Carter Jonas

Town Centre Retail Capacity Study 2016: Final Draft Report

Prepared on behalf of:

London Borough of Tower Hamlets

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1 INTRODUCTION

1.1 Carter Jonas (CJ) was commissioned by London Borough of Tower Hamlets ('the Council') in March 2016 to update the retail evidence base (i.e. London Borough of Tower Hamlets Retail and Leisure Capacity Study 2009) to help inform both plan-making and decision-taking across the Borough. The findings of the assessment will be used to inform the review of the Tower Hamlets Local Plan, including the formation of town centre policies.

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

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

1.4 The Study Area defined for the purpose of this retail assessment principally covers the borough of Tower Hamlets, but also a wider area incorporating parts of neighbouring local planning authority areas. This Study Area has been further sub-divided into nine study zones that broadly reflect the local catchments of the borough's main centres (see Appendix 1). The defined Study Area and zones provide the framework for the new telephone interview survey of some 899 households conducted by NEMS Market Research (NEMS) in May 2016. This survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the Study Area. In turn, this has informed the high level health check assessments for the borough's major centre of Canary Wharf as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace. The survey approach adopted by NEMS is explained in some detail in Appendix 11, along with the full (weighted) survey results.

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

- **Section 2** reviews the national, regional (where relevant) and local planning policy context material to retail planning and town centres.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
- **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing across the Study Area and nine study zones as based on the results of the household telephone interview survey.

The market share tabulations for convenience and comparison goods are set out in **Appendix 2** and **Appendix 3** respectively.

- **Sections 5-16** provide high-level updates of the health checks for the Borough's main centres (Canary Wharf Major Centre and the nine district centres) and an overview of retail provision across the Borough's network of neighbourhood centres. These assessments draw on recent research and the latest town centre audits for the centres, supplemented by site visits and audits of town centre uses and vacancies. The assessment also takes account of shopper perceptions of the town centres from the results of the household surveys and in-centre surveys.
- **Section 17 & 18** describes the key inputs and outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the Borough and its main centres based on our in-house CREATe (excel spreadsheet) model. Projections on population and expenditure, used to inform the assessment are set out in **Appendix 4**, alongside forecasts on convenience (**Appendix 5**) and comparison (Appendix 6) turnover. Forecast capacity is set out in **Appendix 8** for convenience goods and **Appendix 9** for comparison goods, which take account of committed retail floorspace in the Borough, as set out in Appendix 7.
- **Section 19** sets out the findings of the commercial leisure 'gap' and need assessment for the main leisure uses, including food and beverage, cinema, hotel, and gym provision.
- **Section 20** reviews current provision for other town centre uses, such as office and community facilities.
- **Section 21** assesses the need to review the definition of the primary shopping area for the Borough's main centres in light of the findings of the need assessment, and recommendation on primary and secondary shopping frontages. A plan of recommended frontage boundaries is set out in **Appendix 13**.
- Finally, **Section 22** draws together the key findings of the qualitative and quantitative need assessments for retail and commercial leisure, also providing high level advice on where new development should be accommodated in accordance with the main aims of national and local plan policy.

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

2 PLANNING POLICY CONTEXT

2.1 This section provides a high level overview of the relevant national and local development plan planning policy pertaining to retail and town centre uses, along with other material considerations.

National Planning Policy Framework (NPPF)

2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans1 and Neighbourhood Plans2. At the heart of the NPPF is a presumption in favour of sustainable development3, which is seen as "a golden thread running through both plan-making and decision-taking" (paragraph 14). The NPPF (paragraph 14) sets out the Government's view of what sustainable development means in practice for both plan-making and decision-taking at the local level.

2.3 For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that "…it is clear that development which is sustainable can be approved without delay".

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

2.5 The Framework (paragraph 150) emphasises that Local Plans are "…the key to delivering sustainable development that reflects the vision and aspirations of local communities". They should be "aspirational but realistic" and should set out the opportunities for development and clear policies on "…what will or will not be permitted and where" (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional DPDs should only be used where clearly justified (paragraph 153).

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

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

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

2.6 The NPPF (paragraph 156) requires strategic priorities for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

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

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

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

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

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

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

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas5, based on a clear definition of primary and secondary frontages6 in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail and leisure development needed in town centres;
- ensure that the needs for retail and leisure are "met in full" and "not compromised by limited site availability". Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

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

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

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

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

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

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

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

The London Plan (2015)

2.14 **The London Plan (2015)** is the overall spatial development strategy for London which sets out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. The plan includes a number of policies relating to town centres, retail and Tower Hamlets including:

- **Policy 2.14 (Area for Regeneration)** and its associated **Annex 2**, sets out the areas identified for regeneration in which the Mayor will work with strategic and local partners to co-ordinate sustained

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

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

renewal by prioritising them for neighbourhood-based action and investment. The objective of the Mayor's regeneration programmes is to drive growth in London's towns and high streets particularly where there are spatial concentrations of deprivation like in Tower Hamlets. Annex 2 lists Whitechapel and Canary Wharf as centres that have potential for high growth. Bethnal Green, Brick Lane, Chrisp Street, Roman Road East and West, Watney Market and Wentworth Street are listed as centres that have potential for medium growth.

- **Policy 2.15 (Town Centres)**, and its associated **Annex 2**, identifies London's network of town centres, including the CAZ, major centre, district centres and neighbourhood centres of Tower Hamlets. The development of London's network of town centres should provide a structure for sustaining and improving a competitive choice of goods and services which are conveniently accessible. This policy sets out the importance of sustaining and enhancing the vitality and viability of the centre; identifying town centre boundaries, primary shopping areas and primary and secondary frontages; accommodating economic and/or housing growth through intensification and selective expansions; and enhancing the competitiveness, quality and diversity of the town centre retail and other uses.
- **Policy 4.7 (Retail and Town Centre Development)** sets out the Mayors support towards a strong partnership approach to assessing need and bringing forward capacity for retail, commercial, culture and leisure development in town centres. The policy states that boroughs should identify future retail and commercial leisure floorspace needs; undertake regular town centre healthchecks; resist inappropriate out of centre development; and manage existing out of centre retail and leisure development in line with the sequential approach.
- **Policy 4.8 (Supporting a Successful and Diverse Retail Sector and Related Facilities and Services)** states that in order to support the economic growth of centres, LDFs must take a proactive approach to retail planning by: bringing forward capacity for additional comparison goods retailing including in major centres; supporting convenience retailing particularly within district and neighbourhood centres; supporting London's markets; and identifying areas underserved in local convenience shopping and services provision.
- **Policy 4.9 (Small Shops)** aims to support small or independent retailers by suggesting that where appropriate LDFs impose conditions or seek contributions through planning obligations when considering applications for large scale retail developments. This will help to strengthen and promote the retail offer, attractiveness and competitiveness of centres.
- **Policy 4.10 (New and Emerging Economic Sectors)** outlines the boroughs' requirements to promote clusters of research and innovation as focal points for research and collaboration between businesses and support the evolution of the science, technology, media and telecommunications (TMT) sector and promote clusters such as Tech City and Med City (the latter identified as a growing cluster which extends along the Euston Road corridor from Whitechapel to Imperial West at White City).

Town Centres Supplementary Planning Guidance (2014)

2.15 **The Town Centre Supplementary Planning Guidance** (SPG) (2014) was published in July 2014 and specifically provides guidance on the implementation of London Plan Policy 2.15 (Town Centres) and its associated Annex, along with other policies in the Plan with specific reference to town centre development and management (including Policies 4.7-4.9 above). The SPG has been drawn up in the context of the NPPF, the Localism Act, the Portas Review and an extensive range of research, and has weight as a formal supplement to the London Plan. It reaffirms a strong 'town centres first' approach to accommodating new retail, leisure and commercial development, encouraging development within town centres, or in well integrated edge of town centre locations (Policy 4.7). It also supports a strong partnership approach to assessing need and bringing forward capacity for new retail, commercial, culture and leisure development in town centres.

2.16 The SPG is focused on a set of principles which include:

- **Supporting the evolution and diversification of town centres** – including the potential of the International, Metropolitan and Major centres to accommodate growth, especially in comparison goods retailing (London Plan, policy4.8Ba), and the roles of District, neighbourhood and local centres to accommodate local needs for convenience retailing and essential local services (London Plan, policy 4.8Bb).
- **Delivering mixed use housing intensification** – identifies the potential for higher density residential development in town centres and the need for proactive strategies to realise this potential, including any necessary transport improvements (policy 2.15Cb).
- **Quality matters** – high quality urban design, public realm and environment are of paramount important if town centres are to be successful and safer places to live, work and visit, and attract investment. It should be integral to strategies to regenerate town centres with a diverse range of services and increased residential population with an improved quality of life (policies 7.5, 2.15Bg, 2.18, 5.10 and 5.11).
- **Promoting accessibility and connectivity** - The Mayor's Transport Strategy[9] places strong emphasis on the need for good transport links, to allow easy, efficient access to town centres to enable them to compete and to remain successful. Increased public transport accessibility can benefit town centres also by extending their potential resident and working catchment populations. Town centres also support the close integration of transport and development (London Plan policy 6.1). Capitalising on the existing and future potential accessibility of town centres, the scope for intensification, regeneration and higher density development including housing should be explored in line with London Plan policy 2.15Cb (see sections 1 and 2). Boroughs are encouraged to promote higher densities in town centres, especially those with the highest accessibility and existing capacity or where there are plans to improve

[9] See MTS policy 6 and 2013 London Town Centre Health Check, GLA 2014 and London Travel Demand Survey

public transport provision. The SPG identifies that major public transport scheme investments such as Crossrail, Thameslink Programme, Tube upgrades and further expansion of London Overground will yield substantial benefits for many town centres and act as a catalyst for growth and intensification (para 4.2.5)[10.]

- **Town centre regeneration and initiatives** - There are various complementary measures and funding to support town centre renewal including the Mayor's Action for High Streets a series of investment initiatives including: Outer London Fund (OLF), Mayor's Regeneration Fund (MRF), London Enterprise Fund (LEF), and Growing Places Fund. Portas Pilots in London[11] have also been incorporated under the umbrella of the OLF and MRF interventions.
- **Proactive town centre strategies** – the SPG provides further guidance on town centre strategies, management of the town centre network, the London Plan 'town centres first' approach, and co-ordination with the wider city region and town centre health checks.

Local Planning Policy Context

2.17 **The Tower Hamlets Local Plan** is in the process of being updated; however there are a number of key local policy and evidence base documents that are relevant to the study. These include:

2.18 **The Core Strategy 2025 (2010)** forms part of the Tower Hamlets Local Plan and sets out the overall spatial vision for the borough, the concept of 'reinventing the Hamlets'. The borough will strengthen the places which make Tower Hamlets unique and will build on its strategic importance as a unique part of inner London, playing a significant part in developing London as a successful and sustainable city. The document sets out a distinct vision, details of growth opportunities and priorities for each of the key centres. Relevant policies include:

- **SP01** sets out the redefined town centre hierarchy which includes the Central Activity Zone (CAZ), Tower Hamlets Activity Areas (THAAs), major centre, district centres and neighbourhood centres. The policy ensures the scale and type of uses within these town centres are consistent with the hierarchy and is well designed to connect to the surrounding area. Maintaining and increasing the supply of town centre activity and 16,600sqm (net) comparison and 17,700sqm (net) convenience retail floorspace across the borough to meet demand is supported alongside encouraging the growth of street markets and promoting their role as drivers of local enterprise and character.

2.19 **The Managing Development Document DPD (2013**) forms the other half of the Tower Hamlets Local Plan. The document sets out the planning policies and site allocations needed to achieve the Core Strategy

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[10] TfL's Business Plan (updated annually) and the national rail HLOS investment programme detail the majority of committed investment in
London's transport infrastructure.
[11] Include Chrisp Street, Watney Market and Roman Road.

vision. These policies are required to ensure the sustainable development of the borough and support the local and regional economy, including the town centres' retail. Relevant policies include:

- **DM1** describes how development within the borough will be managed to promote the vitality and viability of the town centres including the protection of A1 Class uses alongside A3-A5 town centre uses (provided that there are at least two non A3-A5 units between every new A3-A5 unit). Additionally, A5 uses will be managed to ensure the total percentage of this use class does not exceed 5% of the total number of units in district centres. Due to the distinctive nature of Canary Wharf, Use Classes A3-A5 will be considered on the merits of individual applications. The CAZ will continue to be promoted including the potential for residential development and a mix of uses within the THAAs will be supported.
- **DM2** aims to maintain the existing level of local shop provision to ensure they are not replaced by other uses which would reduce the need to travel further for basic goods and services. The policy also seeks to reduce the development of local shops outside of town centres to reduce the threat to the vitality and viability of town centres and existing local shops.

2.20 **Our Borough, Our Plan- A New Local Plan First Steps (2015)** considers the spatial vision, planning strategies and policies for the borough for the next 15 years which will be set out on the new Local Plan. This document marks the first consultation stage for the preparation of the new plan. Suggestions for the retail and town centre vision and strategies include the introduction of more stringent policies to restrict uses such as betting shops, payday loan shops and hot food takeaways and increasing diversity by revising the current position on protecting A1 retail uses as a priority and give greater flexibility where non-A1 uses are proposed. This retail study will assist in reviewing town centre boundaries, identifying capacity and providing updated health checks.

2.21 **The Town Centre Spatial Strategy to 2025 (2009)** sets out how the borough's town centres could be developed over a fifteen year period, providing a framework for place shaping to coordinated physical growth and development with economic regeneration and local management priorities. The document sets out the overall vision for Tower Hamlets which concentrates on refocusing the town centres. The strategy establishes four overarching aims for achieving this vision which are addressed when considering each centre: planning town centres; designing town centres; managing town centres; and connecting town centres. The strategy is built upon the basis of achieving long-term success and creating vibrant, inclusive and attractive town centres. A spatial vision alongside strategic aims and a delivery framework were developed for the main centres in the borough.

2.22 **The Town Centre Policy Development Report (2011)** considers town centre boundaries and primary and secondary shopping areas for the major and district centres in the borough and provides suggestions regarding the methods used to define these. The document recommends that the Council set policies to maintain a balance of uses in town centres and suggests that proposals should not be permitted if they result in the percentage of A1 units falling below a certain level or in non-A1 uses occupying more than a set number of consecutive units. The proportion of retail to be directed to each centre in the borough is also considered.

2.23 **The Town Centre Boundaries and Balance of Uses Review (2012)** provides a review of the borough's town centre boundaries and the mix of the town centre uses and was created to inform the Managing Development DPD, particularly Policy DM1. The evidence from the town centre policy development report has informed this more detailed review. The document sets out town centre boundary scoping exercise, desktop review, town centre designation criteria and the site visit methodology and the outcome of these tasks; the revised boundaries. The existing proportion of A1 uses and consecutive non-A1 uses were calculated and this was then considered alongside supporting evidence including town centre health checks and the Town Centre Spatial Strategy.

2.24 **Tackling the Takeaways: A New Policy to Address Fast-Food Outlets in Tower Hamlets (2011)** is a development management framework for managing the number and location of hot food takeaways in the borough and informs Policy SP03 (Creating Healthy and Liveable Neighbourhoods) which seeks to support opportunities for healthy and active lifestyles through planning. Tower Hamlets was awarded 'Healthy Town' status in 2008 and associated government funding until early 2011 to enable the borough to tackle health inequalities. The report identifies that there are around 200 hot food takeaways across the borough and there is a particularly high concentration of this use along the main thoroughfares including Bethnal Green Road, Whitechapel Road and Roman Road.

2.25 **The Enterprise Strategy (2012)** sets out the aim to encourage and support enterprise and entrepreneurial activity to increase opportunity, prosperity and mobility in Tower Hamlets. This document is recognised as a companion to the Employment Strategy due to the overlap between both workforce and the economy. The borough's strategic location and rapid employment growth, functioning as part of the Central London economy means Tower Hamlets has a strong base on which to build.

2.26 The Council has a number of plans which supplement the development plan including **Whitechapel Vision Masterplan SPD, Fish Island AAP, Bromley-by-Bow Masterplan and South Quay Masterplan**. Reference is made to these documents within the centres' individual health checks.

2.27 **The London Borough of Tower Hamlets Retail and Leisure Capacity Study (2009)** assessed the need for future retail, leisure facilities and other town centre uses within Tower Hamlets. The study identified that there was a quantitative need for around 16,600 sqm net new comparison floorspace in the borough by 2017. This need was focussed within Canary Wharf to allow the centre to grow in line with its 'major centre' designation and the district centres of Brick Lane, Bethnal Green and Crossharbour where it was identified that there was scope to strengthen the retail offer. In terms of additional convenience floorspace, a requirement of 10,560 sqm net was identified for the borough in the period to 2017. It should be noted that the findings of the study will now be largely out of date (particularly as the Westfield Stratford development had not been completed at the time of the study) however it provides a useful context for the study update.

Summary

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

3 NATIONAL RETAIL TRENDS & TOWN CENTRE FUTURES

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

3.2 Town centres have traditionally been the focus of commercial, social, community and municipal life. Retail is integral to the health and attraction of our town centres and high streets, and makes a significant contribution to the UK economy[12] and the quality of life for their resident and catchment populations. For example, London's has over 600 high streets with some 175,000 businesses employing almost 1.5 million people (equivalent to approximately 35% of London's total jobs[13].

3.3 Retail-led development has played a vital role in town centre regeneration across the UK and London over the last 30 years. However town centres and high streets are currently facing unprecedented challenges from a 'perfect storm' of major structural changes affecting the retail industry and the way the nation shops. This includes the aftershocks of the economic recession on household spending and the cumulative impacts of online shopping and out-of-centre retailing on the vitality and viability of many of the UK's traditional high streets. As a result town centres can no longer entirely depend on retailing for their future success and prosperity. This highlights the need for town centres to diversify in order to ensure their future sustainability. For Tower Hamlets, town centre strategies for the Borough's main centres would help identify where change is need and opportunities to explore alternative uses to retail.

3.4 This section draws on the findings of a literature review of a number of seminal reports and research on the future of Britain's town centres and high streets. It is intended to help identify and explain some of the key trends that are driving the dynamic changes in the retail sector, and the implications for the UK's town centres and high streets, both now and in the future[14/15], which is relevant to centres in Tower Hamlets.

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[12] The BIS website (December 2012) indicates, for example, that UK annual retail sales are around £330bn, the third largest in the world, after the USA and Japan; the retail sector generates 8% of the GDP of the UK and 5.3% of the Gross Value Added; the retail industry employs around three million people; one in ten in employment currently works in the retail sector – the highest proportion of UK private sector employment; and there are 450,000 shops in the UK, owned by 300,000 enterprises.

[13] Action for High Streets (GLA), July 2014.

[14] The Portas Review (2011); The Grimsey Report (2012); Beyond Retail: Redefining the shape and purpose of town centres (November 2013), Distressed Town Centre Property Taskforce; The Changing Face of the High Street: Decline and Renewal (June 2013), English Heritage

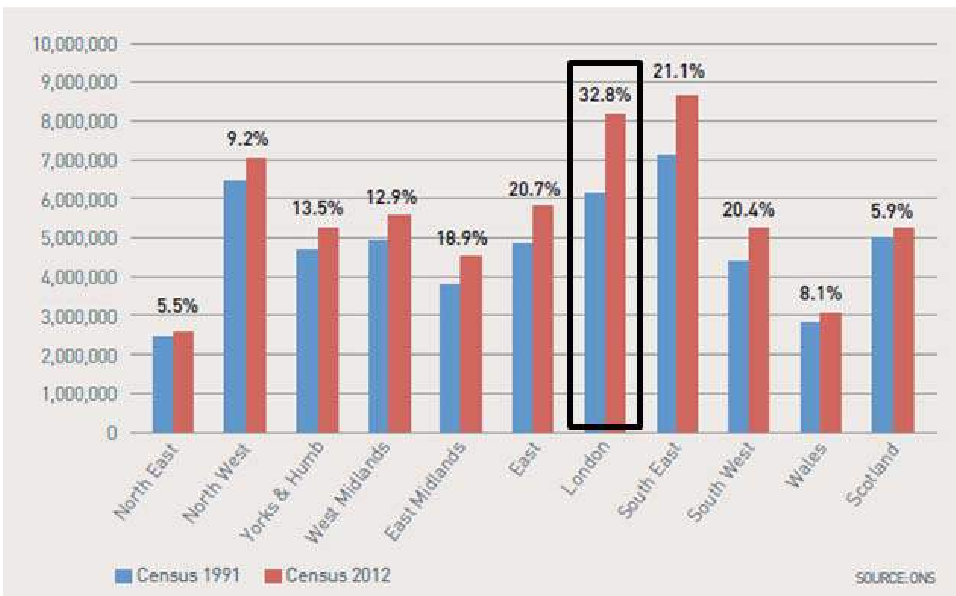
[15] The *Digital High Street 2020* Report was published in March 2015 by the Digital High Street Advisory Board which was formed in April 2014. The Board arose from the work of the Future High Streets Forum (FHSF), which was established in 2013 by the Department for Communities and Local Government to bring together the public, business and trade sectors to address a range of challenges facing local high streets. The FHSF has introduced The Great British High Street competition, commissioned research on the future of the high street, and provided guidance on a range of issues including local parking strategies, the use of discretionary rate relief, and successful management models for local town teams.

Population Growth and Changes in Customer Behaviour

3.5 Population growth is one of the key macro-drivers that, all else being equal, generates the expenditure growth that helps to support the viability of retailers and shopping locations. While the UK has experienced steady population growth over the last 20 years, the figure below shows that the strongest growth has been in the South, led by London (+32.8%).

3.6 London has a fast growing and relatively young population, and the scale and density of its population means that centres will benefit from a substantial growth in their catchment populations and expenditure. This is particularly relevant for Tower Hamlets, which has the youngest population out of all London Boroughs.

Figure 3.1 Regional population growth, 1991 - 2012



3.7 The UK regions have also seen significant differences in relative affluence and spending power over time. Annual GDP per capita growth for the UK regions between 1997 and 2013 shows that London (2% per annum) and the South (1.7% per annum) have grown at a considerably stronger pace than all other regions. The different regional population and affluence growth rates have resulted in fundamental shifts in the relative retail value of different regions within the country. They have also led to differences in demand and different levels of supportable retail space.

3.8 Over the past decade, consumers have also generally become more mobile and their attitudes and preferences have changed. They now seek more “experience” and a greater range of choice when shopping, or carrying out leisure activities. As a result, trips are now longer – many are made beyond local centres – but fewer in number. Accordingly, there has been a steady but increasing polarisation in retail activity towards the larger, more attractive shopping destinations, including out-of-centre locations which, in turn, are the most viable and profitable locations for retailers and leisure operators.

3.9 Further to this, demographic growth and increased spending power is driving the demand for leisure in London[16]. London household spending on restaurants, cafes, takeaways, pubs and wine bars is projected to increase from £8.9bn in 2011 to £15bn in 2036, and other leisure uses are projected to increase from £3.4bn in 2011 to £8.4bn in 2036[17]. This growth will benefit the daytime, evening and night time economies of town centres; not just through the creation of new jobs, but also by increasing dwell times and the number of linked trips and expenditure to other town centre shops, businesses and facilities. It will also help to make centres feel safer at night by increasing activity and providing 'passive-surveillance'.

3.10 At the same time the projected growth in London's population presents a significant opportunity for London's town centres, to become high quality, liveable places, generating strong local footfall, supporting vibrant and viable town centres with greater levels of housing and sustainable modes of travel.

RETAIL SALES & EXPENDITURE GROWTH

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

3.12 Official figures show that the UK recovery began in early 2013 and although GDP growth peaked at 2.9% in 2014, it slowed to 2.2% in 2015 against the backdrop of a waning global economy and further uncertainty on financial markets. The Brexit vote will further dampen business/consumer confidence and the prospects for growth in 2016, although the short and long term impacts are uncertain. However it is likely that real disposable income growth, which experienced the strong growth recorded in 2015 (+3.4%) since 2001, will fall back. The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest pre-Brexit *Retail Planner Briefing Note 13*.

[16] Leisure covers a diverse range of activities including, but not exclusively, cinemas, cafes, restaurants, pubs and bars, takeaways, nightclubs, health and fitness centres, theatres, indoor bowling centres and bingo halls.
[17] Experian Business Strategies, 2013

Table 3.1 Forecast year-on-year growth in retail expenditure per capita levels

Vol. Growth per head (% per annm):	----------ACTUAL GROWTH--------					FORECASTS				
	2010	2011	2012	2013	2014	2015	2016	2017	2018-22	2023-35
Total Retail Spend	**0.9**	**-0.6**	**1.4**	**2.3**	**2.7**	**3.2**	**2.1**	**2.0**	**2.0**	**2.4**
Convenience Goods	-0.8	-2.7	-0.4	-0.7	-1.8	-0.2	0.1	0.3	0.1	0.1
Comparison Goods	1.8	0.6	2.5	4.2	5.5	5.3	3.2	2.9	3.0	3.2

Source: Experian Retail Planner Briefing Note 13 (October 2015); Figures 1a and 1b.

3.13 Although there has been negative annual growth in convenience goods expenditure per capita levels since the onset of the recession in 2008, the forecasts for 2016 onwards show a modest return to positive growth of +0.1% per annum. For comparison goods the forecasts show that national annual growth rates are recovering from a low of -2.6% in 2009 to a high of +5.5% in 2014, before falling back to +3.2% in 2016 and +2.9% in 2017. Experian forecast that national growth will average +3.0% per annum for the period 2018 to 2022, increasing to +3.2% for 2023 to 2025. Retail spend growth across the South East and London will inevitably be higher, although we do not have a breakdown of regional growth rates or an understanding of how Brexit could impact on these growth forecasts.

3.14 Despite the return to growth forecast by Experian, it is clear that growth rates are well below historic trends of +8% per annum[18]. Furthermore, the retail sector is still vulnerable to fluctuations in the UK economy, and how it responds in the future to changes in the Eurozone (including the outcome of Brexit) and global economies (such as the slowdown in growth in China's economy). This further dampening of growth rates has implications for the viability of existing retail businesses and the capacity for new retail floorspace over the short to medium term.

3.15 Experian's research also shows that retail sales have prospered in the past two years on the back of buoyant consumer confidence and spending. However Experian warn that this buoyancy is true only in sales volume terms, as values have been depressed by heavy discounting and persistent deflation of goods prices. Experian (pre-Brexit) forecast that retail sales volume growth will ease from around +4% growth on average over the past two years, to +2.9% in 2016 given the dampening in consumer spending power. The also forecast that growth will continue at the same levels in 2017 as welfare cuts and rising interest rates bear down on spending, offsetting the gains from continuing overall economic growth. However, these forecasts will need to be updated in light of the Brexit vote.

[18] This covers the period 1997 to 2007

IMPACT OF ON-LINE AND MULTI-CHANNEL RETAILING

3.16 One of the key trends that has impacted on the retail sector and shopping patterns over the last decade has been the growth in internet shopping, which forms part of special forms of trading (SFT)[19]. Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2015) value of internet sales is £42.1bn (current prices) and other (non-internet) SFT sales stand at approximately £7.9bn. This results in total SFT sales of £50bn in 2015 (£48.9bn in 2011 prices), equivalent to a circa 186% increase from £17.1bn recorded in 2006.

3.17 Overall the market share of SFT as a proportion of total retail sales has increased nationally from 5.6% in 2006 to 13.4% in 2015, and is forecast by Experian to increase to 19% by 2025 (see table below)[20]. This significant growth is being sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping. Although Experian forecast that the pace of e-commerce growth will slow after 2020, other commentators suggest that the growth and market share could be higher.

Table 3.2 SFT's market share of total retail sales

	2016	2021	2025	2030
TOTAL:	**14.3%**	**18.3%**	**19.0%**	**19.4%**
Comparison	16.5%	20.0%	20.0%	19.6%
Convenience	10.0%	14.7%	16.6%	18.9%

Source: Appendix 3 of Experian Retail Planner Briefing Note 13 (October 2015)

3.18 The digital revolution and growth of online ('virtual') retailing has significantly impacted on Britain's high streets and sales, as it provides local consumers with convenient and often cheaper alternatives to more traditional shops. Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being the rationalisation of HMV stores across the UK and the loss of Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.

3.19 The impact of the digital revolution is also impacting on how and where people choose to spend their leisure time. For example, instead of visiting the cinema or theatre, consumers can digitally stream to their televisions a vast library of filmed entertainment on demand; and social media, Skype, email and instant messaging are displacing face-to-face interactions. The innovation and development of these alternative

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

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

digital customer experiences is accelerating, and in the process exacerbating a “digital divide” between, on the one hand, those well-resourced companies investing and competing in the digital arena, and on the other hand the small independent merchants that comprise most of today’s High street communities. Yet the success of firms at both ends of the “divide” is mutually dependent, and is essential to a successful high street.

3.20 Notwithstanding the clear and present impact of the digital revolution on how people shop and ‘play’, some town centres should be well positioned to benefit from the growth of new retail related services and multichannel retail, particularly through the provision of convenient ‘*click and collect’* facilities to help drive footfall; whereby customers can order a product on-line and then collect it from a local store at their convenience. This not only addresses the major weakness of online shopping, which is that customers may not be at home when their goods are delivered, but also offers an opportunity for the successful adaptation of traditional high street retailing. John Lewis has led the way in this field and Argos has reported that sales through its *‘click & collect’* service account for circa 31% of the company’s total turnover. Amazon also has an agreement with the Co-operative to locate self-service lockers’ in local stores, an example of which was seen in Runcorn Old Town.

3.21 Further to this is the potential for ‘*showrooms’* on the high street, where customers can view and test products in-store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support the vitality and viability of town centres over time, and the demand for retail space. This represents a clear and present opportunity for key centres in the Borough, in particular Canary Wharf and Whitechapel given that both centres benefit from excellent and improving transport communications.

IMPACT OF OUT-OF-CENTRE RETAILING

3.22 Alongside the dramatic growth in online shopping and sales over the last decade, it is apparent that the appetite from investors and operators for new retail and leisure floorspace in out of centre locations has not diminished. Research[21] shows that there has been a significant shift of institutional retail investment away from town centres over the last 20 years. In 1993, the proportion of investment held out of town was less than a fifth of that in town centres; today the value of property owned out of town has overtaken that held in town centres.

3.23 Larger format units in out-of-centre shopping parks are increasingly attractive locations for more traditional high street retailers, with the benefits of good accessibility, lower costs and ample surface car parking compared with town centres. Out-of-centre retailing also accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres.

[21] Property Data Report 2012, sourced from English Heritage Report (2013), The Changing Face of the High Street: Decline and Revival

3.24 Although planning policies and more restrictive conditions on what goods can and cannot be sold from some retail warehouses and parks has slowed down the growth of out-of-centre retailing to a degree, the sector continues to mature and move away from 'bulky' goods[22] retailing to the provision of larger stores selling fashion and homewares that compete directly with the high street. Examples include Next at Home (which now includes a significant proportion of fashion sales), John Lewis at Home and Outfit (which includes the Arcadia brands in one store, including Dorothy Perkins, Topshop, Burton, Wallis, etc.).

3.25 Continuation of this trend will further challenge the future vitality of many high streets as retailers choose edge and out of centre locations ahead of town centres. The impact of these changes will also affect centres differently depending on their function and the future growth in their catchment populations and expenditure. For many towns, the simple fact is that in the future they will require a smaller, more concentrated retail core repositioned for future consumer and retailer needs, and not focused on the past. This will further reinforce the polarisation trend already being witnessed. The impact is likely to be felt across all centres to a greater or lesser extent, manifested through high vacancy rates, falling rent levels, decreasing footfall, weakening multiple retail offer and, potentially, a worsening town centre environment.

CHANGING RETAILER REQUIREMENTS

3.26 The economic downturn, the growth in internet shopping and the continued demand for out-of-centre shopping has resulted in national retailers reviewing and rapidly adapting their business strategies, requirements and store formats to keep pace with the dynamic changes in the sector and consumer demand.

3.27 This is probably best illustrated by the changes in the grocery sector over the last 2-3 years. Following a sustained period of growth over almost 20 years, which was principally driven by new store openings, the focus for the main grocery operators (i.e. Tesco, Sainsbury's, Asda, Waitrose and Morrisons) has now shifted to growing market share through new smaller convenience store formats (such as Tesco Express, Sainsbury's Local and Little Waitrose) and online sales. Over this period applications for large store formats have slowed to a virtual standstill and in some cases permissions are not being built out[23]. At the other end of the grocery spectrum, the European-led 'deep *discount'* food operators (namely Aldi and Lidl) are increasing their market shares through new store openings across the UK and London. This will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK and London in the future.

3.28 Within Tower Hamlets the only planned foodstore development in the pipeline relates to the redevelopment of the Asda site in Crossharbour. The scheme is intended to provide a larger replacement store alongside other town centre uses. In addition to this, the Council are currently considering an application by

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[22] 'Bulky' goods retailing is generally defined as comprising DIY goods, furniture and floor coverings, major household appliances and audio-visual equipment.

[23] For example, Tesco is disposing of some 49 sites with relatively recent permissions for new foodstores, including sites in Ipswich, Basingstoke and Dartford.

Sainsbury's to redevelop their existing store to provide a larger format store, along with smaller ancillary retail units, 600 new residential units above the store and a new Town Square.

3.29 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive *'middle ground'* between high-end and value retailing, have largely struggled to maintain market share. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes, Jessops and Jane Norman), or have significantly reduced their store portfolio in centres across the UK (e.g. HMV, Blockbusters, etc.). Although the number of retailer 'casualties' has slowed over the last 12-18 months, there are still a number of traditional high street retailers that have recently been forced into administration, most notably BHS and Austin Reed.

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

3.31 In addition to focusing their attention on larger, dominant centres, many of the multiples and traditional high street retailers are changing their store formats and locational requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively seeking larger format units to showcase their full product range and to provide an exciting shopper environment backed by the latest (digital) technology. As a result it is the larger centres and out-of-centre retail parks that are often best placed to meet this demand; as larger units are difficult to accommodate within existing high streets and town centres, particularly historic areas characterised by conservation areas and listed buildings. As a result, some traditional high street retailers are moving out of town centres to retail parks. For example, Marks & Spencer has closed many of its traditional variety stores in town centre locations, and opened new stores in out-of-centre locations within the same area. This further underlines the growing demand from multiple retailers for larger format shop units, and the need for town centres to provide a good mix of large modern units to help attract and retain high street retailers, or potentially risk their relocation to new competing shopping destinations.

3.32 These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

INCREASING VACANCY LEVELS

3.33 The impact of retail closures in town centres due to administration (beginning with Woolworths in 2008) and portfolio rationalisation has led to a dramatic increase in national vacancy rates. Experian indicate that national average vacancy levels almost doubled between 2006 and 2013, from circa 7% to 16%, and although vacancies fell back to just over 13% in 2015, these national average figures do 'mask' the reality for different centres and locations.

- First, research shows that there is a significant polarisation in vacancy levels between prime and secondary centres, and between centres in the north and south. The generally more "healthy" centres, closer to London and the south-east have vacancy levels of less than 10%, whereas the more challenging conditions in centres such as Blackpool, Grimsby and Hull is resulting in vacancy levels over 20-25%..
- Second, since 2012[24] a significant number of shopping centre and high street retail leases have expired as 25 year leases agreed in the late 1980's and early 1990's and more recently agreed sub-10 year leases all reach maturity. In some cases/locations this has helped retailers with their portfolio rationalisation as they adjust their store requirements for the new multi-channel environment.
- Third, in many centres, there can be as many as 25–30% of the occupied shops on temporary short-term lets, with little or no rent being paid[25].

3.34 Experience shows that long-term vacancies and concentrations of vacant properties in centres can lead to a 'spiral of decline', engender feelings of neglect and lack of confidence in town centres, and act as a magnet for crime and antisocial behaviour. Redeveloping and bringing vacant and under-used sites and properties back into use can help stimulate vitality and economic viability, and kick-start local growth[26].

3.35 Evidence from the London town centre health checks indicate that although most centres generally have vacancies below the national average, there are centres with significant vacancies. In cases where these vacancies are long-term and units cannot be let, it will be necessary to consider alternative uses and options for redevelopment. As the Town Centres SPG (July 2014) highlights, these can include temporary uses that ensure town centres and frontages remain active, with the potential to accommodate business start-ups, art studios and galleries, community/youth centres, etc. Another option is 'meanwhile leases' which can facilitate temporary occupation of empty buildings while a permanent solution is being found.

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[24] Jones Lang LaSalle, Property Predictions, 2012.

[25] Sourced from Beyond Retail (2013)

[26] London Assembly Economy Committee: *Open for Business. Empty shops on London's high streets* GLA, March 2013.

Furthermore local planning authorities can provide greater flexibility for changes of use in areas with high vacancy levels, particularly secondary frontages, through local plan policies, Area Action Plans and other planning tools.

TRENDS IN RETAIL-LED INVESTMENT AND DEVELOPMENT

3.36 The weak UK retail economy, the low growth in retail sales volumes and the adverse impact of vacant space all combined with the absence of development finance to create a very difficult climate for new shopping centre development and investment in town centres since 2007. One of the key impacts was to ‘weed out’ some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.

3.37 The *Shopping Centre Development Pipeline Report* published by the British Council of Shopping Centres (BCSC) shows that the UK experienced, on average, nine new centre openings in each of the first 10 years of the 21st century. However, following the development of circa 260,000 sqm in 2009, 232,000 sqm in 2010 and 280,000 sqm in 2011, 2012 was the first year since records began in 1983 that no significant new shopping centres opened. Notwithstanding this, there are more positive recent signs of new shopping centre investment and development activity, with UK-based and international funds seeking assets, principally in prime and secondary locations, that offer the potential for growth. In terms of new development, three major schemes opened in 2013 with a total floorspace of circa 140,000 sqm (including Trinity Leeds). This was followed in 2014 by the scheme in Hereford, where the Old Market was redeveloped via a partnership between the Council, Stanhope and British Land, and is anchored by Debenhams, Waitrose and Odeon. In 2015 there were a number of significant openings, including Grand Central in Birmingham as part of the New Street station redevelopment and Friars Walk in Newport (see case study).

FRIARS WALK, NEWPORT, GWENT
Following the failure of previous retail led regeneration projects in Newport, the City Council began to implement a CPO strategy in 2010 to acquire land in its own name. It also commissioned a full design team to redesign the scheme, hold developer workshops and secure a new development partner, with Queensberry Real Estate appointed in September 2011. In order to expedite design, planning and pre-letting, the Council then supported the developer by contributing £2m towards seed funding which greatly reduced the overall delivery programme and provided confidence to retailers of an opening window. It then secured a £1.5m grant from the Welsh government to progress demolition and site enabling work, prudentially borrowed £90m to provide a development loan facility to its development partner on commercial terms and committed a transport grant and capital funding towards the cost of a new integrated bus station. In a coordinated private / public sector collaboration akin to a commercial joint venture, Queensberry has been able to engage in direct dialogue with key anchor retailers throughout the entire process, helping to maintain momentum and confidence in the scheme. These same retailers have also been reassured to see the Council’s £2m investment in high street public improvements and the renovation of the Municipal Market at the same time Friars Walk Shopping Centre (400,000 sq ft) opened on 12 November 2015. Major retailers secured include Debenhams, H&M, Next, Topshop and New Look, as well as an eight-screen Cineworld, and eleven restaurants. By taking a direct interest in the financing of the development, and fully supporting its development partner, the Council ensured it achieved the scheme they wanted and was instrumental in creating a retail-led, mixed use project. Most importantly, the development is of sufficient critical mass to act as a catalyst to further future investment and deliver a step change in the perception of Newport City Centre.

3.38 Recent trends suggest that average scheme size is generally smaller than during the 'golden age' of shopping centre development - less than 27,870 sqm (300,000 sq ft) - other than in the largest cities with the strongest catchment populations and expenditure to support new floorspace. Furthermore, recent developments and schemes in the pipeline have a significantly higher proportion of leisure uses and space than earlier shopping centre developments. For example, Land Securities recently reported that leisure space had grown four-fold in their new development schemes over the last 10 years; as illustrated by their major Trinity Leeds scheme which includes a significant leisure and catering offer. In London, the High Street Quarter scheme in Hounslow Metropolitan Centre will also include a significant food and beverage offer, anchored by a multi-screen cinema, with a reduced retail offer (see case study).

HOUNSLOW HIGH STREET QUARTER, LONDON BOROUGH OF HOUNSLOW
The development of the Blenheim Centre in 2006, intended as phase one of the town centre regeneration, with a major Asda store and surface parking, had become isolated with weak links to the existing high street pitch. The high street was also declining due to a lack of right sized larger units for modern retailing and phase two of the project re-establishing links to the high street had become essential. Hounslow Council commissioned a comprehensive masterplan in 2012 which identified the preferred development site to enhance the town centre retail and leisure offer. The Council then selected a development partner - Barratt London and Wilson Bowden - following a comprehensive marketing and procurement strategy. The Council also resolved to use its Compulsory Purchase Order (CPO) powers to assemble the site and secured £500,000 in Round One of the Outer London Fund for a programme of shopfront improvements, events, and street markets. It also secured the largest combined award in Round Two for Hounslow high street and Brentford, worth £3m, matched by £750,000 from Hounslow Council. The investment kick-started the regeneration of Hounslow and Brentford town centres. With £100,000 of support from the Mayor's Outer London Fund, Hounslow improved traders' shopfronts in Hounslow and Brentford. The Council has a vision to transform Hounslow town centre into one of west London's most vibrant and exciting shopping and leisure destinations. Working with its development partners, the circa £100m leisure-led and mixed-use development in Hounslow town centre has been granted planning permission. Known as 'High Street Quarter', the scheme will provide 400 new residential units, a multiplex, restaurants, public space and underground parking.

3.39 Even smaller schemes, such as those in Hereford and Salisbury, are providing between 5-10 restaurant (Class A3) units. Such demand is especially true in those town centres which have wider employment, tourist or other attractions and offer the potential for longer stay shopping. It is apparent that the trend towards more eating out and more informal restaurants and catering outlets across town centres is now very much part of new investment and development. This highlights the opportunity to diversify town centre offer away from retail, which will help to draw in a broader customer base and support day and evening time economies.

3.40 Given that it takes on average over ten years for a town centre scheme to be planned and developed, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Town centre redevelopment is complex and complicated by fragmented ownership in many centres, which acts as a barrier to site assembly and the creation of new development and infill schemes that might provide the right type of larger format retail units to attract expanding retailers. Small units and fragmented ownership are not conducive to accommodating many of today's retailer requirements. As a result, local planning authorities will need to take a more proactive role in attracting and/or delivering new investment and development in town centres. This was a key recommendation of the recent BCSC research *'Enabling Retail Development'* (2015) which identified the following interventions by local authorities based on their case study research:

- **Investor**: Newport (see case study), Sheffield, Oldham, Walsall
- **Developer**: Sheffield , Oldham, Bradford, Walsall
- **Masterplanner/site assembly**: Ealing, Hounslow (see case study), Newport
- **Owner and management company**: Woking (see case study)
- **Public Realm delivery**: Hemel Hempstead, Bradford
- **High Street improvements and grants**: Newport, Hounslow, Bradford

3.41 Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, as investors look to reduce their exposure and risks. While existing shopping centres may provide the opportunity for asset management by their owners to improve their overall attraction, offer and turnover (such as, for example, through extensions and/or increasing the food, beverage and leisure offer), it can still be problematical and prohibitively expensive to reconfigure units in the more dated early generation shopping centres. In addition, a lack of finance in recent years has severely limited investment in these centres. So, even where there is single ownership and control, activity to create the right type of units for retailers has been restricted. However it is preferable to work with existing schemes, where possible, to avoid simply moving retailers from one scheme to another and creating yet more vacant units.

WOLSEY PLACE, WOKING
Woking Council's business development strategy at the start of the millennium was to expand the number of major head office buildings in the Borough, and create new inward investment through business development. However these objectives were being undermined by the sub-standard town centre environment. Lack of direct control in the town centre made a remedy difficult to achieve. The purchase of the Peacocks shopping centre by Northern Irish investors Moyallen was the catalyst for change. A willingness to engage positively and collaboratively with the local authority provided the foundation for a joint venture which has transformed the town centre. Woking Borough Council purchased Wolsey Place shopping Centre in 2010 to ensure direct control. It created a management structure with Moyallen to create Woking Shopping, to ensure the town centre enjoyed effective asset management and tenant mix planning. This saw private sector experience and expertise supporting the creation of a credible plan to deliver on key objectives over a defined timescale. The first phase saw the exploration of deficiencies in the town centre offer and creation of plans to remedy these deficiencies quickly. This resulted in a phased programme to upgrade the public realm, introduce new family dining offers and further refine the retail offer, resulting in new traders opening in Woking. The Council then looked at a more ambitious project to deliver a new M&S store – to provide an opportunity for associated development and new hotel accommodation, as well as a strong market for town centre apartments on Victoria Square. Both the Borough Council and County Council have taken a direct interest in the proposals which provide for a new 60,000 sq ft M&S store with 58,000 sq ft of associated retail, a 190 bedroom hotel with Spa, conference facilities and restaurants. The plan also features two new civic spaces and associated new public realm, 392 apartments in two towers and 380 new car parking spaces.

Site assembly for Victoria Square has required the relocation of the market, with a collaborative approach between Woking and Moyallen market specialising in food. The approach supported the vision to enhance the town centre environment by creating improved public realm, a better retail offer and a significantly improved and enhanced trading opportunity for the market.

The positive impacts to date have included increased footfall, improved car park usage, better quality retailers and improved engagement with the local shopping catchment. Also, to validate the original criteria, over 100 new inward investment enquiries have been received in the last two years, over 1,000 new jobs have been created and over £3.5m of new third party funding has been attracted.

3.42 Even with internet growth, additional floorspace remains one of the primary mechanisms which retailers use to grow profit and if they cannot occupy or adapt existing space, they will often look elsewhere. This means that new retail development solutions are likely to need to become more imaginative in the way in which existing properties (including listed buildings) are altered in order to help prevent further diversion of trade to out-of-centre locations. Notwithstanding this, the economic rationale for new floorspace in many town centres is much reduced and some commentators[27] argue that the focus will increasingly be on enhancing and updating the existing town centre fabric.

DECLINING INDEPENDENT SECTOR

3.43 Multiples continue to be a powerful force within the retail sector, both as marketable brands, and in their ability to secure the prime locations in our town centres. However this does not underestimate or undervalue the important role of small independent shops[28], which help to improve consumer choice and convenience to the communities they serve, as well as generating significant benefits for town centre economies in terms of local employment and income generation. Furthermore, it is widely accepted that a good mix of independent shops helps to enhance the character, diversity and vibrancy of town centres, preventing the growth of so-called “clone towns”[29] due to the increasing colonisation of centres by larger chain stores.

> *“Is the spread of clone towns and the creeping homogenisation of the high street anything more than an aesthetic blight? We think so. Yes, distinctiveness and a sense of place matter to people. Without character in our urban centres, living history and visible proof that we can in some way shape and influence our living environment we become alienated in the very places that we should feel at home.” (New Economics Foundation, Reimagining the High Street, 2010)*

3.44 Notwithstanding this research shows that the number of small shops in London has fallen by 20 per cent in the past decade[30]. Such a decline has been caused by many factors, including changes in shopping behaviour, competition from supermarkets, internet shopping and rising costs (including rents and rates). Against this background, the Mayor’s aspiration to support small shops has been embedded into London

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[27] English Heritage (2013), The Changing Face of the High Street: Decline and Revival
[28] Defined by the Town Centres SPG as a shop with a gross floorspace of 80 sqm or less.

[29] New Economics Foundation (NEF) Clone Town Britain Report (2005 and 2010)

[30] GLA, London Small Shops Study 2010, May 2010

Plan Policy 4.9 (see Section 2). As part of plan-making Boroughs are encouraged to develop local policies where appropriate to support the provision of small shop units.

3.45 Providing for the needs of modern retailers in larger format stores, principally through new retail-led developments, whilst maintaining the viability, representation and mix of independent businesses and market stalls is a difficult balancing act for local planning authorities. This is particularly relevant for Tower Hamlets where many of the Borough's district centres are characterised by independent retail offer, many of which are influenced by the heritage of their local communities. As such, where opportunities for high street brands are identified it is important that the diversity of its offer is not undermined by the new retail brands.

SUMMARY

3.46 In summary, there are positive signs that the UK is emerging from the shadow of the longest and deepest economic downturn in living memory, but it is clear that it is clear that our town centres and high streets post-recession are facing a myriad of challenges and pressures to simply retain retail businesses, let alone attract new investment and development.

- First, although the economy in general and retail sector in particular is forecast to experience growth over the short to medium term at least[31], albeit at a slower pace than in 2014 and 2015, there are risks to these growth forecasts; not least the slowdown in global economies, an increase in interest rates and the potential fallout from Brexit.
- Second, the growth of online shopping is impacting on the vitality and viability of many of Britain's centres and high streets.
- Third, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will inevitably result in an increase in new out-of-centre applications and/or applications to widen 'bulky conditions' conditions on existing retail parks.

3.47 These trends, and others, are placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres and market towns outside the 'top 100' shopping locations. For reference, Canary Wharf (identified as London Docklands) falls within this ranking at 78th position. The Borough's district centres are currently ranked outside the top 1,000 centres in the UK based on Javelin's *VenueScore* Ranking[32]. This has been further compounded by rising vacancy levels and the loss of key

[31] Experian forecast that retail sales volume growth will average around +2.6% per annum between 2017 and 2021, and consumer spending growth is forecast to average +2.3%.
[32] Venuescore is Javelin Group's annual ranking of the UK's top 3,000+ retail venues based on provision of multiple retailers including anchor stores, fashion operators, and non-fashion multiples, where each operator is given a weighted score to reflect its overall impact on the shopping patterns

retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013. Indeed research predicts that by 2020, the impact of declining in-store sales will result in a 31% reduction in high street stores[33]

3.48 As a result a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that:

- At one end of the spectrum the larger, **more dominant centres** will get stronger; attracting high profile domestic and international retailers and combining these attractors with an increasingly diverse leisure and food and beverage offer.
- At the other end of the spectrum the **smaller local and neighbourhood centres** are less affected; they are principally meeting the everyday retail, service and community needs of their local ('walk-in') resident catchment populations.
- It is the **medium-sized towns** that occupy the middle ground that are increasingly being squeezed by the dynamic shifts in retailer demand and investment. Historically, such towns have had a reasonably large comparison shopping function, but this is beginning to shrink back because the demand from multiples is slowing and the space offered is often of the wrong size and configuration, and in the wrong location to meet today's retailer requirements.

3.49 Research by the Outer London Commission[34] confirms that centres in London's middle tier face the greatest challenges, including some of the weaker Major centres and many District centres, and will find it difficult to attract significant new retail investment. These middle tier centres face the threat of some retailers moving out and rising levels of vacancy. All town centres will continue to face considerable challenges from car based, out-of-centre retail and leisure development and online shopping.

3.50 Notwithstanding these threats, industry experts still predict that the demand from major retailers for new physical space in the right locations with strong catchments will continue, as it still remains one of the primary mechanisms for retailers to 'reach' their customers, to grow their businesses and to increase market share and profitability. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities). This is because there is limited new retail floorspace in the pipeline in town centres and, in any case, it can take a long time to deliver new development on complex town centres sites.

3.51 With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space.

[33] Javelin Group, How Many Stores Will We Really Need?, 10 October 2011.

[34] Outer London Commission, Third Report. GLA, 2014

3.52 Therefore those shopping locations that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. For Tower Hamlets, this includes opportunities in Canary Wharf and Whitechapel. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations, with good accessibility, parking, etc) and having the right size, format and specification to meet the needs of modern retailers. Due care and attention will also need to be paid to ensuring that the new floorspace and tenants complement rather than compete with the centre's existing offer, and strengthen rather than weaken the existing pedestrian circuit so as to generate the maximum benefits for the centre's overall vitality and viability.

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

4 STUDY AREA & HOUSEHOLD SURVEY SHOPPING PATTERNS

4.1 This section first defines the catchment/study area that provides the basis for the quantitative and qualitative needs assessment. It then describes the household telephone interview survey and summarises the key headlines of the survey-derived market share analysis for convenience and comparison goods retailing.

STUDY AREA AND ZONES

4.2 The definition of an appropriate study (catchment) area is an important starting point for any retail and town centre assessment. In this case the Study Area has been defined using postcode geography and covers London Borough of Tower Hamlets in full, as well as some outlying areas including the London boroughs of Hackney and Newham (see Plan 1, Appendix 1).

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

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

Zones	Broad Geographic/ Catchment Areas	Postcode Sectors	2016 Population
1	Isle of Dogs	E14 3/4/5, E14 8/8	46,450
2	Wapping	E1W 1/2/3, EC3N 4	13,181
3	City Fringe	E1 6/7/8, EC2M 3/4	14,529
4	Whitechapel	E1 1/2/5	26,440
5	Bethnal Green	E2 6/7	18,500
6	Stepney	E1 0/3/4, E2 0/6/9, E14 7	69,288
7	Roman Road	E9 5/7, E3 2/5	53,701
8	Chrisp Street	E3 3/4, E14 0/2/6	54,031
9	Stratford/ Canning Town	E15 2/3, E20 1/2 E16 1/4	56,003
Total Study Area			**352,123**

HOUSEHOLD SURVEY

4.4 NEMS Market Research was commissioned to carry out a household telephone interview survey (HTIS) across the defined Study Area and zones in May/June 2016. The questionnaire was designed by Carter Jonas (CJ) in collaboration with the London Borough of Tower Hamlets. The survey methodology and full 'weighted' survey results are set out in **Appendix 12**.

4.5 In total, some 899 interviews were conducted across nine zones, which involved structured interviews by telephone with the person responsible for the main household shop. A number of measures were put in place by NEMS to ensure each sample was representative of the profile of the person responsible for shopping in the household. Responses across the Study Area were weighted by the population in each zone to ensure that the results of respondents in more sparsely or heavily populated areas were not under or over represented in terms of the market share assessment. This is a standard approach that helps to ensure the survey results provide a robust and realistic picture of shopping and leisure patterns.

4.6 The survey results help to identify broad patterns and preferences for different types of convenience and comparison goods shopping purchases, as well as leisure use across the study area. The key findings are used to inform the baseline market share analysis[35] and turnover estimates that underpin the quantitative retail capacity assessment, as well as the qualitative needs assessment.

Convenience Goods – Market Share Analysis

4.7 Convenience goods[36] retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.).

4.8 The survey-derived market share (%) analysis for all convenience goods shopping is set out in Table 1 of Appendix 2. It should be noted that for this stage of the analysis the market shares for both convenience and comparison goods retailing include expenditure on Special Forms of Trading37 (including internet sales), but exclude 'null' responses (such as 'don't knows', etc.) is in accordance with good practice.

4.9 The overall market shares in Table 1 have been derived from the analysis of the responses as to where people normally shop for their main ('bulk') and 'top up' grocery purchases. The market shares for these different types of food shopping are set out in detail in Tables 2-3 of Appendix 2.

4.10 In order to avoid the market share analysis of food shopping patterns being 'skewed' by larger superstores and foodstores in the study area, the survey also asked respondents where else they normally shop (if

[35] It is common practice in retail assessments to deduct special forms of trading (i.e. purchases over the internet, mail order shopping and market stalls) from average expenditure per capita figures at the outset according to national forecasts derived from Experian Business Strategies. Internet shopping and special forms of trading have therefore been filtered out from the survey results before undertaking the market share assessment.

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

[37] A more detailed explanation of SFT is set out in Section 3.

anywhere) for their ‘main’ and ‘top up’ purchases in addition to the first store identified. The market shares are set out in Table 4 for ‘top up food purchases’ and Table 5 for ‘other top up food purchases’ (**Appendix 2**).

4.11 The responses for ‘primary’ and ‘secondary’ food shopping purchase have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. Assumptions are informed by Question 6 OF the household survey which identifies the proportion of expenditure spent on main food shopping. In this case we have applied a weighting of 60% for main ‘bulk’ shopping; 10% for secondary main ‘bulk’ shopping; 20% for primary ‘top-up’ shopping; and 10% for secondary ‘top-up’ shopping.

4.12 The key findings of the market share analysis are briefly described below.

4.13 In terms of the market share of Special Forms of Trading (SFT), and principally internet shopping, Table 1 (Appendix 2) shows that the share of all food shopping across the study area (i.e. Zones 1-8) is 5.1%. SFT’s share varies across the Study Area from a low of 1.8% in Zone 3 (City Fringe) to 12.6% in Zone 7 (Roman Road). It should be noted that the SFT’s market share for the Study Area has increased from the 2% recorded by the previous 2006 household survey.

4.14 In comparison, Experian’s latest *Retail Planning Briefing Note 13* (October 2015) shows that the national average market share for non-store (SFT) convenience goods retail sales is 10% (see Section 3). This is considerably higher than the market share for Tower Hamlets Study Area (5.6%), which is expected for inner London Boroughs where there is generally good access to convenience stores and a greater propensity for top shopping. However, there could be potential to increase SFT market penetration in the future as online grocery shopping becomes more popular and convenient. If this was to occur, then it would potentially reduce the expenditure available to support the need (‘capacity’) for new (‘physical’) retail floorspace over the forecast period to 2031 (see Section 11)

4.15 Turning to the market share analysis for the main centres and stores in the Borough, Table 1 shows that they are achieving an overall market share (‘retention level’) of 66.6% within the study area (Zones 1-9, which suggests that the Borough’s population is reasonably well served by existing food and convenience stores.

4.16 Of the total retention across the study area, survey shows that expenditure for each of the study zones is supported by key foodstores serving the local population. They include the following:

Store / location	Total Study Area	Constituent Zone
Asda, Crossharbour	10.7%	Zone 1 – 34.5%
Sainsbury's, Whitechapel	9.8%	Zone 4 – 30.4%
Tesco Superstore, Bromley by Bow	5.1%	Zone 8 – 14.6%
Waitrose, Canary Wharf	4.3%	Zone 1 – 16.8%
Tesco Metro, Bethnal Green	3.2%	Zone 5 – 23.7%
Lidl, Burdett Road (near Limehouse)	2.9%	Zone 5 – 5.9%
Waitrose, Thomas More Street	1.9%	Zone 2 - 31.6%

4.17 Asda in Crossharbour and Sainsbury's in Whitechapel attract the biggest market share of all the foodstores in the Borough accounting for 10.7% and 9.8%, respectively of total study area expenditure. A comparison with results from the 2006 household survey indicates that Sainsbury's (16.3%) while the market share for Asda (11.8%) market share has fallen. While the market share for the Asda store is largely confined to Zone 1 (Isle of Dogs) and Zone 8 (Chrisp Street), the Sainsbury's attracts a strong market share from a broad number of zones (e.g. Zones 3 to 7). This likely reflects the store's comparatively central location within the Borough.

4.18 The Borough's key out-of-centre stores are achieving a market share of 3.6%, which is largely supported by the Asda store (0.7%) at Anchor Retail Park in Stepney and Lidl (2.9%) on Burdett Road, near Limehouse.

4.19 Looking at the Borough's main centres, the survey results show that Crossharbour (11.1%) and Whitechapel (11%) are achieving the highest market share of all the centres, which is primarily supported by market shares for the Asda (Crossharbour) and Sainsbury's (Whitechapel).

4.20 Canary Wharf is achieving the next highest market share of 6.1%, followed by Bromley by Bow (5.7%) and Bethnal Green (5.2%). Main food offer in Canary Wharf is supported by Waitrose in Canada Square, while Bethnal Green and Bromley by Bow are anchored by a Tesco Metro and Tesco Superstore, respectively. In all three centres, the anchor store accounts for the majority of total convenience expenditure for the centre.

4.21 Of the Borough's District Centres, convenience goods market share is lowest for Brick Lane, which reflects the absence of an anchor foodstore and poor convenience goods offer in general. This points to the potential to improve convenience offer, such as provision of a local foodstore.

4.22 Collectively, the neighbourhood centres attract a total market share of 11%. Of this total the Waitrose store on Thomas More Street accounts for 1.9% of market share. The remaining market share varies across the Borough's 17 neighbourhood centres. Typically, neighbourhood centres have much lower market shares for food shopping; reflecting the relatively limited convenience goods floorspace and offer in centres of their size, role and function.

4.23 In terms of the total 33.4% 'leakage' to online sales and other competing stores outside of Tower Hamlets (Zones 1-8), the survey results show that stores in Stratford are achieving a combined market share of 6.1%, followed by stores in Hackney (3.4%). Stores in other centres outside the Borough account for the remainder (18.8%) of leakage to physical stores. Looking at zones that sit within the Borough, leakage is greatest in Zone 7 (Roman Road), where 42%% of expenditure is lost to stores outside the Borough; particularly stores in Hackney (19.7%). This reflects the proximity of key stores to the south of Hackney to residents in the north of Zone 7 and the absence of a major foodstore serving centres in the zone, particularly Roman Road. This also highlights the potential for a new supermarket to serve residents in Zone 7, which may help to claw back lost expenditure.

Comparison Goods – Market Share Analysis

4.24 Comparison goods[38] are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms). The household survey comprised questions on the main groupings of non-food expenditure, as defined by Experian in the latest Retail Planner Briefing Note, including: 'clothing and footwear'; recording media; electrical goods; books; furniture and carpets; DIY and garden products; medical goods; etc.

4.25 Table 1 (**Appendix 4**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Study Area. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. The market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that that the resultant shares are not 'skewed' by any particular comparison goods expenditure category. This is a standard approach for retail assessments.

4.26 As for the analysis of convenience goods, the market shares <u>include</u> expenditure on Special Forms of Trading (SFT) but <u>exclude</u> all 'null' responses. The key findings of the market share analysis are briefly described below.

4.27 Table 1 (Appendix 4) shows that SFT's share of all non-food shopping across the study area (i.e. Zones 1-9) is 18.3%. This represents an increase from the SFT market share of 14% identified in the 2006 household survey. Focusing on zones that broadly reflect the Borough area (Zones 1 to 8), SFT market share varies from 14.8% in Zone 8 (Chrisp Street) to 25.4% in Zone 3 (City Fringe).

4.28 In comparison, Experian's latest Retail Planning Briefing Note 13 (October 2015) shows that the national average market share for non-store (SFT) comparison goods retail sales is 16.5% (see Section 3). While SFT is above the national average, there is still potential for SFT to increase its market share penetration in the future, with Experian forecasting SFT market share to increase to 20% by 2021. If this was to occur,

38 Please note that comparison goods and non-food shopping have the same meanings.

then it would potentially reduce the expenditure available to support the need ('capacity') for new ('physical') retail floorspace over the forecast period to 2031 (see Section 21)

4.29 Turning to the market shares for the main centres and out-of-centre stores and shopping facilities in the Borough, Table 1 shows that they are achieving an overall 'retention level' of 21.2% within the total study area (Zones 1-9). Of this total, stores in Canary Wharf attract the greatest proportion of comparison goods expenditure of 4.7% increasing to 18.9% within Zone 1 (Isle of Dogs). Stores in Whitechapel achieve the next highest proportion of total study area expenditure at 3.3%, increasing to 13.1% for Zone 4 (Whitechapel). Crossharbour and Bethnal Green also higher market shares compared to other district centres, also increasing within their constituent zones. Neighbourhood centres attract just 2% of total study area expenditure which is expected for smaller centres where comparison offer is typically limited.

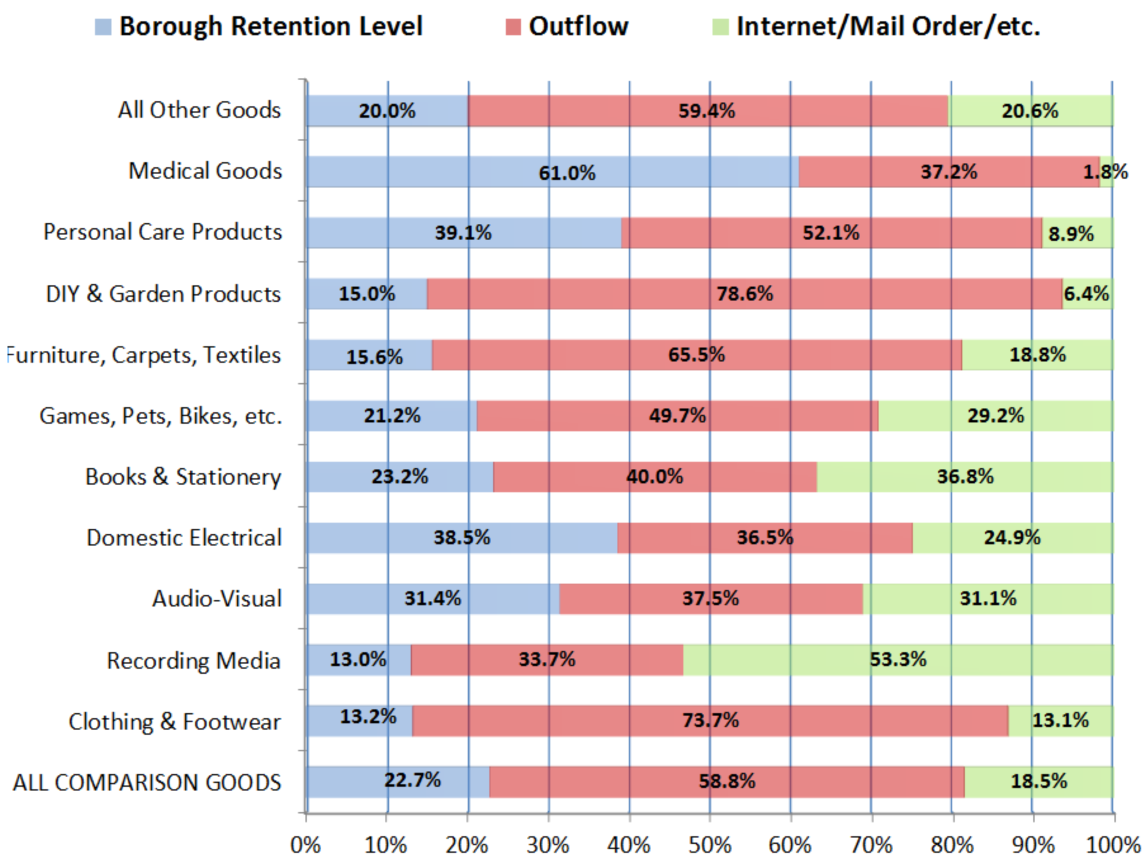
4.30 The market shares highlighted above point to low retention within the Borough and represent a reduction from a retention level of 27% identified in the 2006 household survey. Expenditure retention increases slightly to 25% when based on zones that broadly reflect the Borough administrative boundary (Zones 1 to 8).

4.31 New investment in retail development outside the Borough since 2006 is the likely trigger for a decline in comparison goods expenditure retention. In particular, the opening of Westfield Stratford has helped to increase Stratford's market share from 6.6% in 2006 to 26.4% in 2016. Other competing centres include Central London, which attracts 8.7% of total study area expenditure. This represents a significant reduction from 19.5% in 2006, which is likely a result of competition from Westfield Stratford. To a lesser extent, Beckton also competes with centres in Tower Hamlets attracting a market share of 8.7%; an increase from 4.6% in 2016.

4.32 Focusing on zones within the Borough area (Zones 1 to 8) leakage to centres outside of the Borough varies, but is greater in zones that are either in close proximity to competing centres (e.g. Zone 2 - Wapping/ 86.4% and Zone 3 – City Fringe/ 84.7%) or are not served by centres with strong comparison goods offer (e.g. Zone 7 - Roman Road/ 83.9% and Zone 8 - Chrisp Street/ 78.1%).

4.33 Figure 4.1 below shows the market shares for Tower Hamlet's main centres and stores, other centres and SFT/internet shopping for residents in the study area (Zones 1-9) for different categories of comparison goods expenditure, based on the survey-derived results set out in Tables 2-12 (Appendix 4).

Figure 4.1 Study Area (Zones 1-9): Market Shares for Different Non-Food Retail

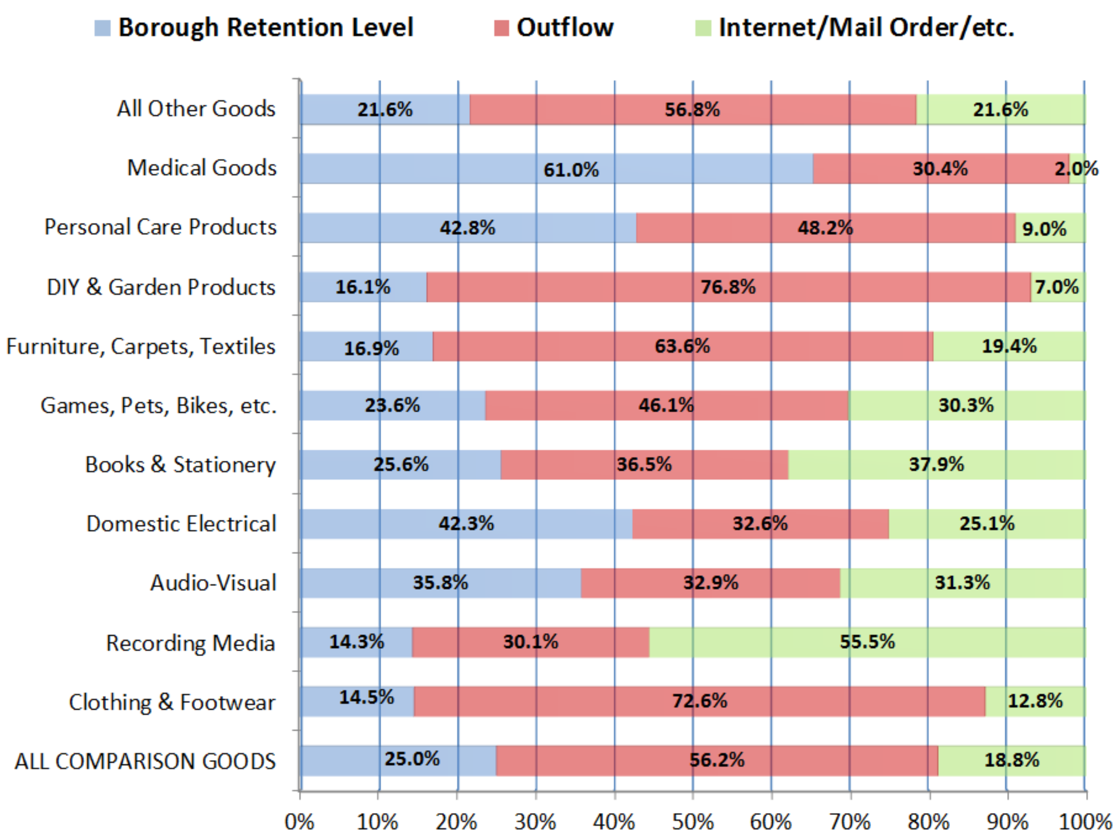


4.34 The figure shows the relatively strong competition from other centres and shopping facilities located both within and outside the defined study area for different types of comparison goods expenditure. For example, 74.4% of expenditure on clothing and footwear purchases in the study area is going to centres outside of Tower Hamlets; principally Westfield Stratford (45.7%), Central London (11.6%) and, to a lesser degree, Beckton (5.2%). This reflects the significant scale, range and quality of fashion offer in Stratford and Central London, and their role as major shopping destinations.

4.35 The figure also confirms the high market share of SFT, and principally internet shopping, on certain categories of comparison good expenditure; specifically recording media (51.9%); books and stationery (36.1%); audio-visual (31%); and toys, games, bikes, pet products, etc. (28.4%). In contrast, SFT's market share of other non-food categories is more limited, including DIY (5.9%); medical goods (1.8%); furniture and carpets (18.4%); personal care products (8.8%); and clothing and footwear (13.3%). However, this does not necessarily mean that these specific sectors will be 'immune' from the growth in internet shopping over the medium to long term.

4.36 Figure 4.2 below shows the higher comparison goods market share of Tower Hamlet's centres and stores in the Borough area only (Zones 1-8).

Figure 4.2 Tower Hamlets Borough (Zones 1-8): Market Shares for Different Non-Food Retail



4.37 The analysis shows that there is still particularly high 'leakage' of expenditure on clothing and footwear (72.6%); furniture, DIY and garden products, carpets and textiles (63.6%); and 'all other' comparison goods (56.8%)[39] to centres and stores outside the Borough.

4.38 For the majority of categories, the greatest proportion of 'leakage' is to Westfield Stratford while Beckton accounts for highest proportion of expenditure leakage in bulky goods categories (including 'furniture, flooring and soft furnishings' and 'DIY and gardening').

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[39] The 'other' comparison goods category includes jewellery & watches; glassware, china, tableware and household utensils; and other personal effects, such as travel goods, suitcases, prams, sunglasses, etc.

5 TOWN CENTRE HEALTH CHECKS: METHODOLOGY & APPROACH

5.1 Section 6 provides high-level health check updates for the major town centre of Canary Wharf Major Centre and nine district centres. An audit is also provided on key town centre uses across the Borough's network of neighbourhood centres.

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

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

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

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

5.5 The health check assessments of the town centres have been informed from a number of data sources include an analysis of Experian Goad data from 2014 and 2015 (for Canary Wharf, Brick Lane, Bethnal Green, Crossharbour, Roman Road East and West, Watney Market, and Whitechapel). [For remaining centres we have utilised data supplied by the Council. The audits have been further supplemented by site visits and audits of the Borough's retail provision carried out by CJ in June and July 2016. The health checks also provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres, benchmarked against UK averages[40] which are based on Experian Goad's analysis of approximately 1,950 centres and shopping locations in the UK.

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

5.6 In addition we have also referred to other datasets and research to help assess the relative vitality and viability of the Borough's main town centres (including CoStar's published data on retailer requirements and Prime Zone A rental levels). We have also sourced information on rental values from CJ's in-house retail agents.

5.7 A review of customer perceptions of main town centres of the Borough's has been obtained through the household survey. The survey focused on centres that are visited most frequently for non-food shopping, where questions were put to respondents as to what they like and dislike about the centres. Respondents were also asked to suggest where improvements would encourage them to visit the centre more often. It should be noted that the survey resulted in limited responses for Roman Road West and Crossharbour. Therefore, the results for these centres have been excluded.

5.8 The above exercise was supplemented by an **in-centre survey** of Brick Lane, Bethnal Green, and Chrisp Street. The survey followed a similar line of questioning to the household survey questions, asking respondents how they perceive the centre they were visiting, but provided more detail on how respondents travelled to the centre and competing centres they also visit frequently. The results of the in-centre survey are set out in Appendix 13.

5.9 In centre survey findings for Whitechapel were obtained from an existing survey, which informed a separate study prepared by CJ on behalf of the Council; Whitechapel Retail Vision and Strategy 2016. In centre survey data for Canary Wharf is based on an in-centre survey commissioned by Canary Wharf Group to inform a retail study in support of development proposals for the Canary Wharf area.

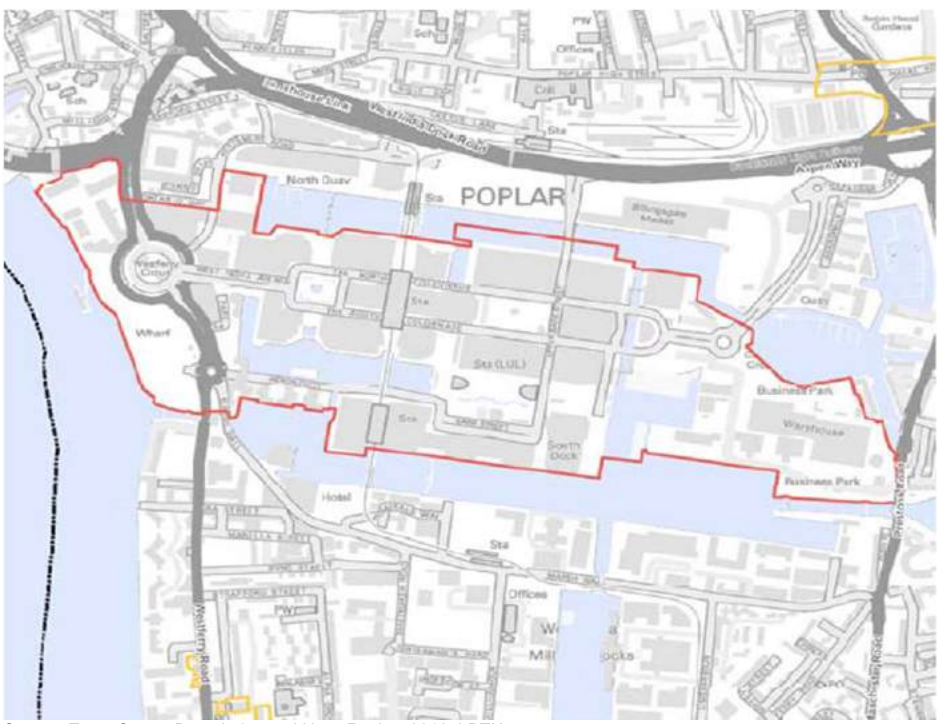
6 CANARY WHARF MAJOR CENTRE

RETAIL CONTEXT

6.1 Canary Wharf is described in the 2010 Core Strategy, as well as the London Plan, as a major town centre which has a global role as a competitive financial district. It is situated within the southeast of the borough in the Isle of Dogs. Canary Wharf is the largest centre within the borough and is a key employment location with a large proportion of office use but also has a varied offer in terms of retail, including high street branded stores and convenience stores and a leisure offer. With a relatively small, although increasing population, the town centre is considered to generally serve a weekday worker population rather than the local Tower Hamlet's population. Proposed development at Canary Wharf including Wood Wharf, Riverside South and Crossrail will mean the centre will continue to grow as a key regional centre for London.

6.2 The 2010 Core Strategy also designates the Canary Wharf Activity Area. This is an area which extends beyond the town centre to Riverside South to the west, Wood Wharf to the east, Millennium Quarter to the south and Billingsgate Market to the north. This designation aims to enable a more distinctive approach to new mixed-use development, particularly focusing on the need to ensure that new development including large floorplate officers, residential development and retail outside of the town centre boundary integrates with the existing Canary Wharf in regards to design, management, scale and grain. The Core Strategy also sets out an aim for Canary Wharf to retain and enhances its global role as a competitive financial district as well as adopting a stronger local function.

Figure 6.1: Defined centre boundary – Canary Wharf Major Centre



Source: Town Centre Boundaries and Uses Review 2012, LBTH

6.3 Overall Canary Wharf is a modern centre unique to the borough due to its role as one of London's two financial centres and its home to some of the tallest buildings in Europe including One Canada Square. The town centre consists of five shopping centres over a total of four levels with good leisure provision, specifically food and beverage. Much of the shopping centres are located underground and they are all interconnected allowing visitors to access nearly all the shopping centres without going above ground level.

6.4 The centre is bounded by North Dock, South Dock, Blackwall Basin to the east and the Thames to the west. The following are associated with the town centre boundary:

- **Jubilee Place Mall** is an underground shopping centre located in the south of Canary Wharf. The centre is occupied by a large proportion of high street retailers including MAC, Karen Millen, Whistles, Boots and Banana Republic. Food and beverage operators include Wagamama, Starbucks, Wildwood and Leon. These food and beverage outlets are mainly located on the top floor of the centre. A Marks and Spencer Simply Food also occupies a unit within the centre. The centre can be accessed at street level via Jubilee Park.
- **Canada Place Mall** is located within central Canary Wharf and again contains a selection of quality high street retailers alongside services including a health and beauty salon, a nursery and a selection of food and beverage operators. It also contains the flagship Waitrose Food, Fashion and Home store alongside the Reebok Sports Club, the largest health club in Europe. Direct access to both Crossrail Place and Jubilee Place can be gained for the shopping centre.
- **Cabot Place Mall** is located to the east of one of the central squares in Canary Wharf, Cabot Square and is linked to Canada Place Mall. The large shopping centre contains a range of quality high street stores that are similar to those located in the other centres such as Zara, Dune, Jaeger and Holland and Barrett. The upper floor is occupied by only food and beverage outlets including Pizza Express, Byron Burger, Itsu and Nandos. In terms of convenience provision, there is a Tesco Metro located within the store. A selection of restaurants is located around the square. Cabot Square is an area of public space to the front of Cabot Place. The square has a large water feature and art work and is an attractive public area.
- **Churchill Place** is a much smaller centre located to the east of Canary Wharf at the foot of the Barclays tower. The centre is occupied by mainly restaurants (including Jamie's Italian and Rocket Restaurant and Bar) and services (such as Barclays, a post office, Idea Store and a shoe care shop) with few comparison goods outlets therefore has a different character to the other shopping malls located within Canary Wharf and was in contrast to the others, was not busy at the time of the site visit.
- **Crossrail Place** is the newest leisure and retail development in Canary Wharf having opened in May 2015 on the North Dock. The seven storey structure contains a new shopping development and roof garden which is set above the Canary Wharf Crossrail Station. Restaurants and shops will open in

phases; the first ten coincided with the May 2015 opening. Occupants already located within Crossrail Place include food and beverage operators such as Big Easy, Sports Bar and Grill, Sticks ‘n’ Sushi, The Breakfast Club; services such as Bupa Health and Dental Care and Natwest; and retailers such as Tiger and Snow and Rock. Due to Crossrail Place still undergoing development and having few occupants in comparison to the other major shopping malls in Canary Wharf, the centre is not yet as busy as the other shopping malls. However the roof garden provides the centre within a distinctive feature that will assist in attracting visitors to Crossrail Place.

- **Westferry Circus:** This is the gateway to Canary Wharf and is located to the west of Canary Wharf. It is bounded by 1 Westferry Circus which is a development of 3 buildings on the northern perimeter of Canary Wharf. The building is comprised of nine floors occupied by mainly office use and a number of ground floor retail units. The building looks onto Westferry Circus garden which is an attractive area of green open space which is lined by trees and public seating that faces over the River Thames. A number of leisure operators bound Westferry Circus, including the gardens, to the west. Occupants here include Zizzis, Gaucho and Virgin Active.
- The majority of street level uses consist of food and beverage operators. These uses are particularly dominant around the north dock, middle dock and south dock where units overlook the docks.

Retail Composition and Diversity

6.5 The assessment of the current retail and service provision in Canary Wharf (measured by outlets and floorspace) has been informed by Experian Goad’s April 2015 town centre audit. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council’s defined study area and the data has been adjusted as best it can to reflect the Council’s boundary. The vacancy data was then updated using a site visit undertaken by Carter Jonas in May 2016.

6.6 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Canary Wharf had an average proportion of comparison goods retailers (44%). In contrast, it was underrepresented in regards to convenience goods units as only 3% of the total number of units were in this use, much of which can be attributed to the Waitrose and Marks and Spencer Simply Food supermarkets.

6.7 The table below shows the composition and diversity of the town’s retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 6.1: Diversity of Uses

Category	Units 2015		UK average 2015 (%)
	Unit Nos,	% of total	
A1 Comparison	109	32.63%	32.21%
A1 Convenience	14	4.19%	8.51%
A1 Retail Service	35	10.48%	14.30%
A2 Financial & Professional	20	5.99%	10.74%
A3 Restaurants & cafes	56	16.77%	8.70%
A4 Drinking establishments	12	3.59%	4.27%
A5 Hot food takeaways	10	2.99%	5.66%
Other	68	20.36%	-
Vacant *	10	2.99%	11.35%
Total	**334**		

Source: Experian Goad, April 2015
*Note: Vacancies are those recorded by Experian Goad in April 2015; see the updated vacancy chart below.

6.8 Canary Wharf's comparison retailer provision is in line with the Goad national average (32.63% compared to 32.21%). However this figure is a reduction from the 2008 health check figure (44%) however the 2009 retail study focused upon a different study area to the study area defined for the Experian Goad 2015 survey. Despite this figure being lower than the national average, the centre is occupied by a wealth of comparison retailers and this figure is possibly skewed by the high proportion of uses which fall into the 'other' category, particularly use class B1 (offices) of which there are 38 units occupied by this use within the boundary. This reflects Canary Wharf's role as a key employment location.

6.9 Canary Wharf has a strong representation of high street retailers ranging from high end retailers such as Paul Smith, Jo Malone, Ted Baker, Hugo Boss and French Connection to mid-range retailers including Boots, Waterstones, River Island, EE and Clintons. The comparison retail is predominately occupied by national multiples; there are very few independent clothing retailers located in Canary Wharf in comparison to the other centres in the borough. Despite the wide range of comparison goods occupiers located in the town centre, the centre is lacking a department store (i.e. Debenhams, House of Fraser)

6.10 In terms of convenience goods provision, the centre is considered to be underrepresented with only 4.19% of units being occupied by this use in comparison to the UK average of 8.51% but again, the proportion of 'other' uses (i.e. B1 office) has possibly skewed this figure. However the majority of the convenience floorspace can be attributed to the Waitrose, Marks and Spencer Simply Food and Tesco Metro. There is little independent convenience provision within Canary Wharf unlike the other district centres which generally have a high proportion of independent convenience retailers (e.g. Bethnal Green and Roman Road East). The remaining convenience provision includes confectioners and bakeries. Unlike other centres, these foodstores, apart from the flagship Waitrose store, do not serve as important a role as being anchors for attracting footfall to the town centre. The Waitrose store is the largest in the country and alongside food goods additional services/products sold include a steak and oyster bar, fashion goods including French Connection, Barbour and Radley, click and collect service, café, dry cleaning service and homeware.

6.11 The retail service provision is considered to be below the UK average (10.48 % compared to 14.30%). There are approximately eleven hair and beauty salons located across the centre. There are also ten sandwich bars which are a reflection of the large week day working population. The Pret A Manger chain occupies six of these units.

6.12 There is also an underrepresentation of financial and professional service occupiers (5.99% compared to 10.74%). Of the 20 units within this use class, six of these are listed as banks (e.g. HSBC, Santander, Lloyds and Barclays) and six are listed as estate agencies.

6.13 The 'other' category includes B1 office, B8 storage, C1 hotels, D1 non-residential institutions, D2 assembly and leisure and Sui Generis. Of the 68 'other' uses, three of these are classed as Sui Generis which includes two betting shops and one car sales shop. This is a small number of betting shops in comparison to the other centres located within Tower Hamlets (only 2.94% of the total 'other' uses). The majority of other uses are classed as B1 Office which contributes to 55.88% of the 'other' uses.

6.14 In terms of leisure provision, the centre has a much higher representation of cafes and restaurants than the national average (16.77% compared to 8.70%). There is an extensive range of cafes including Starbucks and Costa, national multiple eateries such as Jamie's Italian, Nando's and Pizza Express and high end restaurants including Gaucho, One Canada Square Restaurant & Bar and Plateau Restaurant. The relatively new Crossrail Place development is occupied by brands including Big Easy, The Breakfast Club and Chai Ki. Canary Wharf also has a just below average proportion of drinking establishments which is surprising considering the strong café and restaurant representation which reflects the centre's role as a weekday worker destination and the healthy evening economy that has developed as a result of this.

Vacancy Levels

6.15 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad 2015 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

6.17 The current vacancy rate in the town centre is 0.60%. This is significantly below the UK national average and is one of the lowest vacancy rates of all the district and neighbourhood centres within the borough. This low vacancy rate is particularly significant due to the centre's size. For example Crossharbour has no vacant units but has only 17 units in comparison to Canary Wharf's 334 units. One of the vacant units, located in Cabot Place was previously occupied by Austin Reed and the other located at West Ferry Circus was the previous Savills office before they relocated to 20 Canada Square. With only two vacant units, it is clear that Canary Wharf is a thriving, healthy centre which is well sought after in regards to both office and retail space.

Table 6.2: Vacant units

	2008	2016	UK Average 2016
Vacant units – nos.	0	2	-
Vacant units – %	0.00%	0.60%	11.17%

New Investment and Development

6.18 In 2014 Canary Wharf Group was granted planning permission for a 'new district' at the site previously known as Wood Wharf. The site is intended to create a new waterside community with mainly residential and some mixed-use development alongside quality public open spaces. The masterplan sets out the development of 3,200 new homes, commercial office space and shops, community and leisure uses. This site is one of London's largest privately owned development sites and is considered to be of major importance on a local, national and international level with the first stage of development, including two office buildings, expected to be completed in 2019. The site is allocated as the Isle of Dogs Opportunity Area within the London Plan.

6.19 North Quay is a site which provides an opportunity for mixed-use development, including office buildings. It benefits from being located in close proximity to the Crossrail Station and Canary Wharf. The current proposal includes a landmark high-rise tower office scheme.

6.20 The Hertsmere House scheme will deliver around 860 residential units in a new development in West India Quay alongside public realm improvements, retail and leisure provision. The proposal is also expected to deliver 60 affordable homes on a site at Dalgleish Street. The current site is occupied by the 1980s four storey Hertsmere House office building and is located at the western end of the North Dock. The proposal intends to replace this with the erection of a 67 storey residential tower. Commercial space will be at ground floor level.

Retailer Requirements

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

6.22 In June 2016 there were 19 retailer requirements for Canary Wharf Town Centre. Of these 19 requirements, three were for major national multiple retailers. The majority (12) were for leisure operators, particularly for food and beverage outlets including Busaba Ethai, Pitcher & Piano and Porky's BBQ. There is a requirement for a Travelodge hotel.

Table 6.3 Canary Wharf: Retailer Requirements

Category	Name	Max floorspace (sqm)
Retail	Wilko	6,096
	The Left Shoe Company	61
	Joy	914
	The Fragrance Shop	457
Leisure	Gokyuzu	465
	Busaba Eathai	465
	Press	37
	That's Vapore	305
	Counter Kitchen	366
	Cau Restaurants	1219
	Porky's BBQ	914
	Pitcher & Piano	2134
	Travelodge	36,576
	Red Dog Saloon	1524
	Tapas Revolution	914
	Locale	1097
Service	Adam Barbers	457
	Rush Hair	457
	The Change Group	182

6.23 Those operators with a stated interest include national multiple comparison retailers, food and beverage and service operators. However it should be noted that the majority of the retailers identified will be seeking larger format units.

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

Prime Zone A Rents

6.25 At the end of August 2016, agent sources estimates prime rents in Canary Wharf at £300-£400 psf Zone A. This represents a marginal increase of the mid 2015 prime rents in the area. Comparably Zone A rents across the rest of the city range from £800 on Oxford Street, £550 in Covent Garden, £650 in Knightsbridge and £250 in the City.

Accessibility

6.26 Canary Wharf is well served by public transport including regular bus services which provide direct connections to the central London and across the whole of inner and outer London. In peak periods there are approximately 30 buses per hour and some services operate through the night.

6.27 The Jubilee Line runs from Canary Wharf Underground Station which is located within the primary shopping area. This provides short travel times of 7 minutes to London Bridge, 11 minutes to Waterloo, 13 minutes to Westminster, 15 minutes to Green Park and 17 minutes to Bond Street. Canary Wharf is also on the Docklands Light Railway (DLR) network which runs from Bank and Tower Gateway to Stratford, Beckton and Lewisham. Both Heron Quays and Canary Wharf DLR stations are located within the centre. Therefore Canary Wharf is very easily accessible by those from outside the immediate vicinity and across the city. It is also possible to take the river bus from Waterloo to Canary Wharf in 30 minutes. The Canary Wharf Pier is situated by Westferry Circus, only a few minutes walk from the centre.

6.28 The Elizabeth Line (Crossrail) is planned to be operational by 2018. This scheme includes a new Canary Wharf station where 12 trains per hour will operate to Heathrow Airport, Maidenhead and Paddington in the west and Abbey Wood, Woolwich, Shenfield and Stratford in the east. The development will reduce travel time between Canary Wharf and the city's key transport interchanges including Liverpool Street, Farringdon and Bond Street.

6.29 The Highway and the Limehouse Link Tunnel provide access to the City and the West End. Aspen Way (A1261) is runs to the north of the centre, lying between Canary Wharf and Poplar and provides connections to the east. Blackwall Tunnel provides a link across the river to South London.

6.30 Of the four underground public car parks in Canary Wharf three of these lead directly into Cabot, Canada and Jubilee Place Shopping Malls. There are approximately 6,000 car parking spaces across the whole of Canary Wharf with 2,500 of these being provided within these public car parks.

6.31 The main shopping area of Canary Wharf is pedestrianised which creates a pleasant pedestrian environment and as the shopping centres are indoors, including linkages between the centres, there is little need for pedestrians to even travel above ground they choose not to. Roads across the centre provide access to car parks and offices however they are not busy as most visitors tend to use the public transport options available. Canary Wharf has weak links to surrounding residential areas, including Poplar which is located over Aspen Way which acts as a barrier. These links need to be improved in order to integrate the wider population into the centre.

Pedestrian Flows

6.32 The highest concentration of pedestrians was located within the three main shopping centres (Cabot Place Mall, Jubilee Place Mall and Canada Place Mall). All three of the malls were busy throughout with both visitors and weekday workers using the services and retail in the shopping centres. In contrast, Churchill Place and Crossrail Place had a lower level of pedestrian activity due to the fewer number of uses within these centres which consequently do not attract as many people. There were also high levels of pedestrian activity around Canary Wharf station and the surrounding area to the south of One Canada Square (including Canada Place Mall).

Customer Views and Perceptions

Household Survey

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

6.34 The survey results showed that respondents liked the following features of Canary Wharf Town Centre. The most frequently raised themes are shown in the table below.

Table 6.4 Feature respondents liked about Canary Wharf Town Centre

Response	Study Area
Close to home	41.7%
Good range of non-food shops	36.4%
Attractive environment/ nice place	28.5%
Close to work	7.9%
Quiet	6.9%
Compact	6.5%
Good food stores	5.4%
Good pubs, cafes or restaurants	4.9%
Safe and secure	4.7%

Source: HTIS 2016

6.35 The factor that most respondents liked about Canary Wharf is its proximity to home (41.7%). The good range of non-food shops on offer (36.4%) was also highlighted as an important factor, which reflects the very strong comparison goods provision available in the centre. The attractiveness of the centre's environment represented the third most commonly liked attribute for Canary Wharf (28.5%). To a lesser extent, respondents highlighted a number of other positive factors about the centre including its proximity to work, quiet environment, compactness,, and the good range of food stores, pubs, cafes or restaurants.

6.36 Respondents were also asked what, if anything, they would improve in Canary Wharf that would encourage them to visit the centre more. The table below provides a summary of the most frequently raised suggested improvements for the centre from respondents.

Table 6.5 Key Improvements for Canary Wharf Town Centre

Response	Study Area
(Nothing)	44.7%
More national multiple retailers/ ‘high street’ shops	14.2%
(Don’t know)	11.3%
More/ better comparison retailers	8.8%
More. Better places for eating out	3.2%
Jeweller/ food markets/ other events	2.9%
Better public transport	2.9%

Source: HTIS 2016

6.37 The survey results indicate that a high proportion of respondents are satisfied with how Canary Wharf caters to their shopping needs, with 44.7% stating that no improvements are needed to encourage them to visit the centre more. Where suggested improvements are identified, the focus is on improving retail offer. While respondents previously highlighted the centre’s comparison goods and high street multiple offer as a positive, both attributes are identified in further need of enhancement. Other suggested improvements identified, but to a lesser extent, include the need for more or better places for eating out, more markets and events, and better public transport access.

Stakeholder Consultation

6.38 Consultation will be carried out with Canary Wharf Group

Environmental Quality

6.39 Canary Wharf’s public realm is of a very high quality. Overall it is a modern, distinctive centre. The tall buildings are some of the most modern within London and make a significant contribution to the city’s skyline. Buildings of significance include One Canada Square (access from the basement links to Canada Square Shopping Mall) which was previously the tallest building in the UK before it was surpassed by the Shard in 2012, 8 Canada Square (occupied by HSBC), 40 Bank Street and the newly developed Crossrail Place (with a 310 metre-long timber lattice roof).

6.40 The entire centre is considered to be remarkably clean and well-maintained with no evidence of vandalism including littering or graffiti which contrasts with the borough’s other district centres where graffiti is identified as being somewhat of an appeal to the centre i.e. Brick Lane. There is a good provision of street furniture including litter bins, seating and signage across the centre including street level and below street level within the shopping centres. However it is considered that signage within the shopping centres could be improved as the site visit confirmed that way-finding around all of the shopping centres could be confusing

6.41 There are a number of open spaces, parks and squares across the centre including Canada Square Park, Jubilee Park, Westferry Circus, Columbus Courtyard and Cabot Square. The Jubilee Mall is located underneath Jubilee Park. The park's central feature is a raised serpentine water channel with rough stone walls. There is lots of planting throughout the park and it is well used during summer months. Canada Place Mall is also located under Canada Place Park. The public square (Canada Square) outside of the centre is large attractive open space with art work which is surrounded by bars and restaurants. The numerous public squares across Canary Wharf were well-used at the time of the site visit with workers using these spaces to eat lunch and socialise. The roof garden at Crossrail Place is also a distinctive space which has a 60 seater performance area used for community and school groups.

6.42 The pedestrianisation of much of the centre further contributes to Canary Wharf's excellent environmental quality. There is little traffic throughout the centre therefore walking is encouraged. The ease of accessibility between the various shopping centres due their connectivity further encourages pedestrian movement across the centre.

Summary

6.43 Key strengths identified for Canary Wharf Major Centre include:

- It is considered that the town centre is of the highest environmental quality. The centre's modern architecture, which includes a collection of some of the tallest buildings in Europe makes Canary Wharf not only distinct to the borough but unique in contrast to the rest of London and the UK. The centre is remarkably clean and tidy throughout unlike the borough's other district centres.
- The linkages between shopping centres mean that access across the centre is the best in the borough. Visitors are not even required to travel at ground level to visit a different shopping centre.
- Despite the built-up modern nature of the centre, Canary Wharf has a surprising number of open public spaces including Jubilee Park and Cabot Square. The roof garden at Crossrail Place is also a unique space.
- The centre is very well-represented in regards to comparison retail. Although provision is just over the national average, the units located in the centre are occupied by mainly mid-high range national multiple retailers which complements the character of the centre and contrasts with the lower range goods sold in the other district centres.
- Although Canary Wharf is considered to be underrepresented in terms of convenience goods, the centre attracts mainly a working weekday population therefore the existing provision is considered to

be suitable and again, is of a high quality. The Waitrose store is the largest in the country and alongside food goods sells clothing including brands such as Barbour and the store has facilities including a steak and oyster bar.

- Café and Restaurant provision is very well-represented across the centre. The majority of these are national multiples including Nandos, Pizza Express, Jamie's Italian and Gaucho. This provision helps to lengthen dwell times within the centre, particularly by workers.
- Canary Wharf has one of the lowest vacancy levels in the borough (0.60%) and has only two vacant units within the centre.

6.44 Key weaknesses identified for Canary Wharf Major Centre have been identified as follows:

- Linkages to surrounding residential areas are poor. Aspen Way acts as a barrier to Poplar and links should be improved in order to integrate the wider population into the centre.
- Due to the smaller residential population, poor access from surrounding areas and Canary Wharf being an office location, levels of activity during the weekend are much lower than during weekdays meaning the centre performs differently to other centres in the borough. The centre could attract more visitors to the centre during weekends by hosting events to ensure that activity levels are constant throughout the week.
- There are very few independent retailers in Canary Wharf. Although the centre is characterised by its mid-high range retail provision, maintaining more of an independent-multiple balance may help to attract a wider range of visitors (including those living within other centres in the borough).

7 BETHNAL GREEN DISTRICT CENTRE

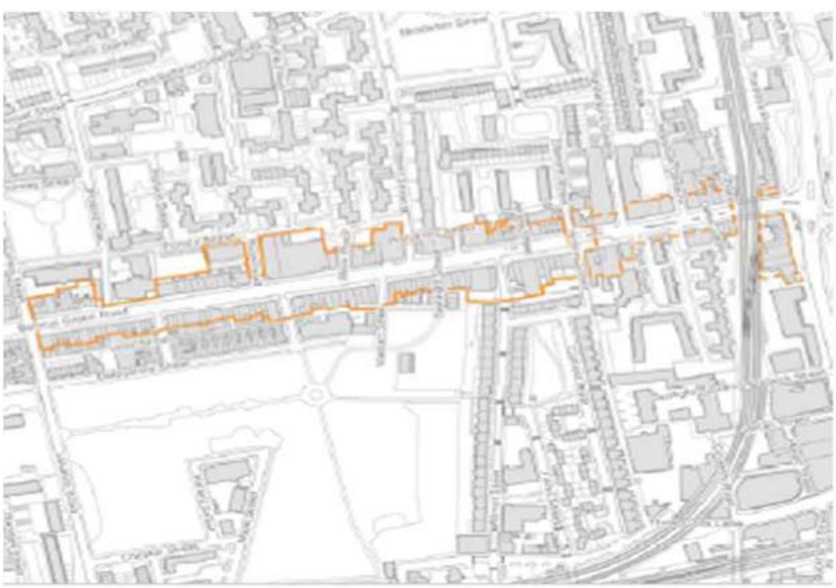
Retail Context

7.1 Bethnal Green is situated in the west of the borough along Bethnal Green Road and is designated as a district centre within the 2010 Core Strategy. The Core Strategy states that district centres have been given this designation because they are centres which serve local communities, have a present or future residential and/or employment density to support their designation, have at least one supermarket and a variety of non-retail functions, contain a number of civic functions and are close to major transport nodes and the strategic road network. The Managing Development Document DPD explains that these centres should be the focus for the future investment in civic functions given their role and accessibility. The retail hierarchy designates nine district town centres.

7.2 The Core Strategy sets out that the aim for Bethnal Green is to shape the future of the centre around its rich history, strong residential communities and thriving Bethnal Green High Street. Bethnal Green is considered to be a popular district centre with a range of both comparison and convenience retailing. It has a stronger comparison retail sector which is occupied predominately by independent retailers reflecting the local traditional retailing nature of the centre.

7.3 The defined district centre boundary is set out in the figure below, which spans Bethnal Green Road. The boundary includes frontages between the intersection of Cambridge Heath Road; running westwards as far as Squirrel Street/Valance Road. It should be noted that the town centre boundary defined by the Council differs to the centre boundary used by Experian Goad to inform their survey of town centre uses.

Figure 7.1: Defined centre boundary – Bethnal Green



Source: Town Centre Boundaries and Uses Review 2012, LBTH

7.4 Bethan Green Road is the main focus of the town centre boundary with it also extending south onto Cambridge Heath Road. This is a busy main road which has retail and leisure uses distributed on both the north and south sides of the road. Bethnal Green market is open Monday to Saturday and sells both comparison and convenience goods including food and clothing. The site visit was conducted on a Thursday when there were around 25 market stalls located along the southern side of the road. Stalls sold mainly clothing, homeware, fruit and veg and health and beauty goods. The centre's comparison offer is marketed primarily towards the local Bangladeshi population with comparison retail units mainly occupied by local members of the Bangladeshi community. The convenience provision is anchored by a Tesco Metro store located on Bethnal Green Road.

Retail Composition and Diversity

7.5 The assessment of the current retail and service provision in Bethnal Green (measured by outlets and floorspace) has been informed by Experian Goad's October 2014 town centre audit. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been adjusted to best reflect the council's town centre boundary. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016.

7.6 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Bethnal Green had an above average proportion of comparison goods retailers (51%). In contrast, it was underrepresented in regards to convenience goods units as only 6% of the total number of units were in this use which was lower than the Experian Goad average of 9% at the time.

7.7 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 7.1: Diversity of Uses for Bethnal Green District Centre

Category	Units 2014		UK average %
	Unit Nos,	% of total	
A1 Comparison	*46*	*29.49%*	32.43%
A1 Convenience	*17*	*10.90%*	8.42%
A1 Retail Service	*22*	*14.10%*	14.16%
A2 Financial & Professional	*17*	*10.90%*	10.83%
A3 Restaurants & cafes	*9*	*5.77%*	8.59%
A4 Drinking establishments	*8*	*5.13%*	4.26%
A5 Hot food takeaways	*8*	*5.13%*	5.63%
Other	*26*	*16.67%*	-
Vacant	3.0	*1.92%*	11.39%
Total	**156**	**100.00%**	

Source: Experian Goad, October 2014

7.8 Bethnal Green's comparison retailer provision is below the national average (29.49% compared to 32.42%). This contrasts with the results of the 2008 health check which showed evidence of above average comparison provision however the previous audit surveyed a higher number of units which may skew the figures when compared with the 2014 audit. There is a significant underrepresentation of national multiples (comparison) within the centre and there are few present other than Boots. Although this reflects the traditional and independent nature of the centre, attracting additional high street stores to the centre would complement the independent offer available here and would allow the centre to compete with other centres both inside and outside of the borough. The independent comparison offer includes clothing, jewellers, household goods and gift stores.

7.9 In terms of convenience goods provision, the centre is considered to have an above average representation with 10.90% of units being occupied by this use in comparison to the UK average of 8.42%. Again, this contrasts with the results of the 2008 health check which identified only 6% of units as being occupied by convenience retailers (although as previously noted, the study area covered a higher number of units than in the 2014 audit). There are four multiple convenience retailers which include Tesco Metro, Iceland, Percy Ingle Bakeries and Sainsbury's Local. All four are located along Bethnal Green Road apart from Sainsbury's Local which is situated on Cambridge Heath Road. The Tesco Metro is a large store which provides main shopping goods and some comparison goods such as electronics. At the time of the site visit, the store was busy all checkouts were in use. A Tesco Express lies to the west of the town centre boundary. There is a large proportion of independent convenience provision which complements the multiple stores within the centre. For example there are a number of grocers, two butchers, a confectioners and the market which has a range of food and convenience goods stalls.

7.10 Retail service provision in Bethnal Green is only slightly below the national average (14.10% compared to 14.16%). These primarily include health and beauty occupants (36.36% of all retail services) and opticians (18.18%). Unlike in Canary Wharf there is only one sandwich bar and the only service retailer multiples are Timpson, Subway and Specsavers Opticians. This reflects the differences between the two centres in terms of the lack of week day working population that dominate the centre.

7.11 The proportion of financial and professional service occupiers is on par with the national average (10.90% compared to 10.83%). Of the 17 units classed as being under this use, six of these units are occupied by high street banks (e.g. HSBC, Barclays and Santander) and eight by estate agents.

7.12 The 'other' category includes B1, B2, C1, D1, D2 and Sui Generis. Of the 26 'other' uses, 12 of these are classed as Sui Generis and this figure includes a total of six betting offices. This is a total of 23.08% of the total 'other' uses which is significantly higher than the proportion of betting offices within Canary Wharf which accounts for only 4.57% of the total number of 'other' uses. Additionally, there are also two amusement centres which are also considered to be Sui Generis uses. Unlike Canary Wharf, there is a much lower proportion of B1 office uses which reflects the difference in the main function of the centres. Only 26.92% of the overall 'other' uses are classed as use class B1 compared to 55.43% in Canary Wharf.

7.13 Bethnal Green's restaurant and café provision is below the Goad national average (5.77% compared to 8.59% which is significantly lower than the proportion of units in this use in Canary Wharf. Of the 9 restaurants and cafes located in the centre, there is only one national multiple, Nando's. Similarly to the retail provision, this reflects the independent nature of the town centre. There is a strong representation of drinking establishments as only 5.13% of units make up this use which is above the national average. The proportion of hot food takeaways is just under the UK average (5.13% compared to 5.63%). This figure is higher than the proportion of hot food take away uses found in Canary Wharf (2.19%). Occupiers include KFC and McDonald's along with a number of independent occupiers. Again, this shows the differences between the two centres, highlighting their different uses and functions.

Street Market

7.14 Bethnal Green street market operates every Monday and Saturday (between 8am and 6pm) selling a wide range of items including clothing, homeware, fruit and vegetables, and health and beauty goods. There are approximately 104 stalls, 72% of these operate on a permanent basis whilst 28% are casual. Occupancy tends to be at its highest on Wednesdays (81%) and lowest on Saturdays (29%). The market operates along the southern side of Bethnal Green Road between Kowaj Jewellers (no.310) and McDonalds (no. 432-436). The non-food range appears to be repetitive and could benefit from a broader range of goods if the market is to attract and appeal to those from the wider area.

7.15 It is considered that the market lacks aesthetic appeal. The markets face the pavement and the rear of the stalls and canvas covers are all that can be viewed from the opposite side of the street and by those travelling down Bethnal Green Road.

7.16 The existing layout and arrangement of the street market limits permeability and accessibility. The stalls border the path and are set back onto the road. At peak times it is expected that the pavements will become congested as pedestrians stop to look at the stalls. The poor visibility of shop frontages could reduce the number of customers visiting the existing retail stores in contrast to if visibility was improved and the street market did not limit this accessibility. The location of the market stalls also reduces safety when crossing the street as it hinders views and requires pedestrians to step out further into the road in order to cross. This poor visibility of shop frontages is also likely to decrease interest from national multiples to locate to these frontages.

Vacancy Levels

7.17 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad 2014 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

7.19 The current vacancy rate in the town centre is 1.92% which is significantly below the 2016 UK national average of 11.17%. The vacancy rate has increased when compared with the 2008 vacancy rate which recorded no vacant properties.

7.20 The vacancy rate was updated with an increase of three units in June 2016 following a site visit. Two of the vacant units are located within close proximity to one another (nos. 416 and 412 Bethnal Green Road) and are located along the market side of the road. No. 412 was previously a Barclays Bank. The additional vacant unit (no. 419) is located on the opposite side of the road and was previously a hardware store. The unit is currently in poor condition and is beginning to appear derelict. It should be noted that the wider Bethnal Green area, including to the west outside of the town centre boundary, had a much higher number of vacant units.

Table 7.2: Vacant units

	2008	2016	UK Average 2016
Vacant units – nos.	0	3	-
Vacant units – %	0.00%	1.92%	11.17%

Prime Zone A Rents

7.21 At the end of August 2016, agent sources estimates prime rents in Bethnal Green at £50 psf Zone A.

Accessibility

7.22 Bethnal Green Road which runs through the centre is very busy and becomes congested at peak times which could be viewed as creating an unpleasant pedestrian environment. At the time of the visit the high levels of traffic made crossing the road difficult. The junction between Bethnal Green Road, Roman Road and Cambridge Heath Road is also very busy and makes moving between the areas difficult. Despite the busy main road, Bethnal Green, unlike Canary Wharf, has very strong links to the surrounding residential areas and surrounding population, including Brick Lane. The road joins with Shoreditch High Street in the southwest which then leads into central London, allowing access by car from those outside of the borough.

7.23 There is some on-street parking available along Bethnal Green Road and Cambridge Heath Road however there is no nearby public car park.

7.24 Bethnal Green is well served by public transport including regular bus services which provide direct connections to the central London. These buses travel along Bethnal Green Road which is the focus of the shopping area. Night buses also serve the area.

7.25 The Central Line runs from Bethnal Green Underground station which is located at the eastern edge of the centre on Cambridge Heath Road. This provides access to central London as well as outer London and main line railway stations including London Liverpool Street which is the preceding station. The following station is Mile End. Bethnal Green Overground Station lies just outside the centre boundary near to Three Colts Lane, south of Bethnal Green Road. The station is on the Lea Valley Line and services operating are between London Liverpool Street and Cheshunt, Enfield Town and Chingford. There are approximately eight services per hour. Therefore Bethnal Green is considered to be easily accessible by those living both inside and outside of the borough.

Pedestrian Flows

7.26 The highest levels of activity in the town centre were observed around the market which was based on the southern side of Bethnal Green Road and also outside of the Tesco Metro store which is located on the northern side of Bethnal Green Road. It is considered that Bethnal Green Market takes up a large proportion of the pavement which also causes congestion for pedestrians.

7.27 There were lower footfall levels around the eastern end of the centre towards the underground station and Cambridge Heath Road. This suggests that little links are made between Roman Road and Bethnal Green Road along this route.

Customer Views and Perceptions

Household Survey

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

7.29 The survey results showed that respondents liked the following features of Bethnal Green. The most frequently raised themes are shown in the table below.

Table 7.3 Feature respondents liked about Bethnal Green Town Centre

Response	Zone 5
Close to home	50.4%
Good range of non-food shops	22.7%
(Nothing/ very little)	9.2%
Good range of leisure facilities	8.7%
Attractive environment/ nice place	7.8%
Good food stores	7.1%
Familiarity/ habit	6.7%

Source: HTIS 2016

7.30 As the table shows, the centre's proximity to home was what respondents liked best about Bethnal Green, which is the most commonly like characteristic for all of the centres surveyed. The good range of non-food shops was also an important factor for respondents, followed by the good range of leisure facilities, which is likely in reference to the Bethnal Green Leisure Centre. To a lesser extent, the attractiveness of the centre's environment and its good range of food shops were also identified as positive factors.

7.31 Respondents were also asked what, if anything, they would improve in Bethnal Green that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 7.4 Key Improvements for Bethnal Green Town Centre

Response	Study Area
(Nothing)	43.0%
More/ better comparison retailers	13.4%
Improve the environment/ refurbishment	11.3%
(Don't Know)	11.2%
More/ better parking	10.3%
More national multiple shops/ 'high street' shops	8.7%
Cleaner streets	7.9%
Better access by road	6.3%

Source: HTIS 2016

7.32 A greater proportion of respondents do not consider that any improvements are needed for Bethnal Green. However, the most frequently highlighted suggestion for improvement in the centre was the need for more or better comparison goods retailers, including more multiples or 'high street' retailers. Demand for more high street multiples in centres that are characterised by strong independent retail offer can often be contentious, particularly with existing retailers. However, the provision of anchor multiples can help to strengthen footfall in a town centre. Other suggested improvements highlighted by respondents using the town centre include cleaner streets, more or better parking in the centre, and better access by road.

Environmental Quality

7.33 The high levels of traffic congestion along Bethnal Green Road impacts upon the district centre's environmental quality and attractiveness due to the noise pollution and pedestrian/vehicle conflicts. This is also a problem around the Bethnal Green Road, Cambridge Heath Road and Roman Road junction as the busy traffic makes it difficult to cross the road.

7.34 The town centre is generally tidy and there is little litter found across the centre. However a better standard of public realm is necessary to improve the appeal of the centre. There is very little planting or greenery and more is needed, especially due to the impact of the main road. Bethnal Green Gardens is the only example of green open space however this is located to east, outside of the centre boundary and across the busy main road. There is little seating across the centre and so people are not encouraged to spend extra time within the centre.

7.35 There are many units across the centre that are in need of investment and modernisation in terms of their frontages. A number of these units are beginning to appear derelict (e.g. French Riviera 1988 and no. 419 which is currently vacant) and need to be improved. Despite this many of the buildings in the centre are of architectural interest and have a varied style which could be enhanced to reflect the independent nature of the centre.

Summary

7.36 Key strengths identified for Bethnal Green Town Centre include:

- Convenience provision is strong and is higher than the national average. The centre is anchored by a Tesco Metro which sells a small range of comparison goods in addition to food goods. An Iceland store and Sainsburys Local are also in the centre.
- Bethnal Green's vacancy rate is significantly lower than the UK national average (1.92% compared to 11.39%) which suggests the centre is healthy.
- The market contributes to Bethnal Green's overall character and helps to attract local residents to the centre.

7.37 Key weaknesses identified for Bethnal Green Town Centre have been identified as follows:

- High levels of traffic congestion along Bethnal Green Road detract from the centre's environmental quality. High levels of noise pollution deter from the pedestrian experience.
- There are a number of units that are in need of refurbishment and modernisation. Many of the buildings are of historic architectural interest therefore buildings should be enhanced and maintained to reflect this.

- Although the centre is somewhat characterised by its independent retailer provision, the provision of anchor multiples (comparison), which the centre currently lacks, could help to strengthen footfall in the town centre.
- The arrangement of the street market limits permeability and accessibility through the centre. The stalls location means that pavements become crowded and that it is difficult for pedestrians to cross the road. It is also considered that the street market sells a limited offer of non-food goods. The offer seems to be repetitive and a wider range of goods are needed to attract more people and compete with other markets in the borough.

8 BRICK LANE DISTRICT CENTRE

Retail Context

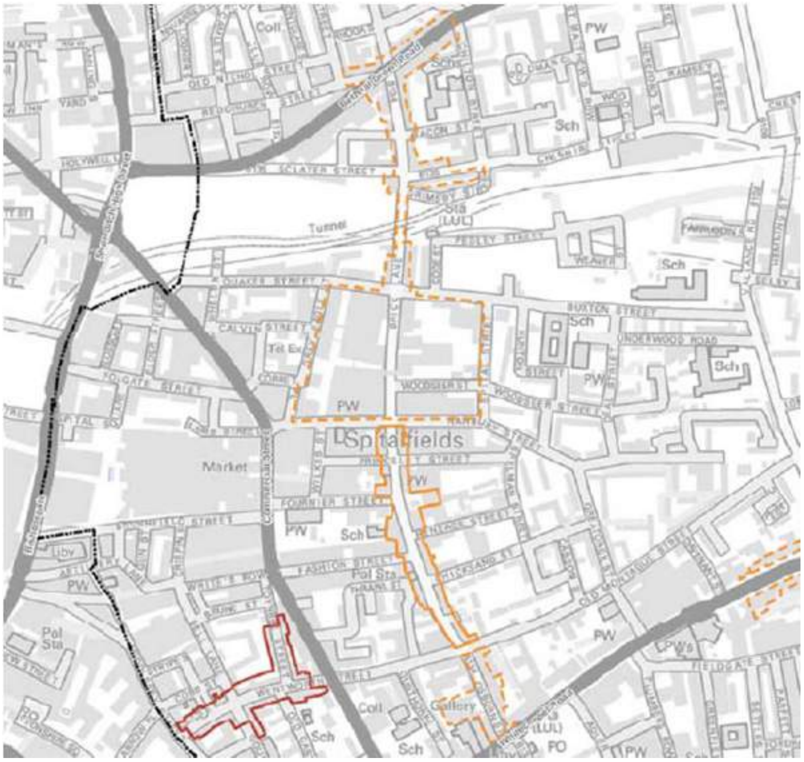
8.1 Brick Lane is located in the west of the borough and was upgraded to a district centre following the previous retail study. Brick Lane sits within the heart of the City Fringe Activity Area. This lies in the western part of Tower Hamlets and is bound by the borough border and the City of London to the west, London Borough of Hackney to the north and west and the River Thames to the south. The City Fringe is characterised by its ethnically diverse population including a large Bangladeshi community and diverse socio-economic demographics. The City Fringe is also an important economic hub. It hosts office space, cultural, creative and tourism activity. London Metropolitan University and the Royal London Hospital are also located here.

8.2 Brick Lane exemplifies many of the characteristics listed above and is recognised within the Town Centre Spatial Strategy as being one of the most vibrant and economically successful places within Tower Hamlets. The scale of the land uses found along Brick Lane is different to those across the rest of the borough due to the larger concentration of leisure uses including an evening economy appealing to both local residents and visitors and creative industries. Brick Lane has experienced major change over recent years and has transformed into a centre which has become a focus for the creative industries, fashion industries and a strong evening economy, particularly for Bangladeshi restaurants. Despite this strong and expanding economy the neighbourhoods of Brick Lane are one of the poorest in the UK with residents living in social housing estates which are located around the district centre.

8.3 The Town Centre Spatial Strategy states that by 2025 Brick Lane (and the City Fringe) will sensitively manage town centre activities including the evening and weekend economy and the economic diversity of the area will be strengthened by accommodating additional growth from the creative industries alongside providing employment for local residents. Brick Lane should also continue to meet the demands of local people by providing civic uses and convenience retailing.

8.4 The Brick Lane designated town centre boundary (outlined in the diagram below) runs along Brick Lane from Bethnal Green Road and Redchurch Street in the north to Whitechapel Road in the south. The boundary extends to a number of side roads including Hansbury Street, Spital Street, Quaker Street, Buxton Street and Dray Walk which encompass the area around The Old Truman Brewery, a site which spans both sides of Brick Lane. A combination of offices, event spaces, creative industries, cafes and boutiques occupy the building. The brewery is also occupied by bars and restaurants including the Big Chill Bar, Café 1001 and 93 Fleet East which becomes busy during evenings and popular with both locals and visitors. The brewery is used as part of the Sunday market at Brick Lane which runs along the entire road. In the south the boundary also includes Osbourne Street which adjoins onto Brick Lane; here there is a weaker mix of town centre uses.

Figure 8.1: Defined centre boundary - Brick Lane District Centre



Source: Town Centre Balance of Uses and Boundary Review 2012, LBTH

Retail Composition and Diversity

8.5 The assessment of the current retail and service provision in Brick Lane (measured by outlets and floorspace) has been informed by the Experian Goad town centre audit carried out in October 2015. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been adjusted to best reflect the council's town centre boundary.

8.6 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Brick Lane had an above average proportion of comparison goods retailers (40.41%). The centre was also found to have an above proportion of convenience goods retailers (13.70%). However at the time of the audit Brick Lane was only designated as a neighbourhood centre and since being upgraded to a district centre, the town centre boundary has been extended. There are now 339 units across the entire centre whereas the previous study only accounted for 146 units.

8.7 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 8.1: Diversity of Uses – Brick Lane District Centre

Category	Units 2015		UK average %
	Unit Nos	% of total	
A1 Comparison	96	28.32%	32.21%
A1 Convenience	32	9.44%	8.51%
A1 Retail Service	25	7.37%	14.30%
A2 Financial & Professional	22	6.49%	10.74%
A3 Restaurants & cafes	77	22.71%	8.70%
A4 Drinking establishments	7	2.06%	4.27%
A5 Hot food takeaways	6	1.77%	5.66%
Other	40	11.80%	-
Vacant	34	10.03%	11.35%
Total	**339**	**100.00%**	

Source: Carter Jonas

8.8 Brick Lane has a below average proportion of comparison retailers occupying the units across the centre (28.32% compared to 32.21%). This is a significant reduction in the number of comparison units since the previous retail study how the addition of 193 units to the town centre boundary since the study may have skewed the figure meaning they are not comparable. The majority of comparison retail units sell fashion goods including nine retailers who specialise in the sale of leather and a number of vintage stores. There are also seven art galleries, three record shops and four textile shops. Although the provision is considered to be below the average number of units, the overall provision is much more varied and distinctive than in other district centres within the borough therefore a wider range of people are attracted to visit the centre. The market also sells a wealth of comparison goods. The majority of the comparison uses are located along Brick Lane, the main street running through the centre with some uses spreading along the secondary streets off Brick Lane. There are no recorded national multiples along Brick Lane however the centre's popularity, particularly with tourists, suggests that there is possibly a place for a number of multiple retailers within the centre although caution is required in regards to the quantity and the type of multiples which would benefit the centre. The alterative and independent offer is one of the main attractions of Brick Lane and this should not be undermined by an influx of multiples coming into the centre therefore national retailers relocating here should complement the current offer. The risk of multiples opening within Brick Lane is the possible rise in rent prices and the eviction of independent retailers thus the opportunity for new multiples would need to be treated with sensitivity and in consultation with existing traders.

8.9 In contrast to the lower than average comparison provision, Brick Lane has a strong convenience provision in terms of the number of units in this use. The majority of the provision consists of independent local convenience stores and confectionary stores. Similarly to the comparison goods, there are no national multiples. The centre is lacking a large supermarket and the units present are only suitable for top-up shopping purposes. The centre would benefit from attracting a national supermarket in order to meet the needs of the local residents. The market also sells convenience goods however this only operates on Sundays.

8.10 Retail service provision is lower than the national average (7.37% compared to 14.30%). Approximately 60% of this provision consists of health and beauty outlets. Travel agents, wedding services and an optician are also located within the centre.

8.11 In terms of leisure provision, Brick Lane’s café and restaurant provision is one of the strongest across the borough’s centres. The centre is famous for its vast number of Indian restaurants which are distributed along the length of Brick Lane and the majority of restaurants/cafes specialise in Indian cuisine. This helps to make Brick Lane an even more distinctive and diverse visitor destination. The centre has a much lower provision of hot food takeaways and drinking establishments which are both underrepresented across the centre. Provision includes two public houses and six bars. Whereas deterring further fast food takeaway provision is supported, there is potential to expand on the wine bars and drinking establishment offer to build upon the already relatively strong night time economy.

8.12 Other uses include B1 offices, B8 stores, a school, bowling alley, betting office and health centre. These uses suggest that Brick Lane is catering for local residents in terms of civic and community uses.

The Street Market

8.13 Brick Lane Market operates every Sunday between 8am to 3pm. Unlike any of the other district centre markets, the market is not open during weekdays therefore the centre becomes busy on Sundays with tourists and local residents visiting the market. The traditional market which runs along the length of Brick Lane and several surrounding streets sells a mix of clothing, jewellery, household goods, antiques, bric-a-brac and bicycles. The market is known for selling almost everything; unlike other district centre markets, the non-food goods provision is varied and not considered to be repetitive. The market is the second largest in the borough with 248 stalls. Approximately 45% of these are permanent and 55% of these operate on a casual basis.

8.14 On Sundays, a number of markets are held within the confines of the Truman Brewery. These include: the Sunday UpMarket which sells vintage clothing, crafts and food, Vintage Clothing Market, Backyard Market which sells arts and crafts, the Tea Rooms selling antiques and homeware and Boiler House Food Hall which sells a variety of food from across the world. These privately operated markets add to Brick Lane’s distinctive offer and provide a unique environment not found in any of the borough’s other centres. Truman Brewery is considered a destination in its own right and many visitors travel to Brick Lane to visit the Truman Markets.

8.15 The market is considered to be one of the most successful not only in the London Borough of Tower Hamlets but in London. The traditional street market and indoor Truman Markets attract a wide range of visitors and the different products sold appeal to almost all. Opening the market on Saturdays and possibly during the week could take advantage of the Saturday footfall and could ensure activity levels are maintained throughout the week.

8.16 The layout of the market is considered to be easily accessible and the indoor market means that the market can be visited during all weather conditions.

Vacancy Levels

8.17 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad October 2015 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

8.19 The current vacancy rate in the town centre is 10.03% which is just under the UK national average of 11.17%. The 2008 vacancy rate was significantly lower at 4.79%. Although this suggests a decline in the overall health of the centre, the number of units surveyed in the previous study was much fewer than in the 2015 Goad audit so changes in vacancies figures may be skewed by this. There are four vacant units located on Osbourne Street in the south of the centre including a large vacant unit which is partly being used by UK Power Networks and the neighbouring vacant gated yard. This building takes up a large proportion of the frontage on the western side of the road and is in poor condition.

8.20 A large number of vacant units are dispersed along Brick Lane. Most units are generally small in size and were previously restaurants which may suggest that the high proportion of restaurants, all offering a similar offer, is having a negative impact on some of the less popular businesses. There is also a cluster of vacancies along Redchurch Street (nos. 109-115). The units appear to have been vacant for a relatively long time due to the dereliction of some of the above floors.

Table 8.2: Vacant units – Brick Lane District Centre

	2008	2016	UK Average 2016
Vacant units – nos.	7	34	-
Vacant units – %	4.79%	10.03%	11.17%

New Investment and Development

8.21 Investment and development opportunities to be identified including potential development of the Old Truman Brewery.

Prime Zone A Rents

8.22 At the end of August 2016, agent sources estimates prime rents in Brick Lane at £65 psf Zone A.

Accessibility

8.23 Navigating around Brick Lane and the surrounding streets could be considered to be confusing for pedestrians due to the area being situated around a network of traditional complex streets. Signage from the wider area to Brick Lane could be improved to help new visitors to the area navigate their way to the centre however signage within the centre is good. Signs for 'Culture Trails' are distributed around Brick Lane. Pavements are also wide and have dropped kerbs which enhance the pedestrian environment. There has been past discussions regarding the pedestrianisation of Brick Lane however it is considered that this could have negative effects on businesses and would have safety implications due to people having to walk to other streets to catch a taxi.

8.24 On the day of the site visit, traffic flow along Brick Lane was generally low however it is likely that the narrow roads can become congested at peak times. The street also operates a one way system. The centre is easily accessed via car.

8.25 Brick Lane is highly accessible via public transport. The centre has easy access to Liverpool Street Station Aldgate East and Shoreditch High Street Station. There are also frequent bus services which provide access to the centre. However as stated above, the issue is with way-finding from these stations and bus stops to Brick Lane.

Pedestrian Flows

8.26 At the time of our visit, the highest concentration of pedestrian activity was located around the northern end of Brick Lane and around the Truman Brewery due to the wider range of town centre and business uses located around this area. The side streets were generally empty with no pedestrians. The southern end of Brick Lane along with Osbourne Street also had very little pedestrian activity. At the time of the visit many of the units to the south of the centre were closed which is likely to have impacted upon these pedestrian flows.

Customer Views and Perceptions

Household Survey

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

8.28 The survey results showed that respondents liked the following features of Brick Lane. The most frequently raised themes are shown in the table below.

Table 8.3 Feature respondents liked about Brick Lane District Centre

Response	Study Area
Good range of non-food shops	26.8%
Close to home	26.8%
Attractive environment/ nice place	18.0%
Good range of independent shop	11.6%
Close to work	10.8%
The market	9.4%
Good pubs, cafes or restaurants	9.1%

Source: HTIS 2016

8.29 As the table shows, the centre's good range of non-food shops was what respondents liked best about Brick Lane, which is the most commonly like characteristic for all of the centres surveyed. The centre's proximity to home was also an important factor for respondents, followed by the attractiveness of the centre's environment and the good range of independent shops. To a lesser extent, the centre's proximity to work , the street market and the its good range of pubs, cafes and restaurants were also identified as positive factors.

8.30 Respondents were also asked what, if anything, they would improve in Brick Lane that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 7.4 Key Improvements for Brick Lane District Centre

Response	Study Area
(Nothing)	47.0%
Better public transport	9.9%
Better access by road	9.9%
(Don't know)	9.3%
More/ better pedestrianised streets	8.8%

Source: HTIS 2016

8.31 Almost half (47%) of respondents do not consider that any improvements are needed for Brick Lane. However, the most frequently highlighted suggestions for improvement in the centre are focused on access improvements rather than improvements to retail or other town centre use provision. In particular, respondents highlighted the need for better public transport access to Brick Lane, which is currently directly served by the Overground (via Shoreditch) and Underground (via Aldgate and Liverpool Street. Other suggested access improvements include better access by road and improvements to pedestrian access, such as pedestrianised streets. The latter could apply to sections of Brick Lane itself, which becomes crowded with tourists/ visitors at the weekend.

In Centre Survey

8.32 An in-centre survey was carried out in Brick Lane, which comprised 100 face-to-face visitor surveys. The surveys captured responses from visitors to the centre across a range of days and times. The survey found that approximately a quarter of respondents visit the centre frequently (four or more times a week), with the remaining responses varying from once a week (5%) to once every three months or less (26%). Fifteen percent of respondents stated it was their first time visiting Brick Lane, which correlates Brick Lane's attraction as a tourist destination.

8.33 Respondents were more likely to be visiting the centre for shopping (26%), particularly for comparison goods shopping. Over a quarter (27%) of respondents stated they were visiting the centre for work reasons, which is likely to include commuters accessing bus and Overground connections. In terms of linked activities, a greater proportion (38%) of respondents did not intend to carry out any other activities. However, a similar proportion of respondents intended to visit a café, takeaway or restaurant, which highlights how the food and drink offer contributes to sustaining dwell times in a town centre.

8.34 The survey found that respondents visiting Brick Lane also regularly visit Oxford Street and Westfield Stratford. Respondents primarily visited other centres for comparison goods shopping followed by food shopping and accessing services (e.g. financial and personal services). The quality and choice of shopping was highlighted as factors they respondents like most about other centres they visit.

8.35 The survey results showed that respondents liked the following features of Brick Lane:

Table 8.5: Features respondents liked about Brick Lane District Centre

Response	Study Area %
Good selection./ choice of independent/ specialist shops	26.3%
Presence of a street market	14.1%
Nice busy feel	11.1%
Character/ atmosphere	11.1%
Ranges of places to eat out	11.1%
Diversity	11.1%
Historic buildings/ tourist attractions	8.1%

Response	Study Area %
Near/ convenient	7.1%
Nothing in particular	6.1%
Quality of shops	5.1%
It's different	5.1%
Range of pubs/ bars	6.9%

Source: In-centre Survey, June 2016
Note: Some survey questions had multiple responses therefore percentages do not add up to 100

8.36 The feature respondents liked most about Brick Lane was the good selection of shops and presence of a street market, which together highlight the important attraction and role of the centre for shopping. The centre's character, which also correlates with its 'busy feel' are also highlighted as positive factors.

8.37 Respondents were then asked what they disliked about the centre, and the results are set out in the table below. Responses were more likely to state 'nothing' (29.3%) or have no opinion (15.2%). However, those who did criticise the centre highlighted 'overcrowding' (13.1%) and the cleanliness of the streets (11.1%) as the key issues.

8.38 Respondents identified the general lack of independent or specialist shops and also the lack of national multiple brands. This suggests that the quality and range of both independent and national multiples could be improved. Parking issues were identified in relation to the cost of parking and difficulties in parking. Respondents commented on the lack of clothing and shoe shops and on what were perceived to be 'dirty shopping streets'.

Table 8.6: Features respondents disliked about Brick Lane District Centre

Response	Study Area %
(Nothing in particular)	29.3%
(No opinion)	15.2%
Overcrowded	13.1%
Dirty shopping streets	11.1%
Poor signage/ routeways within centre	3.0%
Feels unsafe	3.0%
Inadequate range of cafes and restaurants	3.0%
Lack of character	3.0%
People touting for business	3.0%
Too many tourists	3.0%

Source: In-centre Survey, June 2016

8.39 The top 10 features identified for improvement are set out below. Respondents identified a need to provide more independent shops, which is surprising given that the centre already benefits from a particularly strong independent offer. Improvements to the general environment were also identified by respondents and included the removal of litter and better sign posting within the centre.

Table 8.7: Key Improvements for Brick Lane District Centre

Response	Study Area %
(Don't know)	19.2%
(None mentioned)	19.2%
More independent shops	12.1%
Remove litter more often	5.1%
Better signposting within the centre	5.1%
More/ better non-food shops	4.0%
More charity shops	4.0%
More priority of pedestrians/ pedestrianisation	4.0%
Improve appearance / environment of centre	4.0%
More places to eat out (day time)	3.0%
More ATMs (cash machines)	3.0%

Source: In-centre Survey, June 2016

8.40 Respondents were asked to identify any specific shop or type of shops that would encourage them to visit the centre more often. Respondents were less likely to identify a particular shop, while those that did suggested more vintage and independent shops.

8.41 Questions were put to respondents on the street market, which showed that only a fraction of those interviewed (1%) intended to visit the market on the day. Those who were familiar with the street market were more likely to highlight its food offer, range of products, and affordability/ value as what they liked most about the street market. Respondents were asked what improvements would encourage them to visit the market more often. However, responses to this question largely resulted in 'don't know or varies', with the most frequently raised suggested improvement identified as 'less crowded'.

8.42 On the whole, Brick Lane is recognised by those visiting the centre for its unique character and range of shopping offer. While for some the centre's busy feel is a positive factor, for others it is a negative, alongside concerns of street cleanliness. Measures to control crowing by promoting secondary shopping areas, particularly off Brick Lane itself, may help to address over crowded areas alongside more frequent street cleaning. The in centre survey suggests that the street market is not a major attraction for those visiting the centre.

Environmental Quality

8.43 Brick Lane's environmental quality is generally good. The dropped kerbs, wide pavements and one-way traffic flow means that pedestrians generally have priority across the centre. Although pedestrianisation of the centre would increase the overall environmental quality, this is considered unpractical for safety reasons.

8.44 Brick Lane is part of the City Fringe which is recognised as being one of the most historic locations in London and part of this Brick Lane shares this identity as being one of the oldest centres in the city. Historic buildings line the linear street, many of which are listed. The diverse architecture across the centre is a factor which contributes to Brick Lane's distinctive character and charm. The Truman Building is a specific example of a unique building. It is important that the architectural character of Brick Lane is maintained as the centre continues to expand as it is key to the centre retaining its competitiveness as a visitor destination.

8.45 The retail units to the north of the centre are identified as being better maintained with more modern shop fronts than those in the south of the centre, particularly those units located along Osbourne Street. There is a large vacant building on Osbourne Street which creates an inactive frontage along a large proportion of the western side of the road which contrasts with the modern hotel development (Arbor) which is adjacent.

8.46 Brick Lane is world famous for its array of street art found across the centre. Although in many of the other district centres graffiti is perceived as vandalism and portrays a poorly maintained centre, it is somewhat of an asset to Brick Lane. Street art has been contributed to by famous graffiti artists including Banksy. Street art across the centre is continuously changing and the art attracts specific visitors to the centre. Photography and street art tours operate around the Brick Lane area.

8.47 There is a shortage of seating area along Brick Lane and the surrounding streets. Due to the importance of the markets, including hot food stands, it would be beneficial if public seating areas were introduced within the centre. Allen Gardens, a public park, is located on Buxton Street just outside the town centre boundary however on the day of the site visit this was not being used. The centre could also benefit from additional planting along Brick Lane however the area around the Truman Brewery is lined with trees which enhance the public realm and environmental quality of that area.

Summary

8.48 Key strengths identified for Brick Lane include:

- Brick Lane's nigh time economy, specifically in terms of restaurants and cafés is considered to be one of the strongest within the borough. The centre is famous for its abundance of curry houses. Alongside this are a number of unique cafes/restaurants, which help to make Brick Lane a distinctive visitor destination, attracting those from across London.
- The street market operates every Sunday and is one of the most popular markets within borough and London. The traditional market is known for selling everything including bikes, clothing, jewellery, antiques and vintage clothing. There are also five markets held within the Truman Brewery including the Boiler House Food Hall which sells a variety of food from across the world. This provides Brick Lane Market with a distinctive offer which is different to any of the other markets operating in the borough.

- Street art is found across the centre. Despite graffiti being viewed as vandalism in many of the other centres, it is perceived as being one of Brick Lane's key assets and contributes to the centre's unique character.
- Over recent years Brick Lane has become home to the creative industries. This is seen as being an asset to the centre and helps to diversify the number of uses along Brick Lane.
- Although comparison provision is just below the national average, the provision that is within the centre is diverse despite the lack of national multiples. Goods sold include fashion (including vintage and leather goods), music records, art and textiles.

8.49 Key weaknesses identified for Brick Lane include:

- The market only operates on a Sunday. During the week there is less activity throughout the centre and it is considered that it could be beneficial for the centre to increase the frequency of a market to attract more visitors to Brick Lane during weekdays or on Saturdays.
- The centre could benefit from attracting a larger supermarket to Brick Lane. Only small convenience stores occupy the centre and the majority of these generally target the local Bangladeshi community.
- There are a cluster of vacant units located along Redchurch Street which need to be managed to ensure they do not become derelict and additional units do not also become vacant.
- Pedestrian accessibility around Brick Lane is somewhat confusing and additional signage is needed. The surrounding street layout is complex and could be difficult for new visitors who are coming to the centre to navigate

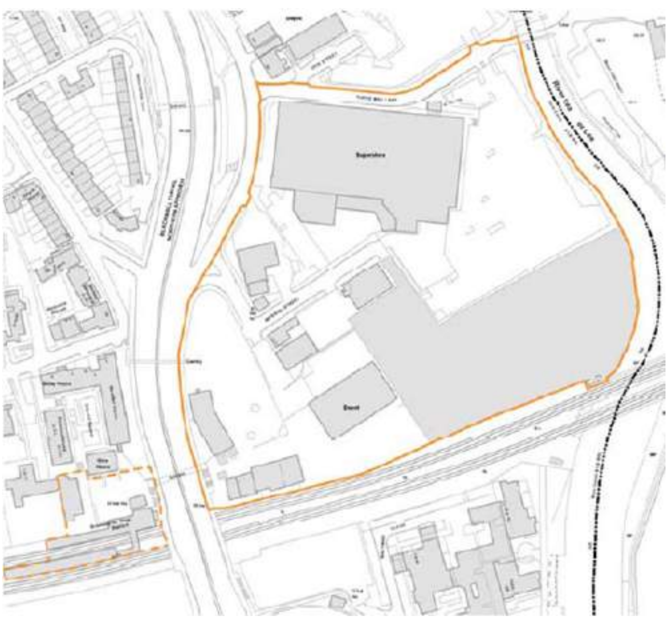
9 BROMLEY BY BOW DISTRICT CENTRE

Retail Context

9.1 Bromley by Bow is situated in the eastern area of the borough within the Lower Lea Valley and is designated as a district centre. The centre is a major focus for regeneration and offers a number of waterfront sites by the Lea River and canals. It is allocated as an Opportunity Area within the London Plan. The Bromley by Bow Masterplan (2012) proposes to strengthen the retail and town centre provision in the area in order to create a new neighbourhood and growth point in London. The Core Strategy sets out the aim for Bromley by Bow which is for the centre to rediscover its connection to the River Lea, with bridge connections to Newham, Three Mills and the Olympic site. It also continues to state that a new town centre will provide a place for people to shop, work, dine, access services and spend leisure time across the district centre.

9.2 The district centre boundary was defined in the 2012 masterplan (set out in the figure below) and comprises the area confined by Three Mills Lane, Hancock Road, the River Lea and the existing tube/rail line. It should be noted that to the west of the designated town centre boundary is Stroudley Walk neighbourhood centre, which is not included within the Council's boundary.

Figure 9.2: Defined centre boundary – Bromley by Bow



Source: Town Centre Balance of Uses and Boundary Review 2012, LBTH

9.3 At present Bromley by Bow is not performing as a functioning town centre due to the absence of a mix of town centre uses and the nature of its catchment. It is currently described as a collection of land uses which is separated by the busy A12 road. Current uses include a large Tesco superstore, petrol filling station, the Bromley by Bow underground station, scaffolding company, rent-a-car company and a large area of land including a derelict building. The underground station is located on the western side of the road, separated by the other uses by the A12. The road is recognised as being both a physical and psychological barrier due to the impact it has on people's perceptions of the area. The only retail provision is that of the Tesco store and there is a lack of social infrastructure within the area.

Retail Composition and Diversity

9.4 The assessment of the current retail and service provision in Bromley by Bow (measured by outlets and floorspace) has been informed by our own town centre audit conducted in June 2016.

9.5 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 9.1: Diversity of Uses – Bromley by Bow

Category	Units 2016		UK average %
	Unit Nos,	% of total	
A1 Comparison	0		31.97%
A1 Convenience	1	20.0%	8.62%
A1 Retail Service	0		13.94%
A2 Financial & Professional	0		10.64%
A3 Restaurants & cafes	0		8.86%
A4 Drinking establishments	0		4.31%
A5 Hot food takeaways	0		5.70%
Other	3	60%	-
Vacant	1	20%	11.17%
Total	**5**	**100.00%**	

Source: Carter Jonas, June 2016

9.6 Bromley by Bow does not have any comparison retailer provision however the large Tesco superstore does stock a range of comparison goods. This includes clothing, electronics and some white goods.

9.7 The centre's convenience provision is significantly above the national average however this consists of only the Tesco superstore. This is a large store which has a large food goods selection including a specialist fishmongers and butchers counter. The store also has a pharmacy and click-and-collect service. A large car park serves the store and there is a nearby bus station.

9.8 In terms of 'other' provision, the centre is occupied by Tesco petrol filling station, car rental service and scaffolding company. There are a number of retail services including the pharmacy however these are located within the Tesco store. There are no leisure uses such as food and beverage establishments or community uses within the town centre boundary therefore it is considered that the centre is currently not performing its role as a district centre. Similarly to Crossharbour, Bromley by Bow does not fulfil the functions of a typical district centre due to the lack of town centre uses, its location, and lack of community.

Vacancy Levels

9.9 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels recorded during the audit and site visit conducted by CJ in June 2016.

9.10 The current vacancy rate in the town centre is 20% which is above the UK national average of 11.17% however this is skewed by the small number of units within the town centre as only unit is currently vacant. This is a large tower block which is located adjacent to the Tesco store and faces onto the A12. It is currently derelict and has been vandalised with large amounts of graffiti and broken windows. Due to its prominent position has a negative influence on the centre's public realm. The 2009 retail study did not record vacancy rates for Bromley on Bow therefore it is not possible to compare this figure with previous years.

Table 9.2: Vacant units – Bromley by Bow

	2016	UK Average 2016
Vacant units – nos.	1	-
Vacant units – %	20.00%	11.17%

Bromley by Bow Masterplan SPD

9.11 The Bromley by Bow Masterplan SPD aims to provide the detail to support the delivery of affordable and family housing, jobs, open space, schools and other important services. The vision sets out that the centre will be easy for people to move safely from place to place, people will be able to take a trip by foot or bike along the towpath or across to Three Mills Green. The A12 will continue to play a key strategic role but the road will be safer and an easier place for pedestrians and cyclists to cross.

9.12 Linking the area outlined on district centre plan above to the rest of the neighbourhood located on the other side of the A12 is one of the biggest challenges of the masterplan. It currently does not feel like they are part of the neighbourhood due to the lack of accessible community uses. The masterplan also highlights the need to improve the conditions of the existing subway and connections along the River Lea and to the waterfront. There is an opportunity to create a new public square to enhance the district centre. There will also be potential to extend the square via the improved subway to link into the station improvements west of the A12.

Prime Zone A Rents

9.13 At the end of August 2016, agent sources estimates prime rents in Bromley by Bow at £20 psf Zone A.

Accessibility

9.14 The A12 runs through the centre and buses and cars can access the Tesco store via this main road. This road provides direct links into Stratford and Canary Wharf.

9.15 The centre is easily accessible via public transport being located adjacent to Bromley by Bow underground station. There are also regular bus services to and from the Tesco store which stop immediately outside the store entrance.

9.16 In contrast to this pedestrian linkages are poor due to the busy A12 which can only be crossed via the subway. It is considered that the subway is uninviting and could be perceived as an unsafe environment if using alone, particularly during night time. There is a need for additional lighting and CCTV installation.

9.17 The town centre is also poorly linked to Bromley High Street (located outside of the council's boundary) as again, access via underpass is required and there are little town centre uses linking the two areas.

Pedestrian Flows

9.18 At the time of our visit, the highest concentration of pedestrian activity was around the entrance to the Tesco store. This is the main use located in the centre so this was as predicted.

Customer Views and Perceptions

Household Survey

9.19 The survey results showed that respondents liked the following features of Bromley by Bow. The most frequently raised themes are shown in the table below. It should be noted that smaller sample of respondents answered questions on Bromley by Bow. Therefore, the results should be treated as indicative.

Table 8.3 Feature respondents liked about Bromley by Bow District Centre

Response	Study Area
Close to home	56.2%
Easy to park	11.5%
Close to work	10.9%

Source: HTIS 2016

9.20 As the table shows, the majority of respondents highlighted the centre's proximity to home as what they liked best about Bromley by Bow, which is the most commonly like characteristic for all of the centres surveyed. The availability of parking was highlighted as a key positive factor, along with the centre's proximity to where respondents work.

Respondents were also asked what, if anything, they would improve in Bromley by Bow that would encourage them to visit the centre more. The vast majority of respondents did not consider that any improvements are needed for Bromley by Bow while the only suggested improvement focused on improving retail offer, in particular more or better food shops.

Environmental Quality

9.21 The Tesco superstore and immediate area including the car park and landscaping to the front are considered to be of a good environmental quality due to the building being well maintained and being generally clean and tidy. However the surrounding area, particularly the large vacant derelict building to the south of the Tesco store is considered to degrade the overall environmental quality of the centre. As stated above, this prominent building is in poor condition and has been vandalised; combined with the presence of the busy A12 and subway link this does not create a safe and appealing environment for visitors. It is important that the subway link is well maintained in terms of lighting and tidiness so that it is perceived as being as safe as possible.

9.22 The noise from the A12 decreases the overall environmental quality of the area. The road appears intrusive and although it is separated from the store by way of tree planting, it is still noisy and degrades the visual appearance of the centre. However Bromley by Bow does not currently function as a typical district centre as there are no residential, civic or community uses so this does not have the same impact` as it would on a typical district centre within the borough.

Summary

9.23 Key strengths identified for Bromley by Bow include:

- The large Tesco superstore anchors Bromley by Bow and is the centre's only convenience provision. The store attracts people from travelling outside of the centre. The store also has a pharmacy and sells a range of comparison goods as well as food.
- There is easy access to and from the centre. Bromley by Bow underground station is located within the town centre boundary and the A12 runs directly past the centre allowing easy access by car to the supermarket.

9.24 Key weaknesses identified for Bromley by Bow include:

- Bromley by Bow does not perform as a typical district centre. Alongside the supermarket, the majority of the town centre boundary is occupied by vacant or derelict land and industrial units. The centre is not just used by just those from the immediate area due to the attraction of Tesco therefore does not operate as a neighbourhood centre but the lack of community and town centre uses means does not meet the criteria of a district centre even more so.

- The centre is poorly linked to any residential area including around Bromley High Street and Stroudley Walk neighbourhood centre which must be accessed via underpass. Safety is an issue here, especially during night time and it is unappealing to pedestrians.

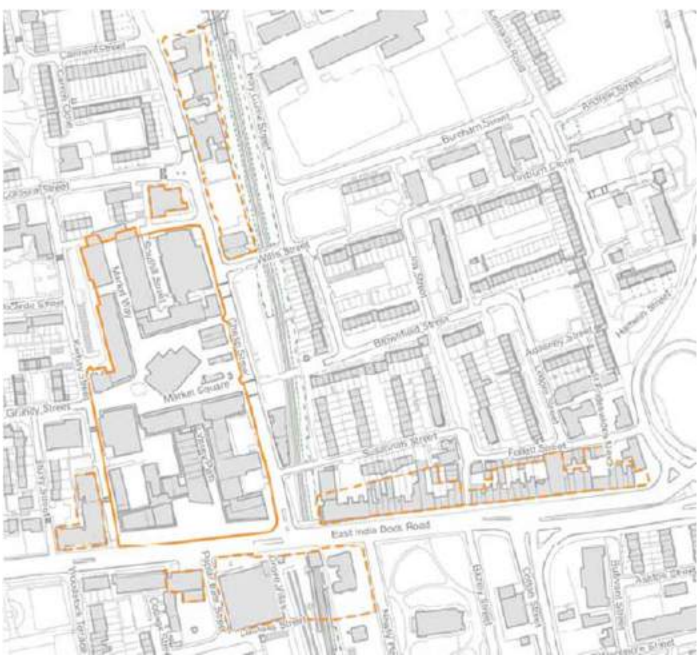
10 CHRISP STREET DISTRICT CENTRE

Retail Context

10.1 Chrisp Street is situated within the centre of the borough, north of the Isle of Dogs and is designated as a district centre. The town centre spatial strategy describes the centre as a classic and distinctive post-war open air shopping centre built as part of the Festival of Britain in 1951 to celebrate 'Living Architecture' and was the first pedestrianised shopping centre in Britain. The Lansbury Conservation Area seeks to conserve and enhance the distinctive urban form and design.

10.2 The Core Strategy sets out the vision for to regenerate Poplar into a great place set around a vibrant, thriving and multipurpose town centre with a mix of uses including evening and night-time use and a market at Chrisp Street. It also sets out that the centre will be regenerate with improved visual access and entry points while respecting the elements of historic conservation value. Chrisp Street and the wider Poplar area are currently part of a major regeneration initiative. Many estates are currently managed by Poplar HARCA and the initiative will see these remodelled into better planned and designed neighbourhoods. The market place is also key to these regeneration initiatives due to its central location and role in the community.

Figure 10.1: Defined centre boundary – Chrisp Street



Source: Town Centre Boundaries and Uses Review 2012, LBTH

10.3 As the figure shows, the southern boundary for the centre runs along East India Dock Road and is marked by: All Saints DLR on the southern side of the road; Poplar HARCA and the Idea Store in the southwest, alongside the large public open square to the front of these buildings; and a parade of small retail units to the southeast. To the west the centre is bounded by Kerbey Street which provides access to the purpose-built covered market located in the market square. The market place is bounded to the east by Chrisp Street. Small retail outlets with 1950s architectural style flats above surround the market square. From the market square, access can be gained to Vesey Path which leads into the public square to the front of the Idea Store and Poplar HARCA buildings. Vesey Path is a pedestrianised shopping parade which has a mixture of retail uses on the ground floor with more 1950s residential accommodation above. There is also a secondary frontage at the upper end of Chrisp Street which includes a health centre and public house. The centre mainly serves the local community however the market may attract those from outside of the centre. The centre has a wide range of uses including civic and community uses such as the Idea Store and a Police Shop.

Retail Composition and Diversity

10.4 The assessment of the current retail and service provision in Chrisp Street (measured by outlets and floorspace) has been informed by CJ's own town centre and desktop audit in 2016.

10.5 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Chrisp Street had an above average proportion of comparison goods retailers (50%). The centre was found to have 14% of units occupied by convenience retailers, which was above the Goad national average at that time (9%).

10.6 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 10.1: Diversity of uses – Chrisp Street

Category	Units 2016		UK average %
	Unit Nos	% of total	
A1 Comparison	27	18.12%	31.97%
A1 Convenience	21	14.09%	8.62%
A1 Retail Service	24	16.11%	13.94%
A2 Financial & Professional	7	4.70%	10.64%
A3 Restaurants & cafes	12	8.05%	8.86%
A4 Drinking establishments	3	2.01%	4.31%
A5 Hot food takeaways	14	9.40%	5.70%
Other	31	20.81%	-
Vacant	10	6.71%	11.17%
Total	**149**	**100.00%**	

Source: Carter Jonas

10.7 Chrisp Street's comparison retailer provision is significantly below the national average (18.12% compared to 31.97%). Despite this low proportion Chrisp Street has a wide range of comparison goods stores selling furniture, clothing, pet goods, jewellery, DIY goods and electronics. The centre only has two national multiple retailers which are Shoe Zone and Boots.

10.8 In comparison to this, Chrisp Street has a convenience provision which is significantly above the Goad national average (14.09% compared to 8.62%). The centre is anchored by a large Co-op supermarket which is located at the corner of the market square. The store also stocked a small range of non-food items including white goods. Other high street convenience stores include Greggs, Iceland and Percy Ingle Bakeries. This provision is complemented by a large number of independent retailers including greengrocers, smaller convenience stores, butchers, bakers and a delicatessen.

10.9 The centre's retail service provision is above the Goad average (16.11% compared to 13.94%). The 24 units occupied by this use include hairdressers, a post office, dry cleaners and opticians. The financial and professional use provision is also below the Goad average with only one high street bank (Barclays) being located within the centre.

10.10 Both A3 and A4 use class provision is identified as being below average and there are no national multiples within this use class in the centre. Despite this the centre offers award winning traditional East End pie and mash shops, namely Eastender and Maureens. Hot food takeaway provision is over represented (9.40% compared to 5.70%) and includes Papa Johns Pizza and Pizza Hut Delivery. It is important that this use is monitored so that a concentration of units occupied by takeaways does not occur within the centre.

10.11 The 'other' category includes B1, B2, C3, D1, D2 and Sui Generis uses. Sui Generis use classes includes two William Hill betting shops that are within the centre. This is considered to be an over representation due them both being located within the market square. This category also includes D1 community uses such as the Idea Store, Chrisp Street Children's Centre, dental clinic and health centre.

The Street Market

10.12 Chrisp Street Market was Britain's first purpose-built pedestrianised covered shopping centre in the UK. It was originally a Victorian street market and was redeveloped after the Second World War. The market is still considered to have a strong sense of identity. The market is included within the Lansbury Conservation Area which the intention to preserve and safeguard the original character and integrity of the post-war housing and market place.

10.13 The market is open Monday to Saturday between the hours of 8-6pm. Stalls are set up underneath a large protective canopy; this is a permanent structure unlike the majority of the other markets across the borough. There are approximately 100 market stalls selling products ranging from plants, fruit and vegetables, clothing, bed linen and toys which complement the comparison offer sold within the retail units which line the market square. The majority of these stalls (87%) are permanent to the market and the market is at its highest occupancy on Wednesdays when 74% of the stall space is occupied. The red brick Clock Tower is located to the east of the market square and is also designed as a viewing point over the neighbourhood. The scissor like form of the staircase also increases the unusual appeal of the landmark.

10.14 On the last Friday of each month 'Bite' street food collective operates from the market square, providing food, live music and a pop up bar for visitors between 11am and 3pm. The market is attended by some of London's biggest street food vendors. The square is regularly used for events including a pop up cinema and 'Swing East' 1950s festival. The event programme is funded by United House Developments and housing association Poplar Harca.

10.15 Due to the market's central role in the community, it has been the focus for a number of regeneration projects including the Portas Pilots programme (awarded £99,000 from the Mayor's Portas Pilot initiative and a further £88,000from LB Tower Hamlets) and a £300m redevelopment project including 750 new homes, a joint venture involving both United House and Poplar HARCA. The scheme will involve a mix of affordable and private sale housing alongside 250,000 sq. ft. of upgrades to retail space whilst maintaining the market as the centre of the community. It is planned for the market to be split into three separate areas which includes independent retail space, a high street shopping and leisure space (including cinema) and a space for the existing market. The aim is for development to begin in 2017 with phased completions over a seven year period.

10.16 As part of the Portas Pilots programme, London Borough of Tower Hamlets was awarded funding to help develop the market by supporting new locally-driven businesses that increase the supply and production of healthier food which will help address healthy inequalities and meet the demands of the changing population in the area. An 18 month healthy eating project ran between 2012 and 2014. As well as the sale of fresh, healthy produce on the market, fresh food vouchers were made available to families and cooking demonstrations took place in the market. Whilst it is considered that the programme brought together both health and enterprise priorities, ongoing resources were required for the project to have lasting effects.

Vacancy Levels

10.17 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the CJ 2016 audit data.

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

10.19 The current vacancy rate in the town centre is 6.71% which is below the 2016 UK national average of 11.17%. The vacancy rate has increased when compared with the 2008 vacancy rate which recorded a vacancy rate of 0%. There has been an increase of ten vacant units since the previous study (the study area may have changed since the previous study as the previous total number of units surveyed was 109 which is fewer than the current survey).

10.20 The audit identified that the majority of vacant units were located in the peripheral areas of the town centre; namely East India Dock Road and Chrisp Street. This includes 173 East India Dock Road which is situated within the large public square which is set back from the street, facing onto the main road.

Table 10.2: Vacant units – Chrisp Street

	2008	2016	UK Average 2016
Vacant units – nos.	0	10	-
Vacant units – %	0.00%	6.71%	11.17%

New Investment and Development

10.21 As stated above, Chrisp Street's market key community role has allowed it to be the focus for a variety of regeneration projects such as the Portas Pilot Programme. The new £300m investment project by Poplar HARCA and United House is part of phase one of the Poplar Riverside Housing Zone designation. This was designated in 2015 and covers the district centre of Chrisp Street. The area could experience housing growth of around 10,000 new homes by 2025. The housing zone contains 10 development sites and the estate renewal scheme at Chrisp Street has been allocated within phase one.

10.22 Additional investment includes support from the High Street Fund (which assisted with a project raising Chrisp Street's profile by holding events in the market and the introduction of Chrisp Street on Air, a temporary community radio station.

10.23 The Open Poplar initiative involved Poplar HARCA opening up underused spaces for bids from businesses and social enterprises that were able to receive subsidised space if their initiative was of a benefit to the local community. Somewhereto received one of these spaces in an empty unit. This is a lottery funded social enterprise which aims to provide support to young people over a 12-month period to help them develop creative, entrepreneurial and charity projects. Somewhereto is located within Market Way.

10.24 Chrisp Street Exchange, a co-work space and community of entrepreneurs, was supported by the Mayor's Regeneration Fund. A vacant unit has been converted in to a shared workspace which provides the option of a 7 day a week office space alongside loans and support for new businesses.

Prime Zone A Rents

10.25 At the end of August 2016, agent sources estimates prime rents in Chrisp Street at £20 psf Zone A.

Accessibility

10.26 The centre is easily accessible via public transport. All Saints DLR station is located within the town centre boundary and provides links to Canary Wharf and Stratford. Poplar station is also within walking distance and there are a number of regular bus services that bus through the centre along East India Dock Road providing connections to central London. A car park serves the Co-op store and is free of charge for two hours on Saturday and mid-week however this is located on the opposite site of the street which may be difficult with those carrying large amounts of shopping from the supermarket. Some on-street parking is also available.

10.27 East India Dock Road is a busy main road and although at the time of the visit traffic levels were generally low, it is likely that this road could become congested and traffic could become a problem at peak times. However the road does not cause much of an issue for pedestrians as retail and town centre uses are all located on the northern side of the street with pedestrians only needing to cross the road to access All Saints DLR station. Vesey Path, Market Way and Market Square are all pedestrianised which means accessibility for pedestrians across the centre is good.

10.28 Linkages to the parade of shops to the east of the centre along East India Dock Road are poor. There is little signage to promote the parade of shops and the market area/Vessey path and the East India Dock Road parade are essentially two separate centres.

Pedestrian Flows

10.29 At the time of our visit, the highest concentration of pedestrian activity was around the Market Square and Market Way. This area is pedestrianised and the market had been in operation which may reflect that these factors go some way to encourage pedestrian activity. The parade of shops along East India Parade to the east of the centre had a much lower pedestrian count and secondary shopping function that this area serves.

Customer Views and Perceptions

Household Survey

10.30 The survey results showed that respondents liked the following features of Chrisp Street. The most frequently raised themes are shown in the table below.

Table 10.3 Feature respondents liked about Chrisp Street District Centre

Response	Study Area
Close to home	41.7%
Good range of non-food shops	23.2%
Traditional	15.9%
The market	11.0%
(Nothing/ very little)	9.0%
(Don't know)	7.9%
Attractive environment/ nice place	7.0%
Good range of independent shops	6.7%

Source: HTIS 2016

10.31 As with other opinion surveys questions for other centres, Chrisp Street's proximity to home (40.6%) was the main feature that respondents liked about the centre. The centre's good range of non-food shops was highlighted as another important feature, followed by its traditional 'feel' and the street market. Some respondents stated liked nothing or very little about the centre. To a lesser extent, the attractiveness of the centre and its good range of independent shops were highlighted as positive features.

10.32 Respondents were also asked what, if anything, they would improve Chrisp Street that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 10.4: Key Improvements for Chrisp Street District Centre

Response	Study Area
(Nothing)	57.4%
More/ better comparison retailers	8.5%
More national multiples/ 'high street' retailers	7.9%
More/ better parking	7.6%
Cleaner streets	7.1%
More/ better food shops	7.0%

Source: HTIS 2016

10.33 As the table shows, the majority (57.4%) of respondents appear to satisfied with the centre stating that no improvements are needed. Where suggested improvements are raised, they are focused on enhancing retail provision; particularly more or better comparison retailers and more' high street' retailers. Better parking provision, cleaner streets and more or better food shops were also highlights as areas that need to be addressed for the centre. With major planned investment and regeneration for the centre, it is likely that some or all of these suggested improvements will be delivered.

In Centre Survey

10.34 An in centre survey was conducted in Chrisp Street District Centre on July 2016. The survey shows that those visiting the centre do so regularly with approximately a quarter (25.7%) of respondents visiting the centre daily while over a fifth (21%) visiting four to six times a week. Almost two thirds (65%) of respondents travel to the town centre by foot, which suggests that the predominantly serves a local catchment.

10.35 Respondents were more likely to be visiting the centre for shopping (46.7%), particularly for comparison goods shopping. Separately, some 12.4% of respondents were visiting the street market, with the majority visiting the street market to purchase food and grocery goods. The other most frequently stated reason for visiting the centre was for work (10.5%), which is likely to include commuters accessing bus and DLR services. In terms of linked activities, a greater proportion (43%) of respondents did not intend to carry out any other activities. Those that did intend to link their trip with other activities were more likely to visit shops (22%), visit the street market (20%) or eat out (16%).

10.36 The survey found that almost half (49%) of respondents regularly visit Westfield Stratford while Canary Wharf (8%) was identified as the main competing centre within the Borough. Respondents predominantly visited other centres for comparison goods shopping, while food shopping and eating out were given as other reasons. The quality and choice of shopping was highlighted as what respondents liked most about other centres that they frequently visit, followed by a better range of places to eat and drink.

10.37 The survey results showed that respondents liked the following features of Chrisp Street:

Table 10.5: Features respondents liked about Chrisp Street District Centre

Response	Study Area %
Near/ convenient	50.9%
Easy walking distance	28.6%
(Nothing in particular)	22.9%
Character/ atmosphere	8.6%
Prices are competitive in shops compared to other centres	6.7%
The Idea Store	6.7%
Presence of a street market	2.9%
Range of places to eat out	2.9%
Diversity	2.9%

Source: In-centre Survey, June 2016
Note: Some survey questions had multiple responses therefore percentages do not add up to 100

10.38 As with other centres surveyed, the feature respondents liked most about Roman Road East was that it was near to them or in a convenient location (69%), which also correspondents to the second most 'liked' aspect of the centre; it's easy walking distance (49%). This compares to the findings from the HTIS and reflects the role played by Roman Road East, which serves mostly local residents (i.e. Zone 7). Respondents also highlighted the attractive character and atmosphere of the centre (26%) and other positive features regarding good public transport links (12%), and that the centre isn't too crowded (7%).

10.39 The survey also identified by what respondents disliked about Chrisp Street and how the centre could be improved for shopping. Key features that respondents dislike most about Chrisp Street are summarised in the table below:

Table 10.6: Features respondents disliked about Chrisp Street District Centre

Response	Key Responses %
Dirty shopping streets	41.0%
Lack of choice of goods sold at the street market	33.3%
Lack of choice of supermarkets and other food shops	21.0%
Lack of choice of non-food multiples/ 'high street' shops	16.2%
(Nothing in particular)	9.5%
Inadequate range of cafes and restaurants	8.6%
(No opinion)	7.6%
Food shops (e.g. supermarkets and smaller stores)	5.7%
Lack of mixed cultures	3.8%

Source: In-centre Survey, June 2016
Note: Some survey questions had multiple responses therefore percentages do not add up to 100

10.40 The main factor that respondents disliked most (41%) about Chrisp Street was the cleanliness of the shopping streets, which was highlighted in the household survey as an area for improvement. The lack of choice of goods sold at the street market and the lack of choice of supermarkets and other food stores was also raised an issue, followed by a lack of non-food multiples. The latter was also raised in the household survey. To a less extent some respondents stated they liked nothing or very little about the centre as well as the inadequate range of cafes and restaurants.

10.41 The survey also identified by what respondents disliked about Chrisp Street and how the centre could be improved for shopping. Key features that respondents dislike most about Chrisp Street are summarised in the table below:

Table 10.7: Suggested improvements for Chrisp Street

Response	Key Responses %
Improve appearance / environment of centre	41.0%
Better choice of shops in general	39.0%
More high street multiples	31.4%
Remove litter more often	22.9%
More/ better food shops	16.2%
Improvements to the quality and range of goods sold at the market	8.6%
Improvements to the appearance of the street	8.6%
New/ different street markets (e.g. food market, farmers' market)	8.6%
More shelter from wind/ rain	8.6%

Source: In-centre Survey, June 2016
Note: Some survey questions had multiple responses therefore percentages do not add up to 100

10.42 The suggested improvements raised by respondents tie directly with what respondents 'disliked' about the centre. The most commonly suggested improvement related to the need to improve the appearance and attractiveness of the centre's environment, including more frequent removal of litter. Improvements to the centre's retail offer were also highlighted; including more high street multiples and more or better food shops.

Stakeholder Consultation

10.43 Consultation was carried out with Popular HARCA, which represents one of the key land owners in Chrisp Street and who is promoting major regeneration of the town centre. To be completed.

Environmental Quality

10.44 Overall the general environmental quality of Chrisp Street is good. The Market Square, Market Way and Vessey Path are well maintained pedestrianised areas of the centre. There is a good provision of street furniture along all three areas including benches and street planting which helps to encourage visitor activity in these areas and at the time of the visit there were visitors using the seating areas. There is a small children's play area located in the market place that was also being used. The covered market is a permanent fixture which is generally in good condition.

10.45 Across the centre, including around the market place and along East India Dock Road, many units appear dated and in need of a refresh and modernisation.

10.46 There is a large open square located to the front of the Idea Store, to the south of the market along East India Dock Road. This is a large space which currently only has a small water fountain feature in the centre. There is a lack of seating and plating which does not make the area inviting therefore there is potential to develop this area into a community space which could encourage activity in Chrisp Street.

10.47 There is a covered area which links Vessey Path to the Market Place which is considered to be poorly kept. There is evidence of graffiti and littering around the stairwells to the above flats which decreases the overall quality of the public realm in this area. There may be safety issues around here during night time and it is important that the area is well lit and well maintained to enhance feelings of safety for pedestrians passing through and residents living in the flats.

10.48 The iconic clock tower located to the eastern edge of the market square is a prominent architectural feature which is reminiscent of Chrisp Streets post-war 1950s redevelopment which saw it become the first pedestrianisation shopping centre in Britain along with a landmark in new urban design. It is important that this is maintained and that anti-social behaviour is deterred around the stairwells of the tower.

Summary

10.49 Key strengths identified for Chrisp Street include:

- The centre has a high proportion of convenience goods provision which is significantly above the national average. The centre is anchored by a large Co-op supermarket which is supported by independents such as a grocers, butchers and bakers. There is also an Iceland situated in the centre.
- The centre has a reasonably low vacancy rate (6.71%) which is below the national average of 11.17%. This suggests that the centre is operating well and is considered to be healthy.
- The market is considered to be a key asset which characterises Chrisp Street. Alongside the everyday market, this space allows for additional community and market events to take place during the month. This has been supported by the Portas Pilot programme. The large canopy which covers the market and the pedestrianisation of this area enhances the quality of the space. The iconic clock tower on the edge of the market square is a key feature that contributes to the character of the centre.
- The pedestrianisation of Market Way and Vessey Path also helps to enhance the environmental quality of the centre. Planting and public seating areas encourage activity along these pedestrianised streets.

10.50 Key weaknesses identified for Chrisp Street include:

- Similarly to many of the other district centres there is an underrepresentation of comparison goods, particularly national multiples, within Chrisp Street. Only 18.12% of the total units are occupied by comparison retailers.
- Although the proportion of hot food takeaways within the centre is above the national average, there is an opportunity to increase the restaurant/café and drinking establishment provision which is currently below average.
- Linkages to the parade of shops located along East India Dock Road to the east of the centre are poor. The two areas essentially operate as different centres with the area to the east appearing to be much more underused. The quality of retail and the public realm is also of a lower quality. Attention should be given to creating better links to encourage activity across the entire centre.
- There is a large open space to the front of the Poplar HARCA and Idea Store which has potential to be an attractive well-used open space. At the time of the visit there were no visitors using this area. Additional seating and planting would help to enhance this area and encourage people to use the space which would ultimately extend their time within the centre.

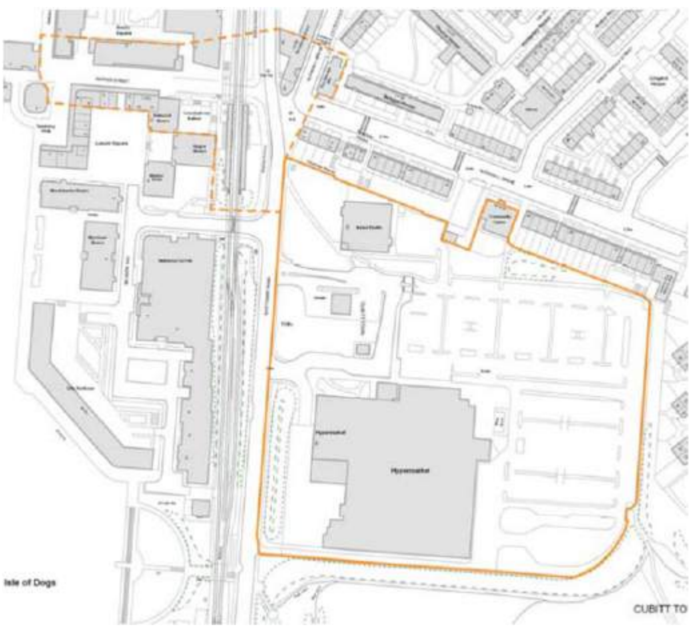
11 CROSSHARBOUR DISTRICT CENTRE

Retail Context

11.1 Crossharbour is situated on the Isle of Dogs close to Canary Wharf. It is designated as a district centre within the 2010 Core Strategy. Along with Bromley by Bow, it is one of the smallest district centres within Tower Hamlets. The centre is located within close proximity to Millwall and Millwall Dock to the west, Mudchute to the south and Cubitt Town to the northeast.

11.2 The Core Strategy sets out the vision for a residential waterside place set around a thriving mixed use town centre, including civic uses, centred on a transport interchange at Crossharbour. This will involve better integration with Pepper Street which is considered to be a secondary shopping area located by Millwall Outer Dock. The Core Strategy also sets out the priority to create a new public square to act as a focal point for the centre.

Figure 11.1: Defined centre boundary – Crossharbour District Centre



Source: Town Centre Boundaries and Uses Review 2012, LBTH

11.3 The role of Crossharbour is different to the role of the other district centres as it serves a wider population, rather than just a local one (including Millwall and Cubit Town). The centre is focused around a large Asda store meaning that many from other centres travel here rather than only those from the immediate area. There is a pharmacy next door to the supermarket and a health centre located across the car park. There are few other town centre uses other than a small number of retail and leisure units which are located on Pepper Street across from Asda underneath the dockland lights railways (DLR) bridge therefore the centre is lacking the diversity of uses that are typically associated with the other district centres within the borough. Pepper Street has a parade of shops running along both sides of the street which is set back within the footprint of the building. Units here are occupied by retailers including Tesco Express and Papa Johns. There are residential properties to the north of Asda outside of the district centre boundary.

Retail Composition and Diversity

11.4 The assessment of the current retail and service provision in Crossharbour (measured by outlets and floorspace) has been informed by Experian Goad's April 2015 town centre audit. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been amended to best reflect the council's boundary. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016.

11.5 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Crossharbour had a just below average proportion of comparison goods retailers (44%). The centre was found to have 56% of units occupied by convenience retailers which was significantly above the Goad national average at that time (9%) however it should be noted that this is skewed by the large floorspace of the Asda store and the exclusion of Pepper Street from the town centre boundary.

11.6 The table below shows the composition and diversity of the town's retail and service outlets from the Experian Goad 2015 audit. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 11.1: Diversity of Uses – Crossharbour District Centre

Category	Units 2015		
	Units Nos.	% of total	UK average %
A1 Comparison	3	17.65%	32.21%
A1 Convenience	2	11.76%	8.51%
A1 Retail Service	3	17.65%	14.30%
A2 Financial & Professional	1	5.88%	10.74%
A3 Restaurants & cafes	2	11.76%	8.70%
A4 Drinking establishments	1	5.88%	4.27%
A5 Hot food takeaways	2	11.76%	5.66%
Other	3	17.65%	-
Vacant	0.0	0.00%	11.35%
Total	**17**		

Source: Experian Goad 2015

11.7 Crossharbour's comparison retailer provision is significantly below the national average (17.65% compared to 32.21%). There is a significant underrepresentation of comparison retailers within the centre as there are only three present, two of which were located on Pepper Street which was not included within the 2009 retail study. These comparison stores include a florist, a hospitality clothing shop (Denny's Brands) and a pharmacy which is located by the entrance of the Asda store. The specialist nature of these outlets, particularly Denny's Brands, means that they are unlikely to attract those from outside the centre, not just those residing within the immediate area. The pharmacy is also likely to attract mostly those that are already intending to visit the supermarket. The largest provision of convenience goods can be found within the Asda supermarket where clothing, electronics and entertainment products are stocked. These are more likely to appeal to local residents who are shopping for less specialist goods.

11.8 The centre has a lower proportion of convenience goods than comparison goods units although this figure is an above average provision of convenience goods (11.76% compared to 8.51%). This provision consists of a large Asda supermarket located on East Ferry Road across from the DLR station and a Tesco Express on Pepper Street, to the north of the DLR station, accessed underneath the railway bridge. The Asda is served by a large car park which was mostly full on the day of the site visit. Additional services including a pharmacy, petrol filling station, café, clothing and white goods. There is a bakery, fishmongers and butchers within the store and it is open 24 hours a day (apart from weekends). The Tesco Express also provides a good variety of convenience goods and serves top-up shopping needs.

11.9 Retail service provision is above the Goad national average (17.65% compared to 14.30%). Provision includes a dry cleaners and hairdressers. There is only one unit occupied by A2 use which is an estate agent.

11.10 There are two cafes located along Pepper Street (Le Munch Bunch and St George's of Mayfair) alongside two hot food takeaways which is considered to be an above average proportion of this use (11.76% compared to 5.66%). There is also a public house on the corner of Glengall Grove. Other community facilities include St John's Community Centre also located on Glengall Grove.

Vacancy Levels

11.11 There are currently no vacant units within the centre. The previous retail study also recorded no vacant units however the town centre boundary at that time included only Asda and the adjacent pharmacy. Therefore with the boundary extension along Pepper Street and the no vacancy rate recorded, it is considered that the centre is performing well.

New Investment and Development

11.12 New investment and development opportunities in Crossharbour include planning permission for the redevelopment of the existing Asda site form a new Crossharbour District Centre. This redevelopment scheme will include the provision of a replacement Asda store alongside additional retail units for 1,461sqm gross convenience floorspace and 8,730sqm of comparison floorspace. Additionally a maximum of 850 residential units are proposed (including affordable) with community spaces, a public square and car parking.

11.13 Baltimore Tower is a unique residential development with 3,000sqm of commercial space at ground floor level with an expected 50% for retail uses, assuming a convenience comparison ratio of 50:50. This Crossharbour site was formally the site of the London Arena. Pepper Street is to the south of the site. The proposals include a landmark 45 storey prestigious residential tower providing approximately 330 apartments with large wrap-around private terraces and is located minutes away from Canary Wharf. The development also includes a skytop restaurant on the 43rd floor, cocktail bar, private cinema, health spa and fitness complex with swimming pool and underground parking. This is recognised as being one of the largest and most complex projects ever undertaken in Docklands.

Accessibility

11.14 Crossharbour is focused around the Crossharbour Station which is on the docklands light railway. The station is situated opposite the Asda store. The district centre is also served by regular bus services. The centre is linked to Aspen Way via East Ferry Road. This then provides links to and from central London. The centre has a large carpark which serves the Asda store.

11.15 Despite the main road (East Ferry Road) which separates Asda from the rest of the centre including Crossharbour Station and Pepper Street, pedestrian access across the centre is good. The superstore comprises both comparison and convenience goods under one roof, and access to Pepper Street is convenient due to the pedestrian crossing. The parade of shops along Pepper Street is covered and pedestrianised.

Pedestrian Flows

11.16 At the time of our visit, the highest concentration of pedestrian activity was around the Asda store. Pedestrian flows were much lower along Pepper Street however there were higher levels of activity outside Tesco Metro and the two cafes.

Environmental Quality

11.17 Overall Crossharbour’s public realm is well maintained however it is considered that Pepper Street is of a higher environmental quality than the area around Asda. Pepper Street has no evidence of litter and there are planted areas which assist in making the street attractive. The shop fronts and buildings are also of a clean, modern design although the street could benefit from public seating areas.

11.18 In contrast although the Asda area is generally well-kept there is a lack of litter bins meaning that there was evidence of littering between the path linking the pedestrian crossing to the store car park. There is some green space located to the corner of the Asda car park however this is not appropriate for community use.

Summary

11.19 Key strengths identified for Crossharbour include:

- The centre has an above average proportion of convenience goods. Crossharbour is anchored by a large Asda food store. This store is one of the main attractions of the centre and people travel from outside of the immediate area to visit here. The store is served by a large car park and also stocks a wide range of comparison goods. A Tesco Express also serves the centre although this is located along Pepper Street.
- The pedestrianisation of Pepper Street enhances the public realm of this area of the centre. The parade of shops here is also covered and has modern paving and architecture. Planted areas further enhance the public realm.
- The district centre is focused around the Crossharbour DLR station therefore the centre is highly accessible and well linked to the rest of London, especially Canary Wharf.
- The centre has a good provision of community uses including a community centre, health centre and a pharmacy.
- There are no vacant units within the centre therefore the centre has the lowest recorded vacancy rate of all the district centres.

11.20 Key weaknesses identified for Crossharbour include:

- Overall there are very few town centre uses compared to other district centres in the borough. There are only 17 units in total which is more in line with the number of units within a neighbourhood centre therefore Crossharbour is not currently performing the same role as the other district centres. Asda attracts visitors from outside the centre whereas there are few visitors using the retail and services located along Pepper Street.
- There are a significantly low proportion of comparison goods units located in the centre. There are only three units operating in this use which includes a pharmacy, florists and hospitality clothing shop. The specialist nature of these outlets, particularly Denny's Brands, means that they are unlikely to attract those from outside the centre who travel to the centre for a specific purpose. Unlike other centres such as Bethnal Green, there is not a market and a range of comparison goods for visitors to browse through,

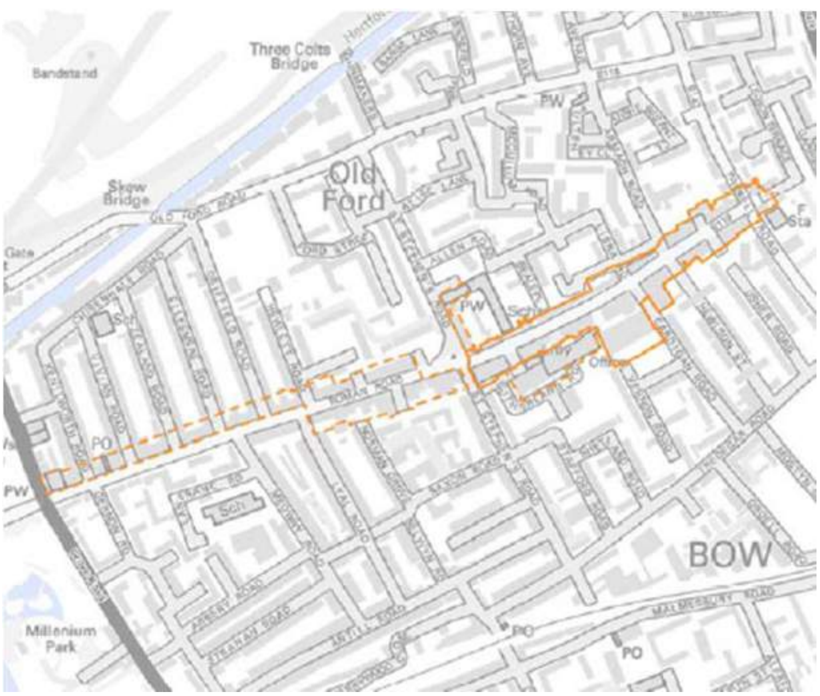
12 ROMAN ROAD EAST DISTRICT CENTRE

Retail Context

12.1 Roman Road East is located to the north of the borough at the eastern end of Roman Road and is also designated as a district centre within the 2010 Core Strategy. Similarly to Roman Road West, it is a historic linear centre although Roman Road East has a larger town centre boundary. It is considered to be the most distinctive and prominent of the two centres, because of both its larger size and the street market. Roman Roads street market also operates at this end of the road. The centre is just over a ten minute walk away to both Bow and Mile End and is in close proximity to the Olympic Park. The Core Strategy identifies the need for Roman Road East Town Centre to become better connected to the Olympic Pak.

12.2 The Town Centre Spatial Strategy sets out the key aim for Roman Road East- by 2025 Roman Road East will be focused around the rejuvenated street market which will contribute to the town centre being a distinctive place to shop and socialise. It will offer the residents of Bow a more relaxed, cleaner and safer environment to the hustle and bustle of nearby town centres. The Core Strategy echoes this aim by setting out the regeneration of Roman Road East Town Centre by supporting a mix of uses in the form of shops, cafes, restaurants and an anchor supermarket as a priority. It also states that the market should be improved by promoting it as a place suitable for outdoor events and festivals to both promote the centre and support social cohesion.

Table12.1: Defined centre boundary – Roman Road East



Source: Town Centre Boundaries and Uses Review 2012, LBTH

12.3 Roman Road East is split into two different halves with the market to the east and standard retail units and residential properties to the west. The town centre boundary is identified to the west by the St Barnabas church. To this area of the centre, the majority of retail units are located along the northern side of the road whereas flatted developments and terrace housing are located along the southern side. There is a variety of both modern and older shop frontages. From the junction of Lyal Road, retail units are distributed across both sides of the road and continue to be down to the eastern town centre boundary.

12.4 The market end of Roman Road East is separated from the western end of the centre by St Stephen's Way. Here retail uses are again distributed along both sides of the street however the area is characterised by the famous Roman Road Market which provides a wide variety of stores selling both convenience and comparison goods. This runs through the centre of the road which is pedestrianised. The eastern boundary is identified by Parnell Road. Large 'Roman Road Market' arches signify the entrance and exit to the market end of the centre. The town centre boundary also includes St Stephen's Street where a number of retail units are located and Vernon Road where Tesco Metro is situated and access to the idea store can be gained. The town centre boundary is set out in the plan below:

Retail Composition and Diversity

12.5 The assessment of the current retail and service provision in Roman Road East (measured by outlets and floorspace) has been informed by Experian Goad's October 2015 town centre audit. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been amended to best reflect the council's boundary. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016.

12.6 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Roman Road East had a below average proportion of comparison goods retailers (37%). The centre was found to have 10% of units occupied by convenience retailers which was just above the Goad average at that time.

12.7 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 12.1: Diversity of uses – Roman Road East

Category	Units 2015		UK average %
	Unit Nos,	% of total	
A1 Comparison	54	21.77%	32.21%
A1 Convenience	29	11.69%	8.51%
A1 Retail Service	32	12.90%	14.30%
A2 Financial & Professional	23	9.27%	10.74%
A3 Restaurants & cafes	22	8.87%	8.70%
A4 Drinking establishments	3	1.21%	4.27%
A5 Hot food takeaways	15	6.05%	5.66%
Other	40	16.13%	-
Vacant	30	12.10%	11.35%
Total	**248**	**100.00%**	

Source: Experian Goad, April 2015

12.8 Roman Road East's comparison retailer provision is significantly below the national average (21.77% compared to 32.21%). There is a significant underrepresentation of comparison national multiples within the centre as there are only two present however this is more than Bethnal Green and Roman Road West. The multiples present are Superdrug and Poundland. Similarly to the other centres, although the traditional, independent retailing background of the centre reflects the distinctive nature of Roman Road East, attracting high street brands to the centre would help to both complement the independent offer available and assist with Roman Road East being able to compete with other neighbouring centres. There is a large number of independent clothing stores distributed across the centre and furniture shops but overall there is a lack of choice.

12.9 The centre has an above average provision of convenience goods (11.69% compared to 8.51%). This provision consist of five national multiple retailers including Spar, Iceland, Tesco Metro, Greggs and Percy Ingle Bakery. Tesco Metro is located off Roman Road on Vernon Road and is a large store which is serves main food shopping needs. Spar is located on Roman Road where the market operates and serves top-up shopping needs. There is a wide range of independent convenience stores which supports these five stores including confectioners, grocers, bakers and butchers. George's Plaice is a well-known fishmonger that has been established on Roman Road for many years and is located at 486 Roman Road. The Core Strategy states that district centres should have at least one supermarket therefore Roman Road East fulfils this requirement.

12.10 Roman Road East has a lower than average retail service provision. The majority of this provision is made up of health and beauty outlets as this contributes to 56.25% of the overall retail service provision. Provision also includes dry cleaners and a photography studio.

12.11 The proportion of restaurants and cafes is just above the national average (8.87% compared to 8.70%). The only national multiple is Costa Coffee however the centre is characterised by independents such as G Kelly, a well-known traditional pie and mash shop. Takeaway provision is also above the average (6.05% compared to 5.66%). This should be managed to ensure the centre does not become overrepresented by this use.

12.12 The 'other' category includes B1, B2, B8, C1, D1, D2 and Sui Generis. Of the 40 'other' uses, 37.50% are classed as use class Sui Generis; units within this category include five nail salons and six betting offices. The Idea Store is classed as D1 use and is located by the Tesco Metro store on Vernon Road.

12.13 The street market was at full capacity and had a large number of stalls selling both convenience and comparison goods including ladies wear, household goods and jewellery.

Street Market

12.14 Roman Road Market provides Roman Road East with its distinct character and charm. Known by the local community as 'The Roman' it is located along the oldest known trade route in Britain within the heart of the East End. In recognition of its historic significance, Roman Road Market became a designated Conservation Area in 1989 and this was extended in October 2008. The market operates Tuesdays and Thursday from 10am to 4pm and from 9am to 5pm on Saturdays. The market is at its highest capacity on Thursdays and Saturday when the occupancy rate is 71% and 79% respectively.

12.15 Roman Road Market is the largest in the borough with approximately 280 market stalls lining both sides of the street which is pedestrianised to allow the market to take place. This encourages pedestrian activity and enhances the character of the market unlike others in the borough such as Bethnal Green Market. Although the market does sell a mix of goods including household items, jewellery and children's toys, a large number of stalls supply women's clothing and it is considered that more variety of non-food goods, including men's clothing, is needed to compete with larger markets in the east end i.e. Brick Lane. Along with the repetitive market goods offer, the retail units which line the street are also considered to provide a lack of choice. There is a concentration of betting shops and independent women's clothing shops mainly targeted towards the local community. This repetitive offer is likely to reduce the interest from new businesses wanting to locate to the street, particularly national multiples.

12.16 Two archways clearly define the beginning and end of the market, helping to create the feeling of a 'destination'. There are no green spaces around the market however there are public seating areas. Although the pedestrianisation of the street when the market is on helps to create a vibrant and busy atmosphere, on non-market days when the stalls are removed and the frontages of the shop units are not hidden behind the stalls that line the street, the character of the street is changed. As noted above, the retail offer is repetitive and some units appear tired and run-down.

12.17 Roman Road Yard Market began in March 2016 and is a new weekly Saturday market held in Roman Road car park at the junction of Roman Road and St Stephens Road. The market sells a wide range of unique goods such as antiques, collectables, vintage products and homemade arts and crafts. The Yard Market also hosts a number of food stalls including 'The Cheesetruck' (from Hackney Wick) and Burgers and Beyond (from Star of Bethnal Green. The market is operated by Roman Road Trust, a community development trust which aims to help regenerate Roman Road High Street and the surrounding community. The market also aims to be a community hub by providing opportunities for local community groups and artists to hold exhibitions and perform.

12.18 Following failing to become one of the 27 Portas Pilot Scheme winners, the market was featured on Channel 4's "Mary Queen of the High Street" in May 2013, a programme focusing on the revival of high streets in which Roman Road was one of the targets. The programme involved a grand relaunch of the market with some stalls having a 'refresh' and the introduction of food stalls to the market however local press has been sceptical about the lasting success of Portas' actions. It was noted on the day of the site visit that stalls were not uniform and many were now in need of an additional refresh.

Vacancy Levels

12.19 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad 2015 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

12.21 The current vacancy rate in the town centre is 12.10% which is slightly above the UK national average of 11.17%. The vacancy rate has decreased when compared with the 2008 vacancy rate which recorded a vacancy rate of 19.00%. There was a decrease of 14 vacant units since the previous study (the study area may have changed since the previous study as the previous total number of units surveyed was 231 which is 14 fewer than in the current study).

12.22 The majority of the vacant units are located towards the non-market area in the western half of the centre as only 11 of the 30 units are located within the market region. However of the units vacant within the market area of the centre, some are of particular importance due to their size and impact on the street. For example nos. 538-540 and 542-544 are currently bounded by scaffolding and facing construction works which is causing disruption to pedestrians. To the west of the centre, within the non-market area, many of the vacant units are clustered together. For example nos. 363 (Hope and Anchor clothes store), 365 and 369 are currently all vacant. Some of the vacant stores (particularly nos. 482 and 484) and are in need of improvement.

Table 12.2: Vacant units – Roman Road East

	2008	2016	UK Average 2016
Vacant units – nos.	44	30	-
Vacant units – %	19.0%	12.10%	11.17%

Prime Zone A Rents

12.23 At the end of August 2016, agent sources estimates prime rents in Roman Road East at £40 psf Zone A.

Accessibility

12.24 On the day of visit, the western end of Roman Road East had a steady traffic flow and there was no evidence of any congestion problems unlike in other district centres. However the St Stephen's Road/Roman Road junction is an exception to this as there was a heavy traffic flow which conflicts with pedestrians making the links between the non-pedestrianised western area of Roman Road and the pedestrian market area in the east. The pedestrianisation of the market area during market days promotes activity within the eastern area of the centre. On non-market days, a one way system operates along the street.

12.25 A car park is also located at the St Stephen's Road/Roman Road junction. On street parking is available along the entire of Roman Road East however this is not able to get accessed in the market area on market days.

12.26 Roman Road East has good access to public transport links. Both Bow Road and Mile End underground stations are located approximately a 15 minute walk away. The centre is also well-served by regular services which provide links to central London. The buses run the length of Roman Road until Roman Road market and the western boundary along Parnell Road. Night buses also serve the area.

Pedestrian Flows

12.27 At the time of our visit, pedestrian flows were generally low across the non-market area of Roman Road. The highest levels of activity were observed across the entire pedestrian market area of Roman Road which contrasted significantly with activity levels in the western area of the centre. It should be noted that these flows may be impacted by it being a market day and on non-market days, flows may vary.

Customer Views and Perceptions

Household Survey

12.28 The household survey identified what features liked most about Roman Road East. The most frequently raised themes are shown in the table below.

Table 12.3: Feature respondents liked about Roman Road East Town Centre

Response	Study Area
Close to home	48.1%
Good range of non-food shops	34.5%
The market	12.3%
Attractive environment/ nice place	6.7%
Traditional	4.7%

Source: HTIS 2016

12.29 As with other opinion surveys questions for other centres, Roman Road East's proximity to home was the main feature that respondents liked about the centre. The centre's good range of non-food shops was highlighted as another important feature, followed by the presence of the street market. To a lesser extent, the attractiveness of the centre was highlighted as a positive feature along with the centre's traditional feel.

12.30 Respondents were also asked what, if anything, they would improve Roman Road East that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 12.4: Key Improvements for Roman Road East

Response	Study Area	Zone 7
(Nothing)		39.7%
More national multiple retailers/ 'high street' shops		18.3%
(Don't know)		13.5%
More/ better comparison retailers		11.5%
Cleaner streets		7.0%
Improve the environment/ refurbish		5.5%

12.31 As the table shows, a reasonably high proportion (39.7%) of respondents appears to be satisfied with Roman Road East. Where suggested improvements are raised, they are focused on improving retail offer, particularly more national retailers or high street shops and more or better comparison retailers. To a lesser extent, respondents identified the need for improvement to the centre's general environment, including cleaner streets.

In Centre Survey

12.32 In addition to the HTIS, 100 face-to-face visitor surveys were carried out in Roman Road East. The surveys captured responses from visitors to the town centre across a range of days and times. The survey found that approximately a quarter of respondents visit the centre frequently (four or more times a week), with the remaining responses varying from once a week (5%) to once every three months or less (26%). Fifteen percent of respondents stated it was their first time visiting Roman Road West, which may correlate to tourists and those visiting the centre for business.

12.33 Respondents were more likely to be visiting the centre for shopping (26%), particularly for comparison goods shopping. Over a quarter (27%) of respondents stated they were visiting the centre for work reasons, which is likely to include commuters accessing bus and underground connections. In terms of linked activities, a greater proportion (38%) of respondents did not intend to carry out any other activities. However, a similar proportion of respondents intended to visit a café, takeaway or restaurant, which highlights how the food and drink offer contributes to sustaining dwell times in a town centre.

12.34 The survey found that respondents visiting Roman Road East also regularly visit Oxford Street and Westfield Stratford.

12.35 The survey results showed that respondents liked the following features of Roman Road East:

Table 12.5: Features respondents liked about Roman Road East

Response	Total Responses %
Near / convenient	69.0%
Easy walking distance	49.0%
Character/ atmosphere	26.0%
Good public transport links	21.0%
Not too crowded	12.0%
Good selection/ choice of independent/ specialist shops	7.0%
Prices are competitive in shops compared to other centres	5.0%
Range of places to eat out	5.0%
Friendly people	5.0%
Historic buildings/ tourist attractions	4.0%
Presence of a street market	4.0%

Source: In-centre Survey, June 2016
Note: Some survey questions had multiple responses therefore percentages do not add up to 100

12.36 As with other centres surveyed, the feature respondents liked most about Roman Road East was that it was near to them or in a convenient location (69%), which also correspondents to the second most 'liked' aspect of the centre; it's easy walking distance (49%). This compares to the findings from the HTIS and reflects the role played by Roman Road East, which serves mostly local residents (i.e. Zone 7). Respondents also highlighted the attractive character and atmosphere of the centre (26%) and other positive features regarding good public transport links (12%), and that the centre isn't too crowded (7%).

Environmental Quality

12.37 There is a slight difference between the environmental quality of Roman Road West and Roman Road East. The public realm is considered to be of a higher quality across Roman Road East as the streets are cleaner and shop frontages are generally tidier. However there is a significant difference between the public realm in the non-market and market areas of Roman Road East, with the market area being considered to be better maintained although there are still a number of areas which need improvement including some shop frontages. The shop frontages along the non-market area are generally more dated and untidy for example 'George's Plaice' fishmongers and the two neighbouring units are very rundown. There is also more evidence of vandalism, such as graffiti, in the non-market area.

12.38 There is a good provision of seating, particularly around Vernon Street near Tesco which is pedestrianised with planting areas. There are also seating areas within the market area of Roman Road however no seating or public areas exist within the non-market area of Roman Road East. There is good signing across the centre, particularly around the market end as two archways are located at the entrance and exit to the market.

12.39 The pedestrianisation of the market enhances the centre's environmental quality. The lack of cars allows the market to operate efficiently and enables easy pedestrian movement across the market. However the junction at St Stephens Road was congested at the time of the visit and it is considered that the noise from the traffic at this end of the market slightly degrades the environmental quality of this area.

Summary

12.40 Key strengths identified for Roman Road East include:

- The famous Roman Road Market is considered to be a key asset of the centre. There are over 200 market stalls which sells a range of both comparison and convenience goods. The new Roman Road Yard Market sells unique goods including antiques and vintage clothing and is considered to be a good expansion to the existing market. Overall the market is what gives Roman Road its character and charm.
- The pedestrianisation of the market end of the centre improves Roman Road East's environmental quality. The lack of cars encourages pedestrian movement and activity along the road and market.
- The centre is well served by convenience goods stores and the proportion of units occupied by this use is above the national average. There are five multiple convenience retailers within the centre including Spar, Tesco Metro and Iceland. There are also a number of well-known independent retailers such as George's Plaice located on Roman Road.

- The Idea Store is a key community asset that serves Roman Road and residents from other nearby district and neighbourhood centres. The public realm around the Idea Store is of a high quality. There is a public seating and planting which enhances the area.

12.41 Key weaknesses identified for Roman Road East:

- There is a contrast between the public realm in the west of the centre (non-market end) and the east of the centre (market end). Shop frontages and streets are considered to be tidier and better maintained around the market than along the non-market area of the centre where there is more evidence of graffiti and vandalism.
- The junction at St Stephens Road becomes very congested and the noise pollution is considered to slightly deter from the market's environmental quality. It is also hazardous for pedestrians crossing the road to and from the market.
- There is a below average proportion of comparison retailers and there are very few national multiple comparison retailers in the centre. The household survey identified that respondents thought the centre could be improved by attracting additional high street shops. The comparison shops that are present in the centre are considered to be repetitive consisting of mainly women's clothing stores.
- The vacancy level is above the UK national average (12.10% compared to 11.17%) which suggests that the centre is not performing as well as it could be. However this vacancy rate is a decrease from the 2008 rate of 19.00%.

13 ROMAN ROAD WEST DISTRICT CENTRE

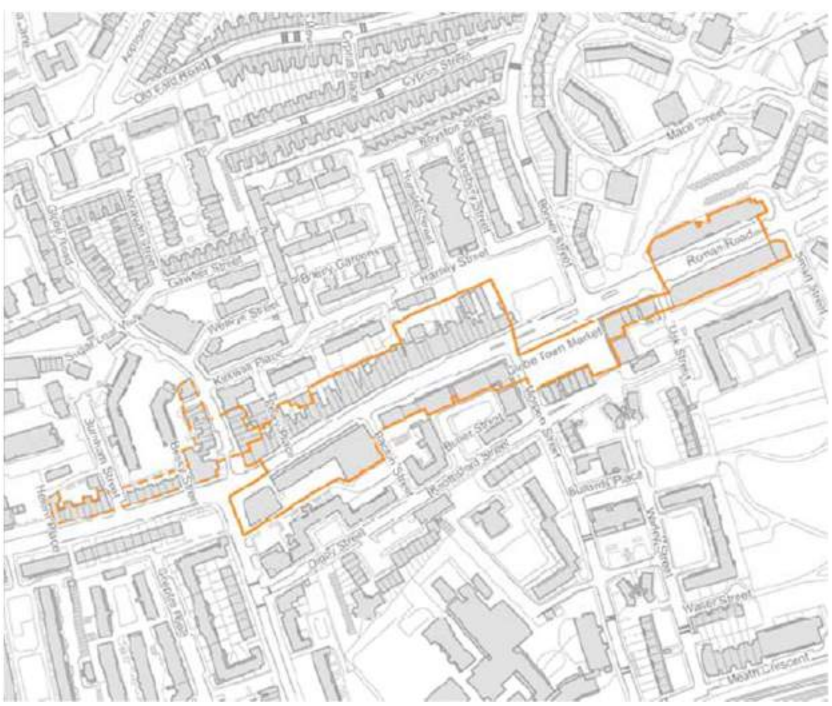
Retail Context

13.1 Roman Road West is located to the north of the borough within Globe Town and is designated as a district centre within the 2010 Core Strategy. The centre is approximately a 10 minute walk to Roman Road East and connected to Bethnal Green Road via Cambridge Heath Road. The Town Centre Spatial Strategy also highlights the centre's good access to Victoria Park, Meath Gardens and the Regents Canal. It is considered that Roman Road West plays somewhat of an ancillary role to both Bethnal Green and Roman Road East.

13.2 The Town Centre Spatial Strategy sets out the key aim for Roman Road West by 2025, which seeks to promote the centre as a hub for small local businesses. The public square and market will be Globe Town's focal point and the town centre will be a place where people will spend time shopping, dining and relaxing. Doing this will enable a unique role that utilises Roman Road Wests' strengths and the natural assets that surround it to develop. Similarly to Bethnal Green, the centre is mainly occupied by independent retailers.

13.3 Roman Road West forms a traditional linear centre with the defined town centre boundary extending from Smart Street from the east; westwards up to the junction with Helen's Place. It should be noted that this is the boundary defined by the Council, not that defined by Experian Goad (who conducted the town centre audit):

Figure 13.1: Defined centre boundary – Roman Road West



Source: Town Centre Boundaries and Uses Review 2012, LBTH

13.4 The western end of the defined centre has retail and town centre uses distributed predominately along only the northern side of the road whereas the central and eastern ends of the road includes retail and leisure uses on both sides of the road. The market is located on the square which is set further back from the road and is situated towards the eastern boundary of the centre. On the day of the visit the market was not running and the square was not being used. Vicky's Newsagents at the corner of Helen's Place marks the western boundary and the eastern boundary is marked by a dental surgery and the Angel & Crown public house which sit adjacent to residential bungalows and flatted developments. Roman Road West is separated by Roman Road East by way of the Millennium Park.

13.5 Roman Road (west) is the main focus of the town centre boundary. This is a main road which has relatively high levels of traffic travelling along it throughout the day including regular bus services. To the western side of the centre there is residential accommodation along the southern side whereas independent retail and service line the northern side. In the east, retail is distributed across both sides of the street with some residential accommodation on the upper levels. There are also a number of units located on Globe Road which is towards the western end of the centre; this includes a Co-op store, located on the southern end of the street and a range of independent retailers and food and beverage operators. Globe Street has a different atmosphere to Roman Road due to being away from the main road and the buildings in the north of Globe Street are considered to be of a more modern design and better maintained than those along Roman Road West.

Retail Composition and Diversity

13.6 The assessment of the current retail and service provision in Roman Road West (measured by outlets and floorspace) has been informed by Experian Goad's October 2015 town centre audit. It should be noted that this audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been amended to best reflect the council's boundary. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016.

13.7 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Roman Road West had a below average proportion of comparison goods retailers (35%). The centre was found to have 9% of units occupied by convenience retailers which was in line with the Goad average at that time.

13.8 The table below shows the composition and diversity of the town's retail and service outlets. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 13.1: Diversity of uses – Roman Road West

Category	Units 2015		UK average %
	Unit Nos,	% of total	
A1 Comparison	24	19.83%	32.21%
A1 Convenience	12	9.92%	8.51%
A1 Retail Service	13	10.74%	14.30%
A2 Financial & Professional	12	9.92%	10.74%
A3 Restaurants & cafes	9	7.44%	8.70%
A4 Drinking establishments	2	1.65%	4.27%
A5 Hot food takeaways	8	6.61%	5.66%
Other	21	17.36%	-
Vacant	20	16.53%	11.35%
Total	**121**	**100.00%**	

Source: Experian Goad, October 2015

13.9 Roman Road West's comparison retailer provision is significantly below the national average (19.83% compared to 32.21%). There is a significant underrepresentation of national multiples within the centre as there are none present. Similarly to Bethnal Green (which has just one comparison national multiple retailer), although the high number of specialist independent retailers reflects the traditional nature of the centre, attracting high street brands to the centre would help to both complement the independent offer available and assist with Roman Road West being able to compete with other neighbouring centres. However there is a range of comparison goods stores located in the centre including a florists, household goods, clothing, furniture, chemists and jewellers.

13.10 The centre is considered to have an above average provision of convenience goods (9.92% compared to 8.51%). This provision consists of four national multiple retailers including Co-op, Simply Fresh, Nisa Local and Greggs. Nisa Local and Greggs are located around the market place whereas Co-op is located on the corner of Globe Road to the west of the centre. Nisa Local has the largest floorspace (220sqm) of all the convenience stores. These stores are supported by independent convenience stores, a butchers, grocers, delicatessen and bakery. The Core Strategy states that district centres have at least one supermarket therefore the centre does not fulfil this requirement as although there is a range of smaller convenience stores, there is no large food store that would be suitable for a weekly shop.

13.11 Along with both convenience and comparison provision, Roman Road West also has a lower than average retail service provision (10.74% compared to 14.30%). Approximately 61.54% of the total number of retail service units are classed as being for health and beauty which is considered to be a large proportion compared to Canary Wharf and Bethnal Green. In addition to this there is also an opticians and dry cleaners.

13.12 There is also an underrepresentation of financial and professional service occupiers (9.92% compared to 10.74%). Of the 12 units classed as being under this use, ten of these are estate agents.

13.13 The ‘other’ category includes B1, B8, C1, D1 and Sui Generis. Of the 21 ‘other’ uses, 28.10% are classed as use class D1 (non-residential institutions). Units within this category include a dental surgery, place of worship, community centre and GP surgery. Unlike the lack of a large food store in the centre, the range of community uses available in the centre supports the designation as a district centre. There are also two betting offices and a laundrette situated in the centre.

13.14 Restaurant and café provision is broadly is just under the national averages (7.44% compared to 8.70%) however there are only two drinking establishments which is below the national average. There are no national multiple food or beverage operators located within the town centre. There is an above average provision of hot food takeaways (6.61% compared to 5.66%) which should be managed to ensure there is not an overrepresentation of these unit occupiers.

Street Market

13.15 Roman Road Square Market has shrunk considerably over the past few years and is the smallest district centre market with 28 stalls; only 95% of these are permanent to the market. The square is set further back from the road and is situated towards the eastern boundary of the centre. The market is also referred to by local residents as Globe Town market. It is a traditional East End market with many of the traders being in business for generations. The market operates Monday to Saturday between 8am-6pm however on the day of the site visit, there were no market stalls in the square and no evidence of having been on that day.

13.16 The market has a significantly low occupancy rate as only 4% of market stalls are occupied on a Monday with this increasing to 18% on a Saturday. This a huge contrast to the market operating along Roman Road East which has one of the highest occupancy rates and number of stalls in the borough. The market also sells the most limited range of goods in comparison to other markets in the borough as the offer consists of mainly fruit and veg.

13.17 Overall the square appears to be tired and as in need of improvements to the public realm. Planting has been poorly maintained and the buildings surrounding the square are generally in poor condition. The retail offer in the units surrounding the square does not complement the provision of goods sold on the market.

Vacancy Levels

13.18 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad 2015 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

13.20 The current vacancy rate in the town centre is 16.53% which is above the 2016 UK national average of 11.17%. The vacancy rate has risen significantly when compared with the 2008 vacancy rate which recorded a vacancy rate of 3%.

13.21 The vacancy rate was updated with an increase of 17 units in June 2016 following a site visit. Some of the vacant units are clustered together such as nos. 189, 191 and 193 which are distributed towards the east of the centre on the northern side of the road. These units have graffiti on and appear run down. Adjacent to this is a large vacant unit (152-158) which imposes a large area of vacant frontage onto the street. Again, these units appear run down and have been vandalised. The vacant building on the corner of Peary Place and Roman Road which appears to have previously been used as a public house is also a vacant unit which is of significance due to its prominent position and interesting architectural style. Globe Road has five vacant units however most of these are in generally good condition and do not appear to be run down which is not the case on Roman Road.

Table 13.2: Vacant units – Roman Road West

	2008	2016	UK Average 2016
Vacant units – nos.	3	20	-
Vacant units – %	3.00%	16.53%	11.17%

Prime Zone A Rents

13.22 At the end of August 2016, agent sources estimates prime rents in Roman Road West at £40 psf Zone A.

Accessibility

13.23 Roman Road which runs through the middle of the centre has a relatively busy traffic flow however there is a good provision of pedestrian crossings and traffic calming measures which helps to improve the pedestrian environment. There is some on-street parking available. Roman Road (west) is linked to Bethnal Green Road in the west and equally Roman Road (east) in the east. However the site visit confirmed that the connections to Roman Road East do not encourage pedestrian activity due to the rather large distance between both the centres and being separated via the bridge, Regents Canal, Mile End Park and Millennium Park.

13.24 Roman Road West has good access to public transport links. The centre is also well-served by regular services which provide links to central London. Night buses also serve the area. Bethnal Green underground station is located to the far west of the centre on Roman Road and is the nearest station however this is a far distance if walking from the far east of the centre.

Pedestrian Flows

13.25 At the time of our visit, pedestrian flows were generally low across the entire centre however the highest levels of activity were observed around the area to the immediate west of the market square area. Globe Road and the west of the centre appeared to be much quieter with little pedestrian activity. The high vacancy rate around Globe Road may have contributed to these low levels of activity.

Environmental Quality

13.26 Traffic flows along Roman Road West were generally high at the time of the site visit however congestion levels were much lower than in Bethnal Green. Although this inevitably impacts upon the centre's environmental quality and attractiveness due to the noise pollution and pedestrian/vehicle conflicts there are traffic calming measures in place to help control this.

13.27 Overall the centre is considered to be in need of public realm improvements as much of it appears run down and outdated. Many of the shop fronts have been vandalised with graffiti and their signs are in need of repair. Whilst there is considered to be a generally good provision of seating and planting across the centre, this could still be improved. For example, the square is an area of open space which could be utilised for community events and as an area to use by residents however the planted areas have not been well maintained and it is not a good use of space. There is an opportunity to provide seating and make this an attractive area for residents to use.

13.28 There is a contrast between the environment quality of Roman Road and Globe Road. The public realm along Globe Road is considered to be of a higher quality due to examples of street planting and decorative bunting.

Summary

13.29 Key strengths identified for Roman Road West include:

- The centre has a strong convenience provision including a Co-op, Simply Fresh, Nisa Local and Greggs bakery. The stores are also supported by independent convenience stores such as a local butchers, grocers and bakery.

- There is a good range of community uses located across the centre which supports Roman Road West's designation as a district centre. Facilities include a dental surgery, community centre and GP surgery.
- Traffic calming measures along Roman Road help to reduce congestion and conflicts between vehicles and pedestrians which deters from the environmental quality being as negatively affected as it has potential to be (such as along Bethnal Green Road).
- The quality of the public realm along Globe Road is considered to of a high quality. Street planting and decorations help to enhance the environment and attractiveness of the area.

13.30 Key weaknesses identified for Roman Road West include:

- Much of the centre (particularly along the length of Roman Road) is in need of public realm improvements as many shop units appear to be run down and poorly maintained. There is evidence of graffiti and shop signs that need to be repaired.
- The market square was not being used at the time of the site visit and the market no longer operates at full capacity. The square is an open space that could be utilised to create a pleasant area for community events and residents but it is currently underused and is considered to be visually unappealing.
- The vacancy rate is high (16.53%) and has increased significantly since the 2008 survey for the previous retail study (+13.53%). This evidence suggests that the centre's health has declined since 2008 and attention needs to be given to this issue.
- The centre has a weak comparison provision and is comprised of mainly independents with no national multiples occupying units within the centre. The centre would benefit from attracting higher quality retail, including national multiples, to the centre as the current provision is of a fairly low quality.

14 WATNEY MARKET DISTRICT CENTRE

Retail Context

14.1 Watney Market is located within Shadwell to the southwest of the borough and is designated as a district centre. Watney Market sits just off Commercial Road (where some town centre uses have extended to) which runs to Whitechapel to the west of the centre and to Limehouse in the east. The Core Strategy identifies the aim to strengthen Watney Market Town Centre by creating stronger, integrated connections to Commercial Road and capitalising on investment opportunities. Improvements will also be made to the public frontage and visual presence onto Commercial Road.

14.2 Watney Market is similar in character to Chrisp Street as it is another example of a post-war open air shopping centre. At the heart of the town centre boundary is Watney Market which sells a range of food and non-food goods. Retail units line either side of the market place. The defined town centre boundary extends north to run along the main arterial route of Commercial Road between Turner Street and Jubilee Street. Retail and leisure uses are located along the north of Commercial Road whilst residential uses dominate the southern side. Land uses have also spread southwards beyond the market towards Shadwell DLR Station and to retail units underneath the railway arches (located along Chapman Street) however there are a lack of active frontages along Watney Street which links the market to Chapman Street is not likely to encourage activity. The town centre boundary (as defined by the council, not Experian Goad who conducted the retail audit) is outlined in the diagram below:

Figure 14.1: Defined centre boundary – Watney Market District Centre

Source: Town Centre Boundaries and Uses Review 2012, LBTH

14.3 The market area is considered to be the focus of the district centre. It is here that the centre's main supermarket can is located (Iceland) alongside a range of other convenience and comparison goods stores. The character of Commercial Road is different to that of the market due to the separation from the market by the busy main road as a result of the majority of town centre uses being located on the northern side of the road. Tesco Express and Sainsbury's are located to the western and southern ends of Commercial Road (the area of the road which is within the town centre boundary) alongside mainly independent clothing stores, takeaways and restaurants. The character of Chapman Street is also different to that of the rest of the centre. Here retail units run along the road underneath the railway bridge and provide mainly a convenience provision, offering specialist grocery supplies to the local Bangladeshi population.

Retail Composition and Diversity

14.4 The assessment of the current retail and service provision in Watney Market (measured by outlets and floorspace) has been informed by Experian Goad's October 2014 town centre audit. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016. The Goad audit covered the Goad defined town centre boundary which covers a wider study area than the Council's defined study area however the data has been amended to best reflect the council's boundary.

14.5 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Watney Market had an above average proportion of comparison goods retailers (45%). The centre was also found to have 11% of units occupied by convenience retailers which was above the Goad national average at that time (9%). However it should be noted that the boundary audited by the previous survey had a significantly lower proportion of units than the Goad 2014 audit (28 compared to 115) as only the market area was surveyed.

14.6 The table below shows the composition and diversity of the town's retail and service outlets as recorded by Experian Goad in October 2014. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment.

Table 14.1: Diversity of Uses – Watney Market District Centre

Category	Units 2014		UK average %
	Unit Nos	% of total	
A1 Comparison	36	31.30%	32.43%
A1 Convenience	26	22.61%	8.42%
A1 Retail Service	8	6.96%	14.16%
A2 Financial & Professional	2	1.74%	10.83%
A3 Restaurants & cafes	7	6.09%	8.59%
A4 Drinking establishments	2	1.74%	4.26%
A5 Hot food takeaways	10	8.70%	5.63%
Other	15	13.04%	-
Vacant	9	7.83%	11.39%
Total	**115**	**100.00%**	

Source: Experian Goad, October 2014

14.7 Watney Market's retail provision is dominated by convenience goods and this provision is significantly above the UK national average (22.61% compared to 8.42%). The main supermarket is Iceland which is located within the market square. There is also a Sainsbury's Local which is due to open soon and a Tesco Express, both located on Commercial Road. This provision is complemented by the food offer sold on the market alongside a number of independent grocers and convenience stores along Commercial Road. Along Chapman Street, the retail units are predominantly occupied by convenience goods. Here a unique offer is sold consisting of specialist food products which are targeted mainly towards the Bangladeshi population. There are also a number of cash and carries occupying the units here however they also act as convenience stores. Overall the convenience provision is strong across the centre.

14.8 The comparison provision in Watney Market is just slightly under the national average. Similarly to the majority of the other district centres (not including Canary Wharf), there is a weak national multiple representation across the centre. The only multiple (comparison) present in the centre is Peacocks clothing store which is located in the market place. Comparison retailers are distributed evenly across both the market place and along Commercial Road with the units on Commercial Road being predominately focused on the sale of women's clothing for the local Bangladeshi community whereas the units around Watney Market provide more of a varied offer including clothing, DIY, gifts and textiles. The centre would benefit from attracting additional multiple retailers.

14.9 In terms of retail services, the centre has a below average provision (6.96% compared to 14.16%). Provision includes beauty, opticians, travel agents and hairdressers. There is also a below average provision of financial and business units. There is one retail bank (Lloyds) which is located to the north of Commercial Road.

14.10 With regards to leisure provision, there is an overrepresentation of hot food takeaways along Commercial Road. There is only one hot food takeaway located in the market. There is a large Mcdonald's situated to the western end of Commercial Road. The number of takeaways should be monitored to ensure there is not an increase in this use. There are only two public houses across the centre. One of these is situated within the market square and the other is on Commercial Road.

14.11 There is a large Holiday Inn located on the corner of Commercial Road and Cavell Street. This is a recent development which is very modern in design which could help to influence more visitors to the city and borough to visit Watney Market. Also of a modern design is the Idea Store which is located opposite the hotel and allows the centre to have a strong civic presence within the borough and again, helps to attract new people to the centre. There are also three betting offices within the centre.

The Street Market

14.12 Watney Market is the central point of the district centre. Residential accommodation, similar to the 1950s style flats located in Chrisp Street, is situated above the retail units and face into the market square. The market also acts as a community space, further increasing the importance of the market to the district centre and civic uses such as the Idea Store are located around this area which is situated to the entrance of the market on Commercial Road. With council housing and modern apartment developments neighbouring one another, the market has the potential to bring together a diverse community. The pedestrianisation of the market also increases the opportunities for residents to use this space and the lack of vehicles and traffic further enhances the visitor experience.

14.13 The market is relatively small in comparison to other markets across the borough such as those in Roman Road East and Brick Lane with only 60 stalls however the market is at nearly full capacity on Thursdays (97%). During weekends the market has an occupancy rate of 75%. The market sells a variety of goods including fruit and vegetables, electronics and women's clothing however the non-food goods could be more varied in order to appeal to a wider customer base. Despite this the market stalls complement the retail offer across the centre. The market operates Monday to Saturday between the hours of 8am-6pm.

14.14 In 2012 along with Chrisp Street and Roman Road, Watney Market was chosen as one of the fifteen towns within the UK to be a Portas Pilot Area, together sharing £1.5 million to aid the revival of the market and high street. However strategies are yet to be implemented at Watney Market following the trial for ideas piloted at Chrisp Street which was designed to inform future strategies at Watney Market and Roman Road.

Vacancy Levels

14.15 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad October 2014 audit data, which was checked by the site visit conducted by CJ in June 2016.

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

14.17 The current vacancy rate in the town centre is 7.83% which is below the UK national average of 11.17%. Although there has been an increase in vacant units since the 2008 survey and the vacancy rate is slightly higher, the number of units audited is greater. The majority of the vacant units are small however nos. 321-325 is a large vacant building located on the northern side of Commercial Road which at the time of the site visit had scaffolding covering the frontage and appeared to be under construction and no. 227-233 is located in a prominent position on the corner of Commercial Road/Philpot Road. No. 311 is a vacant area of land located between two retail units that is fenced off and appears to be overgrown. It is important that these vacant buildings/area of land are maintained so they do not become derelict and deter new businesses from locating to the centre.

Table 14.2: Vacant units – Watney Market District Centre

	2008	2016	UK Average 2016
Vacant units – nos.	2	9	-
Vacant units – %	7.00%	7.83%	11.17%

Prime Zone A Rents

14.18 At the end of August 2016, agent sources estimates prime rents in Watney Market at £25 psf Zone A.

Accessibility

14.19 Watney Market is located along Commercial Street, a strategic road which provides linkages to the rest of the borough and into central London. Although the market area benefits from this by being able to take advantage of its proximity to the main road but being set back enough to not allow the environmental quality of the area to suffer, the road does degrade the shopping experience along the area of Commercial Road included within the north of the town centre boundary. At the time of the site visit, the road was congested and although there are regular pedestrian crossing points, the noise and visual impacts of the road impact upon the pedestrian experience. The road also somewhat disconnects the northern side of Commercial Road (where the majority of town centre uses are located) from the market. The pedestrianisation of the market enables easy accessibility for pedestrians and cyclists.

14.20 The centre is well connected via public transport. It is well served by buses which run along Commercial Road which is one of central London's main thoroughfares. Shadwell underground station is located to the south of the town centre. The station is on both the DLR and the East London Line.

14.21 There a limited number of pay and display on-street parking spaces around the centre.

Pedestrian Flows

14.22 At the time of our visit, the highest concentration of pedestrian activity was within the market area of the district centre and outside of the Idea Store which is located around the entrance of the market on Commercial Road. There was little pedestrian activity around the northern end of the town centre boundary along Commercial Road. Here many of the units had shutters down as they were either vacant or closed.

Customer Views and Perceptions

Household Survey

14.23 The household survey identified what features liked most about Watney Market. The most frequently raised themes are shown in the table below.

Table 14.3 Feature respondents liked about Watney Market District Centre

Response	Study Area
Close to home	38.6%
Good range of non-food shops	29.1%
(Nothing/ very little)	15.1%
Good range of food stores	13.3%
The market	9.4%

14.24 As with other opinion surveys questions for other centres, Watney Market's proximity to home was the main feature that respondents liked about the centre. The centre's good range of non-food shops was highlighted as another important feature. Some respondents highlighted that they liked nothing or very little about the town centre. To a lesser extent, the centre's good range of food stores and the presence of the street market were highlighted as positive features.

14.25 Respondents were also asked what, if anything, they would improve Watney Market that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 14.4 Key Improvements for Watney Market District Centre

Response	Study Area
(Nothing)	37.9%
Better market	21.2%
Cleaner streets	13.4%
More/ better non-food retailers	13.2%
More national multiples/ 'high street' retailers	9.2%

14.26 As the table shows, a reasonably high proportion (37.9%) of respondents appears to be satisfied with Watney Market. Where suggested improvements are raised, they are focused on improving the street market In general, which is likely to include improving the range and quality of offer. To a lesser extent, respondents identified the need for improvement to the centre's general environment, including cleaner streets, as well as improvements to the centre's non-food retail offer and the need for more 'high street' retailers.

Environmental Quality

14.27 The pedestrianisation of the market increases the overall environmental quality of this area of the town centre. It allows visitors to use the space not only for shopping but as a community space. The pedestrianised area extends south to the rear of the market where there is a public seating area and planting for visitors and residents to enjoy. This area was developed in the past few years and has modern paving and street furniture. Overall the market place was tidy.

14.28 The high level of traffic along Commercial Road contrasts with the pedestrianised market place. The road deters from the centre's environmental quality due to the noise levels and congestion levels which occur from buses and cars using the road. At the time of the site visit there were also road works taking place which worsened this problem.

14.29 The buildings which surround Watney Market are of 1950s architectural style and face each other looking over the square. The shops units below the flats are of a more modern design and were generally in good condition. In comparison to the 1950 style flats, the apartment units which front onto Commercial Road are much more modern however the shop units along Commercial Road are generally quite dated and in need of modernisation. There is also more litter and evidence of vandalism including graffiti along Commercial Road compared to the market area.

Summary

14.30 Key strengths identified for Watney Market include:

- Watney Market has a very strong convenience provision with 22.61% of the total units being occupied by this use. National multiple food stores within the centre include Sainsburys, Iceland and Tesco Express which are supported by a number of local retailers and the market.
- The market is considered to be a key asset of the district centre. Although it is relatively small it was at full capacity during the site visit and generally sold a variety of goods (although there is scope for a wider range of non-food goods). The market area provides a pedestrianised public space for the community. There is also a seating area at the southern end of the market place for the public to use.
- The Idea Store located near to the entrance of the market is a popular community asset which helps to enhance Watney Market's role as a district centre by enriching its civic presence within the borough.

14.31 Key weaknesses identified for Watney Market include:

- Similarly to many of the other district centres, Watney Markets comparison provision has potential for improvement. Although provision is only slightly under the national average, there is only one national multiple comparison retailer located within the centre. The centre would benefit from attracting additional multiples to help compete with bigger centres and to attract more visitors from outside the centre.

- Watney Market should extend its leisure provision in regards to cafes/restaurants and drinking establishments however it is currently overrepresented in regards to hot food takeaways. Attracting more leisure uses would help to increase dwell times within the centre and would make the centre more appealing to visitors from outside of Watney Market.
- The units along Commercial Road are generally quite dated and in need of modernisation. The public realm along this part of the town centre is generally poorer than that in the market place. There is evidence of vandalism and littering.
- The busy Commercial Road runs through the middle of the centre which has negative impacts upon the centre's environmental quality. The road experiences high levels of congestion which increases noise pollution levels and deters from the visual appeal of the area. The road also disconnects the northern side of the road where the majority of retail units are located from the market area.

15 WHITECHAPEL DISTRICT CENTRE

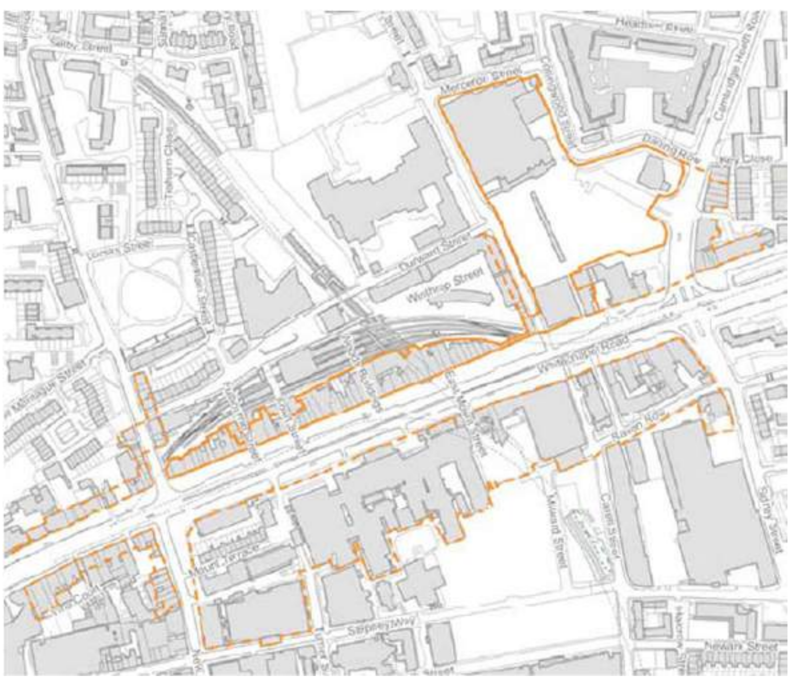
Retail Context

15.1 Whitechapel is situated within the centre of the borough on the edge of Aldgate and the City. It is designated as a district centre within the 2010 Core Strategy. Whitechapel is a historic linear centre which is set around Whitechapel Road with Crossrail and Royal London Hospital providing a regional role. Whitechapel has a number of major attractions and institutions which draw a large number of people to the high street for a variety of purposes such as: the Royal London Hospital which is the largest hospital in London with 148,500sqm of new built accommodation and 15,600sqm of refurbished space; Modern Life Sciences Research is one of the Queen Mary University of London campuses which is located in Whitechapel; and the Whitechapel Idea Store is London's second busiest public library with over 750,000 visitors last year, of which 80% were from outside of the borough.

15.2 The Core Strategy sets out the vision for Whitechapel to be a thriving regional hub set along the historic and vibrant Whitechapel Road. It will be home to a bustling, diverse economy offering a variety of job opportunities for local people, and capitalising on the benefits brought about by the 2012 Olympic Games, the Royal London Hospital expansion, Crossrail and the London Overground. The Core Strategy also sets out the priority to improve Whitechapel street market to better serve local communities.

15.3 The town centre boundary is set out in the figure below, extends along Whitechapel Road from the junction with Cambridge Heath Road and westwards just beyond the junction with New Road.

Figure 15.1: Defined centre boundary – Whitechapel District Centre



Source: Town Centre Balance of Uses and Boundary Review 2012, LBTH

15.4 Whitechapel's offer is anchored by a Sainsbury's superstore at its eastern end and the shop frontages run predominantly along one side of Whitechapel Road to the west, incorporating the street market. The heart of the centre is the parade of shops from Vallance Road to Brady Street and the daily street market is situated on the wide pavement. The market provides Whitechapel with its distinctive retail offer and is open daily. Many of the buildings fronting Whitechapel Road are of architectural and historical importance, and Whitechapel Road itself is an important and historically significant movement route within East London. Many buildings retain their original features above ground level.

Retail Composition and Diversity

15.5 The assessment of the current retail and service provision in Whitechapel (measured by outlets and floorspace) has been informed by Experian Goad's October 2014 town centre audit. The vacancy data was then updated using a site visit undertaken by Carter Jonas in June 2016.

15.6 A health check was competed in May 2008 for the 2009 Retail and Leisure Capacity Study and found that Whitechapel had an above average proportion of comparison goods retailers (57%). The centre was found to have 6% of units occupied by convenience retailers which was below the Goad national average at that time (9%).

15.7 The table below shows the composition and diversity of the town's retail and service outlets as recorded by Experian Goad in October 2014. The representation across the leisure categories (A3-A5) is set out in further detail in the leisure needs assessment. It should be noted that this analysis is categorised differently to the other centres as the information was extracted from the April 2016 Whitechapel Retail Vision Document.

Table 15.1 Diversity of Uses – Whitechapel District Centre

Category	Units 2014		UK average %
	Unit Nos,	% of total	
Comparison	37	30.33%	32.43%
Convenience	15	12.30%	8.42%
Retail Service	9	7.38%	14.16%
Financial & Professional	14	11.48%	10.83%
Leisure Service	36	29.51%	22.67
Vacant*	11	9.02%	11.39%
Total	**122**	**100.00%**	

Source: Experian Goad 2014
* Note: Vacancies are those recorded by Experian Goad in October 2014; see the updated vacancy chart below.

15.8 Whitechapel's comparison retailer provision is just below the national average (30.33% compared to 32.43%). Whitechapel has a good provision of women's and men's fashion shops and accessories as they account for approximately 40.5% of the 37 outlets. This clothing provision is characterised by smaller independent businesses that are largely marketed at the local population; principally the Bangladeshi population. This is a common across many of the centres including Bethanal Green and Roman Road East and West. JD Sports represents the only high street clothing retailer in the centre. Other comparison goods sold across the centre includes books, hardware and household goods, sports and camping goods and electronic goods. The street market also sells non-food comparison goods.

15.9 Whitechapel has a convenience provision which is above the Goad national average (12.30% compared to 8.42%). Provision is significantly above the Goad national average, both in terms of the number of units and floorspace. This is largely to due to the presence of the Sainsbury's superstore located to the eastern end of the centre which is the main convenience goods outlet in the centre. The store has a car park with some 260 car parking spaces which also serves the rest of the centre. The store has an estimated floorspace of 4,800sqm. There is currently an application before the Council to provide a new store with a total floorspace of 5,766sqm (62,000 sqft) net, along with smaller ancillary retail units and some 600 new residential units above the store, as well as new Town Square.

15.10 The centre also has a number of smaller convenience stores including Budgens and smaller specialist independent stores (including bakers, confectioners, delicatessens and general convenience stores) that provide for the day to day needs of the local resident population as well as those working in and visiting the centre. According to Experian there are no CTNs (confectionary, tobacco and news), fishmongers, frozen food retailers, greengrocers, health food shops, off licences or shoe repair outlets trading from 'traditional' shops in the centre. Notwithstanding this, the street market does provide an important role, with stalls selling a wide range of fresh food and convenience goods.

15.11 The centre's retail service provision is significantly below the Goad average (7.38% compared to 14.16%) and there is potential to increase the service offer to meet the needs of the local resident and working population. The nine retail services consist of dry cleaners, health and beauty outlets, opticians, post office and travel agents.

15.12 In contrast to this, Whitechapel has a relatively strong leisure provision with 29.51% of the total units across the centre accounting for leisure uses which is above the UK national average of 22.7%. Analysis of leisure uses suggests that Whitechapel has a good provision of the following leisure uses: bingo/amusement arcades, casinos/bookmakers, fast food/takeaway outlets and restaurants.

15.13 The provision of financial and professional services is just above the Goad national average. This provision consists of mainly retail banks and estate agents. In total there are eight retail banks.

Whitechapel Vision Masterplan SPD

15.14 The Whitechapel Vision Masterplan SPD (WVMSPD) reflects the Council's commitment to the future regeneration of the District Centre, working in partnership with the local community, key stakeholders and landowners. The Vision Masterplan includes six Key Place Transformations, namely:

- Revitalising Whitechapel Road
- New Civic Hub
- Durward Street Gardens
- Life Science Campus
- Raven Row
- Cambridge Heath Gateway

15.15 A key component of the vision and this study is the revitalisation of Whitechapel Road. In light of the future increase in local employment and population by 2025 arising from Crossrail and other new development, footfall and retail expenditure across the centre is forecast to increase significantly, creating a greater demand for new retail, leisure, culture, community and entertainment uses. The Vision Masterplan identifies that it is vital Whitechapel is able to respond to meet the future demands of the resident, working and visitor population, and ensure it captures the economic benefit through the expansion and diversification of town uses and activities. I

15.16 Integral to strengthening Whitechapel is the expansion and enhancement of the Street Market, which is a key contributor to the local economy and visitor offer. The Whitechapel Vision's approach to this will be discussed in more detail in 'the street market' section of the health check.

15.17 Several interventions are also proposed to further enhance and diversify the existing retail and leisure offer as the area changes, including:

- Buildings on northern side of road will be retained, and where possible will undergo shop upgrades to provide modern store layouts internally, and the historic fabric repaired, externally;
- Small number of underutilised sites along the northern frontage requiring infill retail development;
- Promotion of a mix of cafes, restaurants, bars and leisure activities to support the night-time economy;
- Over-station development to the east of the station provides a significant opportunity to provide new retail units;
- Increasing activity on southern side of road will be achieved through bringing the historic RLH into use as a Civic Hub and providing new retail development.

The Street Market

15.18 The historic market is central to Whitechapel's character and retail offer. It is considered to be an important economic and social hub for the local community and it assists with the generation of footfall and activity across the centre. The market is considered to be popular with local residents, particularly those from the surrounding Bangladeshi community with accounts for 38% of Whitechapel's population.

15.19 The Whitechapel Market Conservation was designated in 1997 and then extended in October 2008. It lies between Cambridge Heath Road to the East, Mosque and Davenant Centre to the west, Whitechapel Road to the south and Durward Street to the north. This designation aims to protect the buildings which front onto Whitechapel Road which are of architectural and historical importance as well as the street market running along this frontage which is considered to bring both character and vitality to the local area.

15.20 The market is open Monday to Saturday between 7am and 6pm. There are approximately 116 stalls which line the pavement along Whitechapel Road between Valance Road and Cambridge Heath Road. Monday-Wednesday and during Saturdays the market is at 100% capacity; this is the only district centre in the borough to operate at full capacity during any day of the week. The market sells a range of food and non-food goods including fruit and vegetables, spices and clothes predominately targeted at the local community with the offer split by 40% food and 60% non-food. Whilst the street markets offer is largely made up of non-food goods, the comparison offer is considered repetitive and could benefit from a broader mix of goods to attract a wider customer base. For example commuters would be more likely to be attracted to shopping at the street market if there was a wider range of food and non-food goods available. Hot food stands could also help to increase interest in the market from those visiting Whitechapel from outside of the centre.

15.21 At present the Whitechapel Vision identifies that the street market is not achieving its full potential due to several operational challenges. Similarly Bethnal Green Market, the market has somewhat of a temporary feel and there is a lack of aesthetic appeal and consistency which detracts from the quality of this market space. Although the pavements are wide, the layout and arrangement of the market conceals the Whitechapel Road street frontage which in turn limits permeability and accessibility for pedestrians, particularly when crossing the road and it is expected that the pavement could become congested during peak shopping times. The poor management of trader van parking along the road and pavement also detracts from the aesthetic appeal of the market and pedestrian accessibility. As is the case with Bethnal Green, this limited visibility is likely to dampen interest from multiples to locate within these retail frontages even assuming that the smaller store formats meet the requirements.

15.22 The Whitechapel Masterplan SPD (2013) identified a number of initiatives to tackle the crime and congestion problems in the area. Improvements include the reorganisation of the market with new stall structures and 'block' layout, to make it easier to cross the road and access bus stops. Tower Hamlets markets team planned to work with the local police teams to introduce a market "pod" to support traders, and provide a base for local community police teams. The team will also work with market traders to identify secure storage facilities, implement new loading / unloading systems and continue investigation into provision of parking for market traders. It is expected that the arrival of Crossrail will enable the enhancement of Whitechapel Road and the street market. It has the potential to create a new destination shopping experience for London.

Vacancy Levels

15.23 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad 2014 audit data, which was checked by the site visit conducted by CJ in March 2016.

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

15.25 The current vacancy rate in the town centre is 6.72% which is below the 2016 UK national average of 11.17%. The vacancy rate has increased when compared with the 2008 vacancy rate which recorded a vacancy rate of less than 1%. The most recent audit by Experian Goad in October 2014 identified an increase in the number of vacant units to 11, which was equivalent to a vacancy rate of 9%; although this was still below the national average of 11.39% in 2014. There has been an increase of 7 vacant units since the previous study (the study area may have changed since the previous study as the previous total number of units surveyed was 150, which is more than the current survey).

15.26 The audit identified that the majority of vacant units were located in the peripheral areas of the town centre; namely Valance Road and the shopping frontages on the south side of Whitechapel Road. The redevelopment of Whitechapel station, the arrival of Crossrail and the delivery of other investment projects in the centre are likely to drive demand for shop units and increase rents. This in turn is likely to reduce vacancies assuming current vacant stock can be adapted to meet retailer requirements.

Table 15.2: Vacant units – Whitechapel District Centre

	2008	2016	UK Average 2016
Vacant units – nos.	1	8	-
Vacant units – %	<1%	6.72%	11.17%

New Investment and Development

15.27 A wealth of new investment and development is planned for Whitechapel District Centre. The increase in accessibility provided by the arrival of Crossrail in 2018 will allow Whitechapel to expand the mix and scale of retail, business and residential uses. The Whitechapel Vision Masterplan SPD (as discussed above) sets out a number of initiatives to enhance the district centre including the redevelopment of the existing Sainsbury's store. Sainbury's PLC has submitted a planning application seeking permission for a larger 60,000 sqft store to replace the existing store, with an underground car park. Relocating the car park underground unlocks a large area surface that they are proposing to use as public space for the existing community and new residents. Above the new store, the plans are for over 600 new homes which are grouped into eight individual residential buildings together with a series of townhouses. A new tree-lined public square is proposed between Sainsbury's entrance and the Idea Store, with a boulevard connecting Cambridge Heath Road to the east with Brady Street to the west, referred to as Cambridge Heath Gateway. This boulevard would help to create a convenient and safe walkway to Whitechapel station but also public space away from Whitechapel Road. It is proposed that cafés and restaurants will run along the boulevard. We understand that Sainbury's also have ambitions to work with the Idea Store and the Council to open up the rear of the building onto the public square.

15.28 Other than the proposed development of Sainsbury's, there are a number of other significant retail additions to the town centre proposed. These include:

- Possible mixed-use site on the western corner of Vallance Road and Whitechapel Road (TfL have majority ownership)
- Ground floor active frontage to the over-station development proposed by TfL behind the western section of the high street
- Proposed retail and commercial spaces as part of the London and Quadrant Group mixed-use scheme off Raven Row

15.29 The proposed relocation of the Council town hall offices to a listed building formerly owned by the Royal London Hospital will also act as a key regeneration driver and will create a public sector service hub. It could also be complemented by a mix of new uses, including new retail and a public square.

15.30 Another key project/initiative which the Whitechapel Vision Masterplan focuses on is the proposed transformation of Durward Street Gardens. The redevelopment of TfL land at Whitechapel Station and surrounding holdings will provide the opportunity for over-station development, to including the provision of new homes and new commercial and community uses at ground level (similar to Dalston Junction). In our view this presents the best and only opportunity available in the heart of the District Centre to deliver the larger modern units required by retailers and commercial leisure operators, without significantly impacting on the existing buildings and character along Whitechapel Road. The initial feasibility study prepared by

JLL on behalf of TfL indicates the potential for new commercial floorspace with a Gross External Area (GEA) of up to 39,000 sqft, which equates to approximately 31,000 sqft of Gross Lettable Area (GLA).

15.31 This Masterplan also sets out recommendations for the transformation of Whitechapel Road. Four initiatives are focused on including the creation of new 'gateways' to the centre, public realm improvements, enhancement of the street market and diversifying the retail and leisure offer (i.e. shop upgrades, infill retail development and promotion of leisure activities to support the night-time economy).

15.32 The opportunity to expand the Med City campus would allow accredited education and research institutions to increase their presence in the area with a range of office, academic, student facilities and new residential uses. A range of complementary uses to support the expanded campus and new housing would be required including retail, leisure provision (i.e. cafes/restaurants) and community infrastructure. The Masterplan also refers to the potential to provide a new Council leisure facility on the site.

Prime Zone A Rents

15.33 At the end of August 2016, agent sources estimates prime rents in Whitechapel at £60 psf Zone A.

15.34 With regard to rental values for market stall pitches, we understand that rents currently stand at £7 per day Monday to Friday, increasing to £30 on a Saturday, which is broadly in line with fees for other street markets in Tower Hamlets. This represents an increase from 2009 where rents for mid-week days were recorded at £4.50 per day and £25 on Saturday[41].

15.35 Looking forward, there is likely to be a marked improvement in rental and yield levels both before and after the opening of Crossrail2, along with the various investment and development initiatives. The type of operators will also change as the footfall increases and the demographic profile of the resident population evolves. The level of amenity will also improve with more services moving into the area to serve the new residents and working population. Carter Jonas forecast that rental levels along the stretch of Whitechapel Road between Vallance Road and Cambridge Heath Road could increase to £140 - £175 per sqft (subject to continued market improvement and delivery of proposed developments).

Retailer Requirements

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

15.37 In June 2016 there were seven retailer requirements for Whitechapel Town Centre. Of these seven requirements, three were for major national multiple retailers including Aldi. The majority were for leisure

[41] LBTH Market Fact Sheet (September 2007) as referred to in the 2009 THRLS.

operators, particularly for food and beverage outlets including Pret a Manger and Bru Coffee. There is also a requirement for a Travelodge hotel.

Table 15.3 Whitechapel: Retailer Requirements

Category	Name	Max floorspace (sqm)
Retail	Aldi	1,440
	Wilko	1,858
	Shoe Zone	232
Leisure	Pret a Manger	279
	Bru Coffee	232
	Alma De Cuba	929
	Travelodge	11,148

15.38 Those operators with a stated interest include value-led retailers such as Wilk and Shoe Zone. However, once Crossrail nears completion and other major schemes come forward, it is likely that demand for retail space in the centre will broaden to include interest from mid-price retail multiples and service providers. Potential occupiers for larger format retail space in Whitechapel could include retailers such as Boots, WH Smiths, H&M, Next, TK Maxx, and M&S Simply Food as well as a potential requirement for 'click and collect' facilities.

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

Accessibility

15.40 One of Whitechapel's greatest assets is its excellent accessibility via all modes of travel including by car, bus, underground, rail and foot. Whitechapel underground station is located at the heart of the centre and is served by the District Line, Hammersmith and City Line and the East London Overground.

15.41 The station is currently being redeveloped to accommodate the entrance to the new Crossrail station which is scheduled to open in 2018. This will further increase the relative accessibility of the centre, with up to an additional 24 trains running per hour. It will also significantly reduce journey times to a number of key growth areas and destinations. For example, it will connect the centre to Heathrow Airport in 36 minutes, to City Airport in 7 minutes, Bond Street in 9 minutes, Stratford in 5 minutes and Canary Wharf in just 3 minutes.

15.42 TfL's Cycle Superhighway 2 links Whitechapel east-to-west, from Stratford in East London to the City and is a key cycle commuter route.

15.43 The centre is also well served by buses which provide connections into both central and outer London. Buses operate regularly as Whitechapel Road is one of the main thoroughfares into central London. Due to this Whitechapel Road is very congested however for those accessing the centre by car Sainsbury's car park serves the centre and this is easily accessible from Whitechapel Road.

15.44 Although the pavements are wide across the centre, they become very congested at peak shopping times due the market stalls being set up here. Combined with the busy Whitechapel Road, this makes accessibility for pedestrians not as easy as it should be.

Pedestrian Flows

15.45 At the time of our visit, the highest concentration of pedestrian activity was along the northern side of Whitechapel Road where the market is set up, particularly around the tube station entrance on Court Street. Pedestrian activity was much quieter to the east of the centre although there were higher levels of activity outside Sainsbury's.

Customer Views and Perceptions

Household Survey

15.46 The household survey identified what features liked most about Whitechapel. The most frequently raised themes are shown in the table below.

Table 15.4 Feature respondents liked about Whitechapel District Centre

Response	Study Area
Good range of non-food shops	35.1%
Close to home	33.9%
The market	14.1%
Attractive environment/ nice place	7.0%
Good food stores	6.8%
(Nothing/ very little)	5.0%
Compact	4.5%

Source: HTIS 2016

15.47 The centre's good range of non-food shops was highlighted as the feature that respondents liked most about the Whitechapel. The centre's close proximity to where respondents lived was also an important factor, followed by the presence of the street market. To a lesser extent, presence of good food stores was highlighted as a positive feature, which is likely to be in reference to the Sainsbury's superstore. Some respondents highlighted that there was nothing or very little they liked about the centre. a

15.48 Respondents were also asked what, if anything, they would improve Whitechapel that would encourage them to visit the centre more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents.

Table 15.5 Key Improvements for Whitechapel District Centre

Response	Study Area	Zone 4
(Nothing)		39.1%
Cleaner streets		9.0%
Less congestion/ too busy		7.9%
More/ better comparison retail		7.1%
Better access by road		6.7%
(Don't know)		6.7%
Better market		4.5%
More/ better food shops		4.4%

Source: HTIS 2016

15.49 As the table shows, many respondents appear to satisfied with the centre based on the relatively high proportion (39.1%) of respondents that do not think any improvements are needed. Where suggested improvements are raised, they are focused on providing cleaner streets and addressing congestion. The need to improve retail offer was also highlighted, particularly more or better non-food retailers. To a lesser extent, improvements to access by road, the street market and more or better food shops were also highlighted.

In Centre Survey

15.50 An in centre survey was conducted in at three locations around Whitechapel District Centre between Wednesday 24th February 2016 as part of a retail vision and strategy commissioned by the Council. The study was prepared by CJ. The survey followed a similar line of questioning used for the other centres surveyed as part of the retail capacity study, which focused on shopping habits and preferences of town centre users.

15.51 The survey shows that those visiting the centre do so regularly with just under a quarter (23%) of respondents visiting the centre four to six times a week. Approximately 18% visited two to three times a week and 13% visited Whitechapel once a week. Over half (55%) of respondents travel to the town centre using public transport, indicating that the majority of those surveyed were commuters travelling from outside of the centre to Whitechapel. Approximately 34% of respondents walked to the centre.

15.52 In summary the survey findings indicate that while Whitechapel's catchment largely covers a local area, it also has a role in meeting the needs of residents to the east and north east and beyond. The survey found that the majority of those visiting the centre are from the local area with approximately a third (33.6%) of all respondents resident in the E1 postcode area, which includes Whitechapel, Shadwell, and Bethnal Green. Beyond the local area, the survey found that visitors were more likely to originate from areas to the east and north east of Whitechapel, particularly neighbouring communities within the Borough (e.g. Stepney Green, Bow, and the Isle of Dogs). The survey also recorded respondents from south London, particularly from areas immediately south of the river (e.g. Bankside, Surrey Quays, Bermondsey, etc.) as well as south east London (e.g. Camberwell, Brixton, Kennington, Stockwell). The survey also identified that approximately a third of respondents work in the E1 postcode area.

15.53 Approximately 23% of those surveyed claimed that they planned to remain in Whitechapel Town Centre for over four hours. This may reflect the large number of commuters who work within Whitechapel as the survey results show that 21% of respondents work in Whitechapel and the wider area (although it should be noted that 29% refused to disclose their workplace location so the exact figure is unknown). The results also found that the majority of respondents (38%) intended to stay in Whitechapel Town Centre for between 1-3 hours and 35% intended to stay for less than one hour.

15.54 The most popular reasons for visiting the centre were for work and to visit retail and services (including non-food, food goods and the street market). The large percentage of respondents visiting the centre for work (22%) corresponds with the findings discussed above. Over half of those who said they were in Whitechapel for shopping purposes claimed they were most likely to visit a food and grocery store on that day (56%), whereas only 20% claimed they would be visiting clothing store. These figures suggest that Whitechapel is reliant on food retailers, including the Sainsbury's Superstore located on Cambridge Heath Road, to support footfall across the town centre.

15.55 The relative popularity and attraction of the Idea Store is reflected by the fact that some 15% of respondents cited it as their main reason for visiting the centre. It is the third most important generator of trips after retail/services and work.

15.56 The survey found that respondents visiting Whitechapel also regularly visit Westfield (Stratford) and Oxford Street.

15.57 The survey found that respondents liked the following features of Whitechapel:

Response	Total Responses %
Near/convenient	26%
Character/atmosphere	25%
Presence of a street market	20%
Good public transport links (tube and overground)	15%
Nothing in particular	15%
Nice busy feel	14%
Easy walking distance	10%
Presence of a large supermarket	10%
Not too crowded	7%
Good selection/choice of independent/specialist shops	6%

15.58 The majority (26%) indicated that they like that Whitechapel is near/convenient for them which may reflect the responses of both local residents and workers although 25% like the centre's character/atmosphere suggesting those from further afield may be attracted to Whitechapel because of this. Respondents also liked Whitechapel's street market and the good transport links available. The presence of a large supermarket was also a feature that was liked by respondents (10%).

15.59 Respondents were also asked what, if anything, they disliked about Whitechapel Town Centre. The top 10 responses were as follows:

Response	Total Responses %
Nothing in particular	36%
Dirty shopping streets	20%
Over-crowded	15%
Difficulties in parking	8%
Disruption caused by Whitechapel station upgrade and Crossrail	8%
Road congestion	6%
Unsafe for pedestrians/traffic conflict	3%
I dislike everything about the town centre	3%
Not enough pedestrianisation	2%
Poor pedestrian crossing points on Whitechapel Road	2%

15.60 Although the majority stated that there was nothing in particular they disliked about the centre, some 20% did identify "dirty shopping streets" and a further 15% stated that it was "overcrowded". A large number of responses referred to issues regarding transport across the centre, including the disruption caused by Crossrail and the station upgrade, congestion and poor pedestrian provision suggesting that this is an issue which may be deterring people from visiting the centre.

15.61 When respondents were asked what could be improved in Whitechapel Town Centre to encourage them to visit more, the majority of respondents referred to the removal of litter and less traffic/congestion (20% and 18% respectively) which corresponds with the dislikes of respondents. A large proportion of respondents also referred to retail, stating a better choice of shops (15%), better quality of shops (12%) and more high street multiples (7%) would improve the centre for shopping. Specific reference was also made to the street market, with 12% stating that improvements to the market's appearance and improvements to the quality and range of goods sold (8%) would improve the centre.

Environmental Quality

15.62 As previously stated, the pavements are often congested due to the market stalls being set up along Whitechapel Road which has a negative impact upon the environmental quality of the centre due to the centre being very noisy and disruptive to pedestrian movement. The market also makes it more difficult for pedestrians to cross the road when it is in operation. The high level of traffic along the road also detracts from the centre's environmental quality due to noise and congestion.

15.63 The site visit confirmed that the centre has issues with littering and graffiti. Many of the buildings appear to be poorly maintained and are in need of repair and upgrading. Despite this many of the buildings are actually of interesting and varied architectural style which should be enhanced to reflect the distinctive nature of Whitechapel.

15.64 There is little street furniture including seating and litter bins throughout the centre. There is also a need for more areas of planting which would assist with enhancing the public realm of the centre and could help to detract from the congestion along the main road which passes through the centre.

Summary

15.65 Key strengths identified for Whitechapel include:

- The centre is characterised by a high proportion of convenience floorspace, anchored by a Sainsbury's and supported by a wide range of independent grocers, butchers and bakers, including ethnic/specialist food retailers. The street market also sells food goods.
- There is a strong provision of financial and professional services across the centre, mainly including banks. There are approximately eight retail banks in Whitechapel.
- The current vacancy rate is 6.72% which is a reduction in the vacancy rate recorded by Experian Goad in 2014 (although it is an increase since the 2008 survey). However this vacancy rate is below the UK average and suggests that the centre is generally healthy and performing well.
- The station is currently being redeveloped to accommodate the new Crossrail station. This will increase the accessibility of the centre alongside creative new investment and regeneration opportunities for the centre.
- Many of the buildings are considered to be of an interesting architectural style which should be enhanced to reflect Whitechapel's historic character.

15.66 Key weaknesses identified for Whitechapel include:

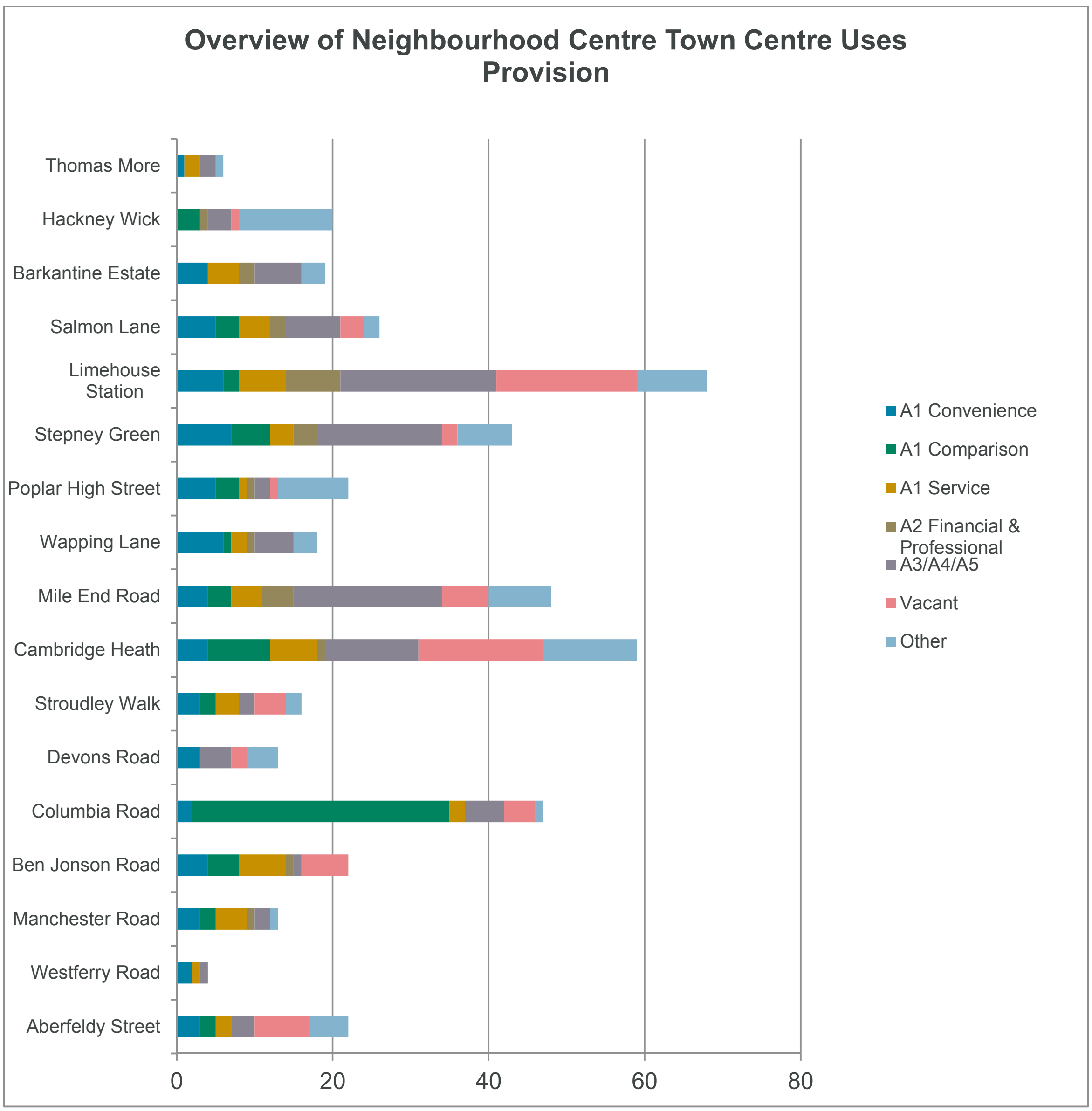
- Although Whitechapel appears to have a strong leisure provision with an above average proportion of units occupied by this use, closer analysis shows that Whitechapel's food and beverage offer is largely dominated by independent fast food/takeaway outlets. The Experian audit identified approximately 15 takeaway outlets which is equivalent to 42% of the total leisure provision. This is an overrepresentation of this use which should be managed to ensure it does not continue to expand,
- Despite the market being one of Whitechapel's key assets, similarly to Bethnal Green the pavements are congested due the arrangement of the market stalls which also conceal Whitechapel road street frontage and causes accessibility issues for pedestrians. The market's offer is also considered to be in need of a wider offer to help attract commuters and visitors from outside of the centre.

- Many of the buildings are poorly maintained and in need of repair. There are also issues with littering and graffiti across the centre.

16 AUDIT OF NEIGHBOURHOOD CENTRES

16.1 This section provides an overview of the Borough's network of 13 neighbourhood centres. The assessment focuses on the diversity of uses for each centre and commentary on how the centres are serving their local population.

16.2 Neighbourhood centres contain a number of shops including a range of essential uses such as a pharmacy, post office or 'corner shop'. These town centres serve a very local catchment (in the region of a ten minute walking radius) and are located within walking distance to public transport facilities and a strategic road network. The retail hierarchy designates seventeen district town centres.



16.3 **Salmon Lane** is a medium size neighbourhood centre with a total of 26 outlets. It is situated in the west of the borough in close proximity to Limehouse and the DLR station. The centre is situated along two parades either side of the street. The ground floor retail units have residential uses above which are of a 1960s/1970s architectural style. The units are generally in good condition and the streets are tidy.

16.4 There are five convenience stores in the centre which include a convenience store, grocers and a halal meat, fish and grocery store. This is considered to be a strong provision for a neighbourhood centre and enables residents to have a choice of store for their 'top-up' shopping. Retail services include a post office and dry cleaners. There is an overprovision of hot food takeaways (23.07% of the total number of town centre uses) therefore this use should be monitored to ensure additional takeaways do not move into the centre.

16.5 **Limehouse Station** is the largest centre in the district with a total of 68 units. The centre is focused around retail and leisure units which line both sides of the busy Commercial Road and north into White Horse Road.

16.6 There are two national multiple supermarkets in the centre (Tesco Express and Sainsbury's Local) and one multiple convenience store (Costcutter). Tesco Express is located to the far east of the centre and is somewhat removed from the centre whilst Sainsbury's is located further into the heart of the centre. Despite the size of the centre, there are only two comparison goods outlets and the majority of the other units are occupied by leisure use, particularly restaurants and cafes. The Half Moon Theatre is also located on White Horse Road.

16.7 Limehouse Station has a significantly high vacