	8.1	100	13.5	100	9.1	100	5.6	100	12.8	64.7

Notes:

Market share figures derived from Question 15, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018

Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'

Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 10: Expenditure pattern of furniture, carpets and floor coverings, by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)
	1		2		3		4		5		6		7		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	59	4.1	60	2.8	49	3.6	44	5.0	41	5.4	58	4.6	34	7.7	33.2
Hounslow Town Centre	38	2.7	7	0.3	6	0.4	9	1.0	18	2.4	6	0.5			7.3
Hounslow Town Centre Shops	38	2.7	7	0.3	6	0.4	9	1.0	18	2.4	6	0.5			7.3
Home Bargains, Hospital Road, Hounslow															
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre											1	0.1	31	6.8	6.9
Chiswick Town Centre shops											1	0.1	31	6.8	6.9
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre	7	0.5					1	0.1			5	0.4			1.0
B&Q, Gunnersbury Avenue, Chiswick	7	0.5					1	0.1			5	0.4			1.0
Brentford Town Centre	1	0.0	3	0.1			11	1.3	5	0.7	5	0.4			2.6
Brentford Town Centre shops	1	0.0	3	0.1			11	1.3	5	0.7	5	0.4			2.6
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	5	0.3	2	0.1	17	1.2	19	2.2	17	2.2	39	3.1	4	0.9	10.0
Tesco Extra, Syon Lane, Osterley Park, Isleworth									3	0.3					0.3
Homebase, Syon Lane, Brentford					9	0.7	2	0.2			3	0.3			1.2
971 Great West Road Retail Park, BRENTFORD (Carpet)	3	0.2	2	0.1	7	0.5	16	1.8	6	0.8	27	2.1	2	0.6	6.1
West Cross Industrial Park, West Cross Way, BRENTFORD									1	0.2					0.2
Currys PC World, West Cross Way, Brentford															
Other	1	0.1					2	0.2	7	0.9	9	0.7	1	0.3	2.2
Feltham Town Centre	4	0.3	39	1.9	11	0.8	1	0.1							3.0
Feltham Town Centre shops	4	0.3	39	1.9	11	0.8	1	0.1							3.0
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham															
Lidl, New Road, Feltham															
Feltham Edge/Out of Centre	3	0.2	7	0.4	16	1.1	3	0.3							2.0
Bunnings, Twickenham Road, Feltham							3	0.3							0.3
Tesco Superstore, Dukes Green Avenue, Feltham															
Apex Retail Park, Hampton Road West, FELTHAM (Widening)	2	0.2	6	0.3	9	0.7									1.1
Adrian Hall Garden Centre, Snakey Lane, Feltham															
Other	1	0.0	1	0.1	6	0.5									0.6
Other in Borough	1	0.1	1	0.1					1	0.1	1	0.1			0.4
Hanworth Local Centre															
Bedfont Local Centre			1	0.1											0.1
Heston Local Centre															
Isleworth Town Centre											1	0.1			0.1
Osterley District Centre															
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH	1	0.0													0.0
Tesco Extra, Mogden Lane, Twickenham, Isleworth															
Other	1	0.0							1	0.1					0.2
Outside Survey Area	41	2.8	40	1.9	51	3.7	56	6.4	60	8.0	42	3.4	66	14.6	40.7
Kingston Upon Thames			6	0.3	3	0.2	14	1.6	12	1.6	10	0.8	5	1.2	5.6
Westfield (West) Shepherd's Bush															
Central London					12	0.9			7	0.9	2	0.2	12	2.6	4.5
Westfield Stratford City (East) Olympic Park									6	0.8			2	0.6	1.3
Staines-upon-Thames Town Centre	1	0.0	12	0.6	6	0.4									1.0
Hammersmith Centre			2	0.1	1	0.1	5	0.5			2	0.2	4	0.9	1.7
Twickenham Centre							1	0.1	1	0.2					0.3
Ealing Centre	1	0.0							1	0.2	8	0.7			0.9
Kew Retail Park, Richmond									6	0.8					0.8
Richmond Centre			5	0.2					2	0.3					0.5
IKEA, Drury Way, Wembley	18	1.2	1	0.1	2	0.1	3	0.3	15	2.0	7	0.6	27	6.1	10.4
Hayes Bridge Retail Park, Hayes	2	0.1	1	0.1	2	0.1	10	1.1			4	0.3	2	0.6	2.3
Two Rivers Retail Park, Staines-upon-Thames	1	0.0	1	0.1	1	0.1			1	0.2			1	0.3	0.7
Great Western Retail Park, Southall	6	0.4					18	2.0	3	0.3	7	0.6			3.3
Other	13	0.9	12	0.6	24	1.8	6	0.7	6	0.8	2	0.2	11	2.4	7.3
Total	100	6.9	100	4.7	100	7.3	100	11.3	101	13.3	100	8.0	100	22.2	73.9

Notes:

Market share figures derived from Question 16, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 11: Expenditure pattern of DIY (including gardening) goods, by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)		
	1		2		3		4		5		6			7	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	69	2.6	87	2.3	84	3.0	90	5.1	89	4.8	87	2.7	86	6.3	26.8
Hounslow Town Centre	23	0.9	5	0.1	1	0.0	14	0.8	18	1.0	1	0.0			2.8
Hounslow Town Centre Shops	23	0.9	5	0.1	1	0.0	13	0.8	18	1.0	1	0.0			2.8
Home Bargains, Hospital Road, Hounslow							1	0.0							0.0
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre							1	0.0	6	0.4			17	1.2	1.6
Chiswick Town Centre shops							1	0.0	6	0.4			17	1.2	1.6
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre	14	0.5	2	0.0			13	0.7	10	0.5	23	0.7	59	4.4	6.9
B&Q, Gunnersbury Avenue, Chiswick	14	0.5	2	0.0			13	0.7	10	0.5	23	0.7	59	4.4	6.9
Brentford Town Centre	1	0.0					18	1.0	2	0.1	13	0.4			1.6
Brentford Town Centre shops	1	0.0					18	1.0	2	0.1	13	0.4			1.6
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	16	0.6			13	0.5	32	1.8	46	2.5	48	1.5	7	0.5	7.4
Tesco Extra, Syon Lane, Osterley Park, Isleworth							1	0.0							0.0
Homebase, Syon Lane, Brentford	11	0.4			13	0.5	23	1.3	46	2.5	39	1.2	7	0.5	6.4
971 Great West Road Retail Park, BRENTFORD (Carpet)	5	0.2					8	0.5	1	0.0	3	0.1			0.8
West Cross Industrial Park, West Cross Way, BRENTFORD															
Currys PC World, West Cross Way, Brentford															
Other											6	0.2			0.2
Feltham Town Centre			10	0.3	13	0.5			1	0.0					0.7
Feltham Town Centre shops			10	0.3	9	0.3			1	0.0					0.6
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham					1	0.0									0.0
Lidl, New Road, Feltham					3	0.1									0.1
Feltham Edge/Out of Centre	3	0.1	69	1.8	48	1.7	6	0.3	1	0.0					4.0
Bunnings, Twickenham Road, Feltham	3	0.1	59	1.6	38	1.3	6	0.3	1	0.0					3.4
Tesco Superstore, Dukes Green Avenue, Feltham															
Apex Retail Park, Hampton Road West, FELTHAM (Wick)	1	0.0	9	0.2	5	0.2									0.5
Adrian Hall Garden Centre, Snakey Lane, Feltham			1	0.0	4	0.1									0.2
Other					1	0.0									0.0
Other in Borough	12	0.5	2	0.0	9	0.3	7	0.4	5	0.2	2	0.0	2	0.2	1.7
Hanworth Local Centre			1	0.0	7	0.3									0.3
Bedfont Local Centre															
Heston Local Centre															
Isleworth Town Centre	5	0.2							1	0.1	2	0.0	1	0.1	0.4
Osterley District Centre	1	0.0													0.0
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH	1	0.0							2	0.1			1	0.1	0.2
Tesco Extra, Mogden Lane, Twickenham, Isleworth							1	0.1							0.1
Other	6	0.2	1	0.0	2	0.1	6	0.3	1	0.1					0.7
Outside Survey Area	31	1.1	13	0.3	16	0.6	10	0.6	11	0.6	13	0.4	14	1.1	4.7
Kingston Upon Thames	1	0.0									1	0.0			0.0
Westfield (West) Shepherd's Bush															
Central London					4	0.2	1	0.0							0.2
Westfield Stratford City (East) Olympic Park															
Staines-upon-Thames Town Centre	5	0.2	1	0.0											0.2
Hammersmith Centre			2	0.1	2	0.1			1	0.1			6	0.5	0.6
Twickenham Centre					2	0.1	1	0.0	2	0.1	2	0.1			0.3
Ealing Centre											3	0.1	1	0.0	0.1
Kew Retail Park, Richmond													1	0.0	0.0
Richmond Centre									5	0.3	1	0.0	1	0.1	0.4
IKEA, Drury Way, Wembley															
Hayes Bridge Retail Park, Hayes	2	0.1					3	0.2							0.3
Two Rivers Retail Park, Staines-upon-Thames															
Great Western Retail Park, Southall	12	0.4					1	0.1	2	0.1	1	0.0			0.6
Other	11	0.4	10	0.3	8	0.3	4	0.2	1	0.1	6	0.2	6	0.4	1.8
Total	100	3.7	100	2.7	100	3.6	100	5.7	100	5.4	100	3.1	100	7.3	31.4

Notes:

Market share figures derived from Question 17, London Borough of Hounslow Household Shoppers Survey undertaken by NEMS in May 2018

Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'

Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 12: Comparison Goods Expenditure Pattern - Bulky Goods, by Zone, 2018

	Zone												Total Survey		
	1		2		3		4		5		6		7		Derived Turnover (£m)
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
LONDON BOROUGH OF HOUNSLOW	65	8.2	68	6.3	63	8.3	60	12.0	56	11.8	66	8.1	46	14.5	69.2
Hounslow Town Centre	33	4.2	5	0.5	4	0.5	11	2.2	18	3.9	5	0.6			11.8
Hounslow Town Centre Shops	33	4.2	5	0.5	4	0.5	11	2.2	18	3.9	5	0.6			11.8
Home Bargains, Hospital Road, Hounslow							0	0.0							0.0
Hounslow Edge/Out of Centre															
Hospital Road Retail Area, Hospital Road, Hounslow															
Tesco Express, Bath Road, Hounslow															
Chiswick Town Centre							0	0.0	2	0.4	1	0.1	26	8.1	8.6
Chiswick Town Centre shops							0	0.0	2	0.4	1	0.1	26	8.1	8.6
Sainsbury's Superstore, Essex Place, Chiswick															
Chiswick Edge/Out of Centre	8	1.0	0	0.0			4	0.9	3	0.5	9	1.1	14	4.4	8.0
B&Q, Gunnersbury Avenue, Chiswick	8	1.0	0	0.0			4	0.9	3	0.5	9	1.1	14	4.4	8.0
Brentford Town Centre	1	0.1	2	0.2			13	2.6	4	0.8	8	0.9			4.6
Brentford Town Centre shops	1	0.1	2	0.2			13	2.6	4	0.8	8	0.9			4.6
Morrisons, High Street, Brentford															
Brentford Edge/Out of Centre	11	1.3	1	0.1	14	1.9	23	4.7	26	5.4	42	5.2	6	1.8	20.5
Tesco Extra, Syon Lane, Osterley Park, Isleworth	0	0.0					0	0.1	2	0.4	1	0.1	0	0.0	0.6
Homebase, Syon Lane, Brentford	3	0.4			9	1.2	8	1.5	12	2.6	12	1.5	2	0.6	7.7
971 Great West Road Retail Park, BRENTFORD (Carpetright)	5	0.6	1	0.1	4	0.5	14	2.7	4	0.9	19	2.4	2	0.6	7.9
West Cross Industrial Park, West Cross Way, BRENTFORD	1	0.1			0	0.0	1	0.2	3	0.7	3	0.4	1	0.2	1.5
Currys PC World, West Cross Way, Brentford	1	0.1	0	0.0	1	0.2			0	0.0			0	0.1	0.4
Other	1	0.1					1	0.2	4	0.9	7	0.9	1	0.3	2.4
Feltham Town Centre	3	0.3	27	2.5	13	1.6	1	0.1	0	0.0					4.6
Feltham Town Centre shops	3	0.3	27	2.5	11	1.5	1	0.1	0	0.0					4.5
Asda, The Centre, Tilley Road, Feltham															
Tesco Superstore, High Street, Feltham					0	0.0									0.0
Lidl, New Road, Feltham					1	0.1									0.1
Feltham Edge/Out of Centre	4	0.5	31	2.9	29	3.9	4	0.7	0	0.0					8.0
Bunnings, Twickenham Road, Feltham	1	0.1	17	1.6	10	1.3	3	0.7	0	0.0					3.7
Tesco Superstore, Dukes Green Avenue, Feltham	1	0.1													0.1
Apex Retail Park, Hampton Road West, FELTHAM (Wickes)	2	0.2	14	1.3	14	1.9	0	0.1							3.4
Adrian Hall Garden Centre, Snakey Lane, Feltham			0	0.0	1	0.1									0.2
Other	0	0.0	1	0.1	4	0.5									0.6
Other in Borough	6	0.7	1	0.1	3	0.4	4	0.8	3	0.7	1	0.2	1	0.2	3.1
Hanworth Local Centre			0	0.0	2	0.3									0.3
Bedfont Local Centre			1	0.1											0.1
Heston Local Centre	0	0.0													0.0
Isleworth Town Centre	2	0.2					0	0.1	0	0.1	1	0.1	0	0.1	0.6
Osterley District Centre	0	0.0													0.0
Bulls Bridge Industrial Estate, Hayes Road, Hayes															
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (Matala)	2	0.2	0	0.0	0	0.0	1	0.3	2	0.4	0	0.0	0	0.1	1.2
Tesco Extra, Mogden Lane, Twickenham, Isleworth					0	0.0	1	0.1							0.1
Other	2	0.3	0	0.0	0	0.1	2	0.3	1	0.2					0.9
Outside Survey Area	35	4.4	32	2.9	37	4.9	40	7.9	44	9.2	34	4.2	54	17.0	50.6
Kingston Upon Thames	1	0.1	3	0.3	3	0.5	11	2.2	9	1.8	7	0.9	5	1.5	7.3
Westfield (West) Shepherd's Bush													0	0.0	0.0
Central London	1	0.2	1	0.1	8	1.1	0	0.0	5	1.0	2	0.2	9	2.9	5.4
Westfield Stratford City (East) Olympic Park									4	0.8			2	0.6	1.4
Staines-upon-Thames Town Centre	2	0.3	7	0.6	4	0.5	1	0.1							1.5
Hammersmith Centre			3	0.3	2	0.2	3	0.5	0	0.1	1	0.2	4	1.3	2.6
Twickenham Centre					0	0.1	1	0.2	3	0.6	1	0.1			0.9
Ealing Centre	0	0.0							1	0.2	6	0.8	0	0.1	1.1
Kew Retail Park, Richmond									4	0.8			0	0.0	0.8
Richmond Centre			3	0.2					3	0.6	0	0.0	0	0.1	0.9
IKEA, Drury Way, Wembley	10	1.2	1	0.1	1	0.1	2	0.3	10	2.0	5	0.6	19	6.1	10.4
Hayes Bridge Retail Park, Hayes	3	0.4	1	0.1	2	0.2	7	1.4			3	0.3	2	0.6	3.0
Two Rivers Retail Park, Staines-upon-Thames	0	0.0	1	0.1	1	0.1			1	0.2			1	0.3	0.8
Great Western Retail Park, Southall	7	0.9	0	0.0			10	2.1	2	0.4	6	0.7	0	0.1	4.3
Other	10	1.3	13	1.2	16	2.2	5	1.0	4	0.9	4	0.5	10	3.2	10.2
Total	100	12.6	100	9.3	100	13.2	100	19.9	100	21.0	100	12.4	100	31.5	119.8

Notes:
Derived from Tables 8, 10, 11, 12
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 13: Comparison Goods Expenditure Pattern - Non-Bulky Goods (excluding Clothing & Footwear), by Zone, 2018

	Zone												Total Survey Derived Turnover (£m)
	% 1	£m 2	% 3	£m 4	% 5	£m 6	% 7	£m 8	% 9	£m 10	% 11	£m 12	
LONDON BOROUGH OF HOUNSLOW	67	36.9	69	27.8	63	32.8	63	51.9	55	36.9	45	19.0	258.7
Hounslow Town Centre	54	29.9	6	2.6	9	4.5	47	38.5	29	19.4	10	4.3	99.4
Hounslow Town Centre Shops	54	29.9	6	2.5	9	4.5	47	38.5	29	19.4	10	4.3	99.4
Home Bargains, Hospital Road, Hounslow			0	0.0									0.0
Hounslow Edge/Out of Centre	0	0.2			1	0.4							0.6
Hospital Road Retail Area, Hospital Road, Hounslow					1	0.4							0.4
Tesco Express, Bath Road, Hounslow	0	0.2											0.2
Chiswick Town Centre	0	0.1					0	0.1	3	1.8	3	1.4	54.2
Chiswick Town Centre shops	0	0.1					0	0.1	3	1.8	3	1.4	53.3
Sainsbury's Superstore, Essex Place, Chiswick											1	0.9	0.9
Chiswick Edge/Out of Centre							0	0.1		0	0	0.3	0.5
B&Q, Gunnersbury Avenue, Chiswick							0	0.1		0	0	0.3	0.5
Brentford Town Centre	0	0.2	2	0.7			3	2.3	1	0.5	16	6.8	10.5
Brentford Town Centre shops	0	0.2	2	0.7			3	2.3	1	0.5	15	6.2	9.9
Morrisons, High Street, Brentford											1	0.5	0.5
Brentford Edge/Out of Centre	4	2.2	2	0.7	2	1.1	6	5.3	8	5.4	14	5.9	22.4
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.3	1	0.3	0	0.1	1	1.0	5	3.2	8	3.2	8.3
Homebase, Syon Lane, Brentford	1	0.3			1	0.4	1	0.7	1	0.5	2	0.8	2.7
971 Great West Road Retail Park, BRENTFORD (Carpetri)	1	0.6					3	2.6	0	0.3	1	0.4	4.4
West Cross Industrial Park, West Cross Way, BRENTFORD	0	0.2	1	0.4			1	1.0	2	1.3	3	1.4	5.1
Currys PC World, West Cross Way, Brentford	1	0.7			1	0.6			0	0.1			1.5
Other	0	0.1									0	0.1	0.3
Feltham Town Centre	3	1.6	47	18.9	44	22.8	2	1.6	1	0.4	0	0.2	45.5
Feltham Town Centre shops	3	1.6	47	18.7	42	21.6	2	1.6	1	0.4	0	0.2	44.1
Asda, The Centre, Tilley Road, Feltham					0	0.1							0.1
Tesco Superstore, High Street, Feltham			0	0.2	2	1.1							1.3
Lidl, New Road, Feltham			0	0.0									0.0
Feltham Edge/Out of Centre	1	0.8	9	3.6	3	1.4	0	0.1	0	0.1			5.9
Bunnings, Twickenham Road, Feltham					0	0.1							0.1
Tesco Superstore, Dukes Green Avenue, Feltham	1	0.6	4	1.5	1	0.3			0	0.1			2.5
Apex Retail Park, Hampton Road West, FELTHAM (Wicke)	0	0.1	5	2.1	2	0.8	0	0.1					3.2
Adrian Hall Garden Centre, Snakey Lane, Feltham													
Other					0	0.1							0.1
Other in Borough	3	1.9	3	1.3	5	2.7	5	3.9	14	9.3	1	0.3	19.8
Hanworth Local Centre	0	0.1			3	1.7							1.8
Bedfont Local Centre			2	1.0									1.0
Heston Local Centre	0	0.2					1	0.9					1.1
Isleworth Town Centre			0	0.0	0	0.1			6	3.9	0	0.1	4.1
Osterley District Centre							0	0.3	3	1.9			2.2
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0	0.2	0	0.1	0	0.1			1	0.8			1.5
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH (Wicke)	1	0.4	0	0.1	2	0.8	1	0.8	4	2.6	1	0.2	4.8
Tesco Extra, Mogden Lane, Twickenham, Isleworth							2	1.3	0	0.1			1.4
Other	2	1.1	0	0.1			1	0.6			0	0.1	1.8
Outside Survey Area	33	18.3	31	12.2	37	19.2	37	30.1	45	30.1	55	22.8	177.7
Kingston Upon Thames	2	1.3	3	1.1	15	7.9	8	6.5	11	7.0	6	2.6	29.4
Westfield (West) Shepherd's Bush	3	1.6			0	0.2	1	1.2	3	2.3	3	1.1	14.3
Central London	7	3.8	1	0.4	2	1.0	2	1.6	1	0.9	2	0.8	15.5
Westfield Stratford City (East) Olympic Park	2	1.1					1	0.7			1	0.3	9.2
Staines-upon-Thames Town Centre	3	1.7	10	4.1	4	2.0	1	0.4	0	0.2	3	1.1	9.5
Hammersmith Centre			2	0.7	1	0.4	1	1.2	0	0.3	0	0.2	6.3
Twickenham Centre	1	0.3	1	0.2	1	0.4	5	4.5	13	8.8			14.2
Ealing Centre	0	0.1							1	0.4	19	7.9	9.4
Kew Retail Park, Richmond	0	0.2			0	0.1	1	0.5	1	0.9	5	1.9	6.8
Richmond Centre	0	0.2					0	0.1	6	4.2	1	0.4	7.5
IKEA, Drury Way, Wembley	2	0.9	1	0.4	1	0.4	2	1.9	0	0.2	2	0.9	7.2
Hayes Bridge Retail Park, Hayes	4	2.3	1	0.2			1	1.2			3	1.2	4.9
Two Rivers Retail Park, Staines-upon-Thames	0	0.1	5	1.9	3	1.5							3.5
Great Western Retail Park, Southall	2	1.0					0	0.2	0	0.1	2	0.8	2.4
Other	7	3.8	8	3.1	10	5.3	12	10.2	7	4.6	8	3.5	37.5
Total	100	55.2	100	40.0	100	52.0	100	82.0	100	67.0	100	41.8	436.3

Notes:

Derived from Tables 2, 3, 4, 5, 6, 7, 9

Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'

Figures may not add due to rounding

2016 Prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

Table 14: Comparison Goods Expenditure Pattern - Combined, by Zone, 2018

	Zone														Total Survey Derived Turnover (£m)	Inflow	
	1		2		3		4		5		6		7			(%)	(£m)
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m			
LONDON BOROUGH OF HOUNSLOW	64	64.9	63	45.2	59	55.0	64	97.1	51	64.3	44	33.7	42	76.9	437.2		
Hounslow Town Centre	51	52.3	9	6.4	8	7.5	47	71.8	29	36.2	13	10.1	0	0.2	184.4	2	3.7
Hounslow Town Centre Shops	51	52.3	9	6.3	8	7.5	47	71.8	29	36.2	13	10.1	0	0.2	184.3		
Home Bargains, Hospital Road, Hounslow			0	0.0			0	0.0							0.1		
Hounslow Edge/Out of Centre	0	0.2			0	0.4									0.6		
Hospital Road Retail Area, Hospital Road, Hounslow					0	0.4									0.4		
Tesco Express, Bath Road, Hounslow	0	0.2													0.2		
Chiswick Town Centre	0	0.1					0	0.2	2	2.5	2	1.7	37	67.0	71.4	3	2.1
Chiswick Town Centre shops	0	0.1					0	0.2	2	2.5	2	1.7	36	65.7	70.2		
Sainsbury's Superstore, Essex Place, Chiswick													1	1.3	1.3		
Chiswick Edge/Out of Centre	1	1.0	0	0.0			1	1.0	0	0.5	2	1.2	3	4.7	8.5		
B&Q, Gunnersbury Avenue, Chiswick	1	1.0	0	0.0			1	1.0	0	0.5	2	1.2	3	4.7	8.5		
Brentford Town Centre	0	0.3	1	0.9			3	4.8	1	1.3	10	7.7			15.1	4	0.6
Brentford Town Centre shops	0	0.3	1	0.9			3	4.8	1	1.3	9	7.2			14.5		
Morrisons, High Street, Brentford											1	0.5			0.5		
Brentford Edge/Out of Centre	4	3.7	1	0.8	3	3.0	7	10	9	11.6	15	11.1	2	4.4	44.6		
Tesco Extra, Syon Lane, Osterley Park, Isleworth	1	0.5	0	0.3	0	0.1	1	1.1	4	4.4	4	3.2	1	1.0	10.6		
Homebase, Syon Lane, Brentford	1	0.7			2	1.6	1	2.2	2	3.0	3	2.3	0	0.6	10.4		
971 Great West Road Retail Park, BRENTFORD (C)	1	1.2	0	0.1	1	0.5	4	5.4	1	1.2	4	2.8	1	1.1	12.3		
West Cross Industrial Park, West Cross Way, BRENTFORD	0	0.3	1	0.4	0	0.0	1	1.2	2	2.0	2	1.8	1	1.1	6.7		
Currys PC World, West Cross Way, Brentford	1	0.8	0	0.0	1	0.7			0	0.1			0	0.2	1.9		
Other	0	0.2					0	0.2	1	0.9	1	1.0	0	0.4	2.7		
Feltham Town Centre	3	3.3	40	28.4	38	35.6	2	3.1	0	0.5	1	1.1			71.9	2	1.4
Feltham Town Centre shops	3	3.3	39	27.9	36	34.2	2	3.1	0	0.5	1	1.1			70.0		
Asda, The Centre, Tilley Road, Feltham					0	0.2									0.2		
Tesco Superstore, High Street, Feltham			1	0.4	1	1.1									1.6		
Lidl, New Road, Feltham			0	0.0	0	0.1									0.1		
Feltham Edge/Out of Centre	1	1.4	10	7.3	6	5.5	1	0.8	0	0.1					15.2		
Bunnings, Twickenham Road, Feltham	0	0.1	2	1.6	2	1.4	0	0.7	0	0.0					3.8		
Tesco Superstore, Dukes Green Avenue, Feltham	1	0.9	2	1.6	1	0.6			0	0.1					3.2		
Apex Retail Park, Hampton Road West, FELTHAM	0	0.4	6	4.1	3	2.7	0	0.2							7.4		
Adrian Hall Garden Centre, Snakey Lane, Feltham			0	0.0	0	0.1									0.2		
Other	0	0.0	0	0.1	1	0.6									0.7		
Other in Borough	3	2.6	2	1.4	3	3.1	4	5.5	9	11.5	1	0.7	0	0.7	25.5		
Hanworth Local Centre	0	0.1	0	0.0	2	2.0									2.1		
Bedfont Local Centre			1	1.0											1.0		
Heston Local Centre	0	0.2					1	0.9							1.1		
Isleworth Town Centre	0	0.2	0	0.0	0	0.1	0	0.1	3	4.0	0	0.2	0	0.1	4.7		
Osterley District Centre	0	0.0					0	0.3	2	2.1					2.5		
Bulls Bridge Industrial Estate, Hayes Road, Hayes	0	0.2	0	0.1	0	0.1			1	0.8			0	0.3	1.5	2	0.0
Ivy Bridge Retail Park, Twickenham Road, ISLEWORTH	1	0.6	0	0.1	1	0.8	1	1.3	3	4.4	1	0.4	0	0.1	7.8	2	0.2
Tesco Extra, Mogden Lane, Twickenham, Isleworth					0	0.0	1	2.0	0	0.1					2.1	2	0.0
Other	1	1.4	0	0	0	0	1	1	0	0			0	0	3		
Outside Survey Area	36	36.8	37	26.5	41	38.6	36	54.1	49	60.6	56	43.0	58	105.0	364.6		
Kingston Upon Thames	2	2.4	3	2.2	18	17.2	11	16.1	9	11.4	5	3.9	4	7.1	60.4		
Westfield (West) Shepherd's Bush	5	5.2	0	0.1	0	0.2	3	4.2	5	5.6	3	2.4	9	16.9	34.6		
Central London	4	4.1	1	0.9	2	2.3	1	1.7	2	2.1	3	2.1	7	13.6	26.8		
Westfield Stratford City (East) Olympic Park	1	1.2	2	1.5			1	2.0	2	1.9	1	0.5	9	15.8	23.0		
Staines-upon-Thames Town Centre	3	3.3	14	9.7	5	4.5	1	0.8	0	0.4	2	1.8			20.7		
Hammersmith Centre			1	0.9	1	0.7	1	1.7	0	0.4	1	0.5	9	16.4	20.6		
Twickenham Centre	0	0.3	0	0.2	1	0.9	3	4.6	10	12.6	0	0.1			18.7		
Ealing Centre	0	0.5			0	0.3			1	1.5	20	15.5	1	1.5	19.1		
Kew Retail Park, Richmond	1	0.7			0	0.1	1	1.1	3	3.2	7	5.3	5	8.2	18.5		
Richmond Centre	2	1.9	0	0.2	0	0.4	1	1.3	8	9.8	2	1.3	2	3.0	18.0		
IKEA, Drury Way, Wembley	2	2.1	1	0.4	1	0.5	1	2.2	2	2.3	2	1.4	5	8.7	17.7		
Hayes Bridge Retail Park, Hayes	3	3.2	0	0.3	0	0.2	2	3.1			2	1.6	0	0.6	8.9		
Two Rivers Retail Park, Staines-upon-Thames	0	0.3	7	4.8	2	2.0			0	0.2			0	0.3	7.6		
Great Western Retail Park, Southall	2	1.9	0	0.0			1	2.3	0	0.6	3	1.9	0	0.4	7.0		
Other	10	9.8	7	5.0	10	9.4	9	12.9	7	8.7	6	4.7	7	12.4	63.0		
Total	100	101.8	100	71.7	100	93.6	100	151.2	100	124.9	100	76.7	100	181.9	801.8		

Notes:
Derived from Table 13
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2016 Prices

LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

TABLE 15: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN HOUNSLOW

Table 15a: Estimated 'Capacity' for Comparison Goods Facilities in Hounslow

Year	Benchmark Turnover £m ¹	Hounslow Turnover - £m ²	Hounslow Inflow - £m	Surplus Expenditure - £m
2018	188.7	185.0	3.7	0.0
2022	202.9	209.7	4.2	11.1
2027	226.8	253.1	5.0	31.3
2029	236.9	271.6	5.4	40.0
2033	258.5	313.9	6.3	61.7

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hounslow facilities from Study Area

2016 prices

Table 15b: Quantitative Need for Additional Comparison Goods Floorspace in Hounslow

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	0.0	0	0
2022	11.1	2,000	3,400
2027	31.3	5,000	8,700
2029	40.0	6,100	10,600
2033	61.7	8,600	15,000

Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Hounslow
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Hounslow

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 prices

Table 15c: Extant Comparison Goods Commitments in Hounslow

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Hounslow High Street Quarter	00616/F/P21	High Street Quarter Redevelopment including 528 residential units, multi-screen cinema (6,408sq m), commercial retail uses (A1-A5) (11,199sq m) and car parking.	11,199	5,879	5,250	30.9	Extant planning permission.
TOTAL				5,879		30.9	

Notes:

Commitment provided by London Borough of Hounslow Council

Hounslow High Street Quarter

Gross floorspace derived from Decision Notice which refers to maximum floorspace (Use Classes A1-A5).

Comparison floorspace based on 75% of gross (net comparison is 30%).

2016 prices

Table 15d: Net Quantitative Need for Additional Comparison Goods Floorspace in Hounslow

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min ¹	Max ²
2018	0.0	30.9	-30.9	-5,900	-10,300
2022	11.1	33.2	-22.1	-3,900	-6,900
2027	31.3	37.1	-5.8	-900	-1,600
2029	40.0	38.8	1.3	200	300
2033	61.7	42.3	19.4	2,700	4,700

Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Hounslow
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Hounslow

Residual calculated by subtracting turnover of commitments (sourced from Table 15c) from surplus expenditure (sourced from Table 15a).

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 prices

LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

TABLE 16: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CHISWICK

Table 16a: Estimated 'Capacity' for Comparison Goods Facilities in Chiswick

Year	Benchmark Turnover £m ¹	Chiswick Turnover - £m ²	Chiswick Inflow - £m	Surplus Expenditure £m
2018	82.1	79.9	2.1	0.0
2022	88.2	90.6	2.4	4.8
2027	98.6	109.3	2.9	13.6
2029	103.0	117.3	3.1	17.4
2033	112.4	135.6	3.6	26.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).

2. Assumes constant market share claimed by Chiswick from Study Area

2016 prices

Table 16b: Quantitative Need for Additional Comparison Goods Floorspace in Chiswick

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	0.0	0	0
2022	4.8	900	1,500
2027	13.6	2,200	3,800
2029	17.4	2,600	4,600
2033	26.8	3,700	6,500

Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Chiswick

2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Chiswick

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).

2016 prices

**LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE**

TABLE 17: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN BRENTFORD

Table 17a: Estimated 'Capacity' for Comparison Goods Facilities in Brentford

Year	Benchmark Turnover £m ¹	Brentford Turnover - £m ²	Brentford Inflow - £m	Surplus Expenditure - £m
2018	60.2	59.6	0.6	0.0
2022	64.8	67.6	0.7	3.5
2027	72.4	81.6	0.8	10.0
2029	75.6	87.5	0.9	12.8
2033	82.5	101.2	1.0	19.7

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).
2. Assumes constant market share claimed by Brentford from Study Area

2016 prices

Table 17b: Quantitative Need for Additional Comparison Goods Floorspace in Brentford

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	0.0	0	0
2022	3.5	600	1,100
2027	10.0	1,600	2,800
2029	12.8	1,900	3,400
2033	19.7	2,700	4,800

Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Brentford
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Brentford.

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).

2016 prices

Table 17c: Extant Comparison Goods Commitments in Brentford

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Location	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Land to the South Side of Brentford High Street and Waterside	00607/BA/P2 (P/2012/2735)	Comprehensive mixed use redevelopment comprising 876 residential units, retail (A1 use), business (B1 use) and leisure (D1/D2 use) and facilities for mooring of boats.	14,133	247	Within Foodstore	6,568	1.6	Extant planning permission
				4,200	Other	5,250	22.1	
TOTAL				4,447			23.7	

Notes:

Commitment provided by London Borough of Hounslow Council

[Waterside Development](#).

Maximum floorspace is taken from Condition 6 on the Decision Notice.

Net comparison floorspace taken from Retail Statement submitted with application.

Sales density for the floorspace within the foodstore is based on average of sales density for comparison floorspace within big four and discount retailers. Sales density for other is assessed having regard to the existing published sales density data.

2016 prices

Table 17d: Net Quantitative Need for Additional Comparison Goods Floorspace in Brentford

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq.m)	
				Min ¹	Max ²
2018	0.0	23.7	-23.7	-4,500	-7,900
2022	3.5	25.4	-21.9	-3,900	-6,800
2027	10.0	28.5	-18.5	-2,900	-5,100
2029	12.8	29.7	-16.9	-2,600	-4,500
2033	19.7	32.4	-12.7	-1,800	-3,100

Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Brentford
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Brentford.

Residual calculated by subtracting turnover of commitments (sourced from Table 17c) from surplus expenditure (sourced from Table 17a).

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).

2016 prices



LONDON BOROUGH OF HOUNSLOW
RETAIL AND TOWN CENTRE NEEDS STUDY - UPDATE

TABLE 18: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN FELTHAM

Table 18a: Estimated 'Capacity' for Comparison Goods Facilities in Feltham

Year	Benchmark Turnover £m ¹	Feltham Turnover - £m ²	Feltham Inflow - £m	Surplus Expenditure £m
2018	88.6	87.1	1.4	0.0
2022	95.2	98.8	1.6	5.2
2027	106.5	119.2	2.0	14.7
2029	111.2	127.9	2.1	18.8
2033	121.3	147.8	2.4	28.9

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).
2. Assumes constant market share claimed by Feltham from Study Area

2016 prices

Table 18b: Quantitative Need for Additional Comparison Goods Floorspace in Feltham

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2018	0.0	0	0
2022	5.2	900	1,600
2027	14.7	2,300	4,100
2029	18.8	2,900	5,000
2033	28.9	4,000	7,000

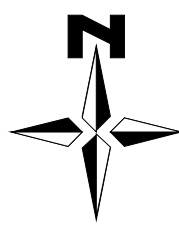
Notes:

1. Average sales density assumed to be £5,250 per sq.m which WYG considers to be towards the higher end of what could be achieved in Feltham.
 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Feltham.
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017).

2016 prices

Appendix H

Town Centre Experian Land Use Goad Plans



176,000

176,500

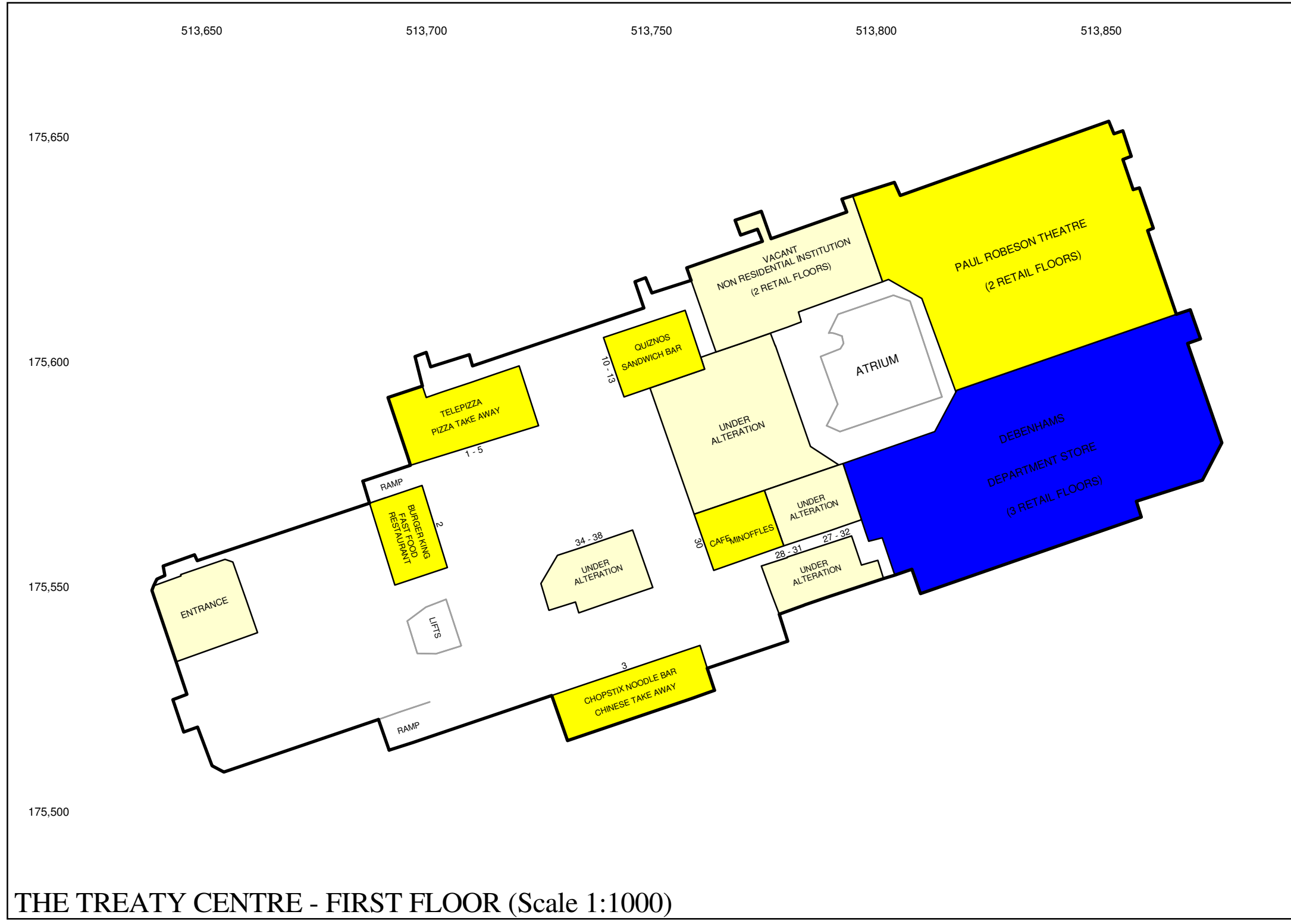
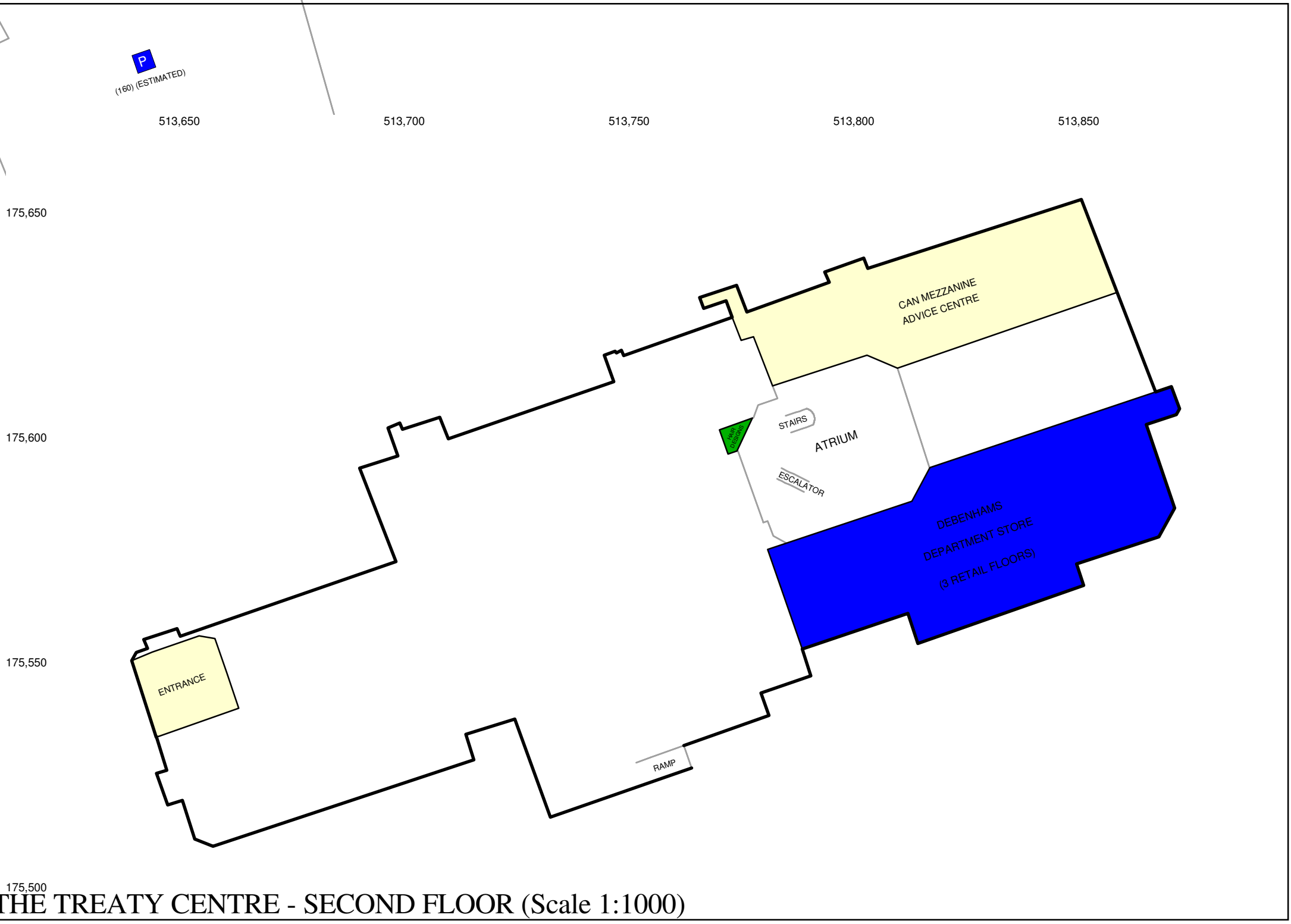
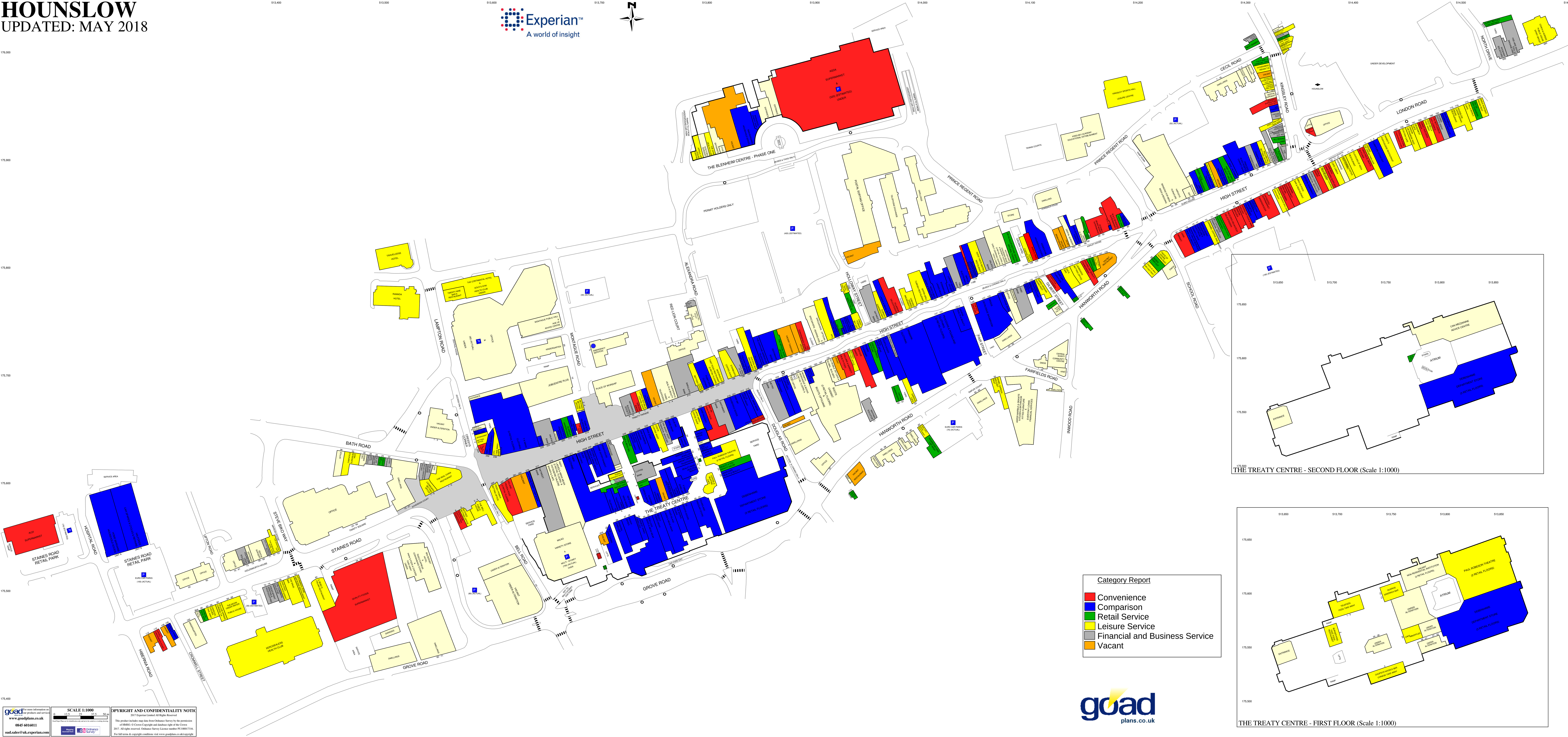
177,000

177,500

178,000

178,500

179,000



- Category Report
- Convenience
 - Comparison
 - Retail Service
 - Leisure Service
 - Financial and Business Service
 - Vacant

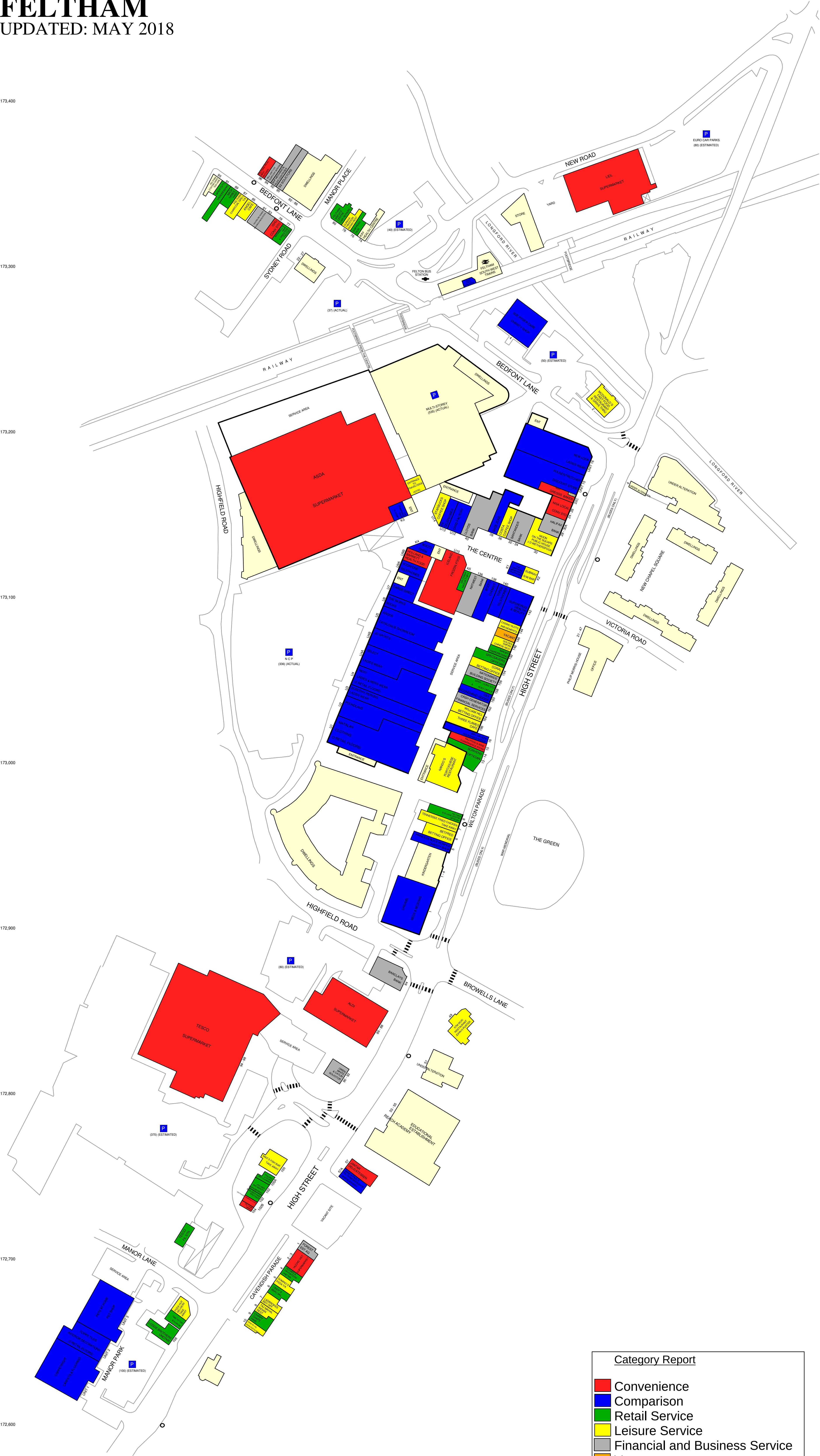






173,400
173,300
173,200
173,100
173,000
172,900
172,800
172,700
172,600

510,500 510,600 510,700



Category Report

Convenience

Comparison

Retail Service

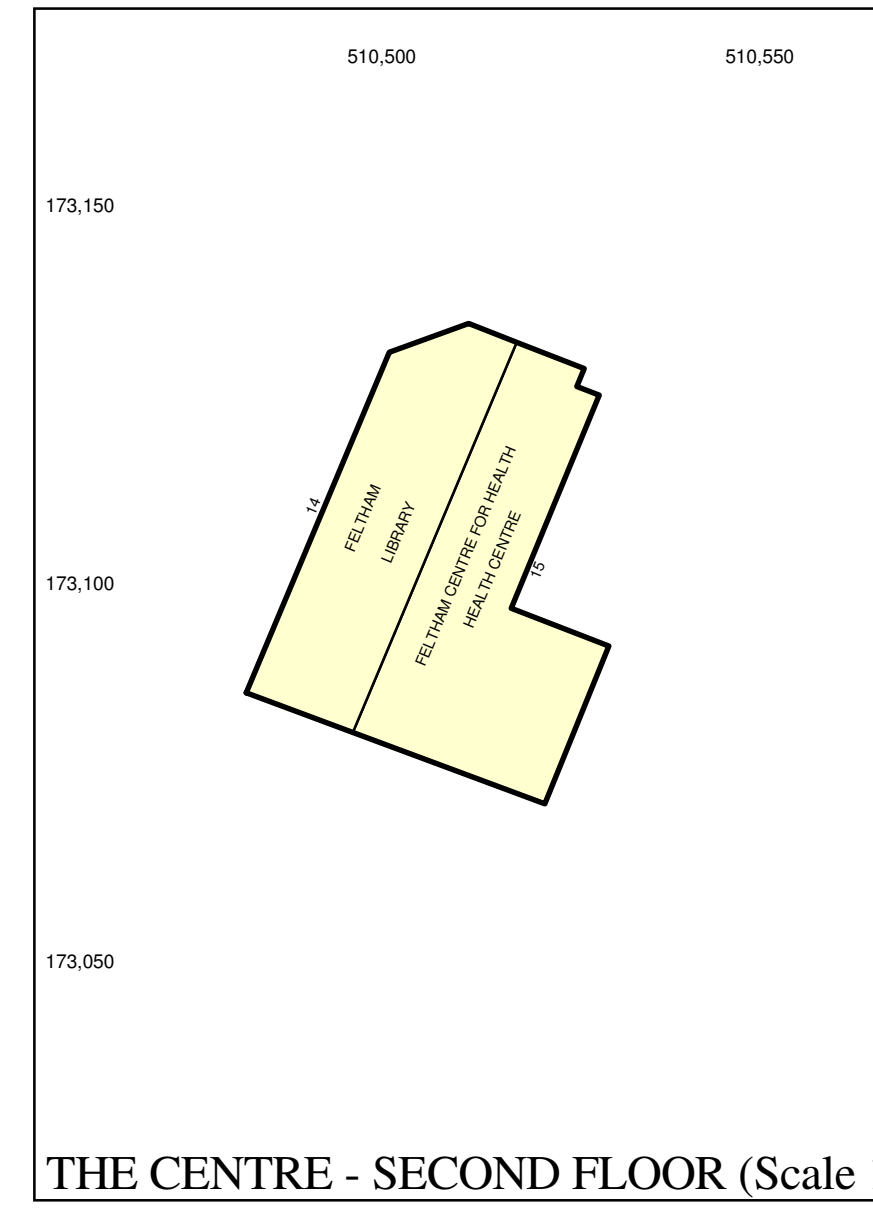
Leisure Service

Financial and Business Service

Vacant



THE CENTRE - FIRST FLOOR (Scale 1:1000)



THE CENTRE - SECOND FLOOR (Scale 1:1000)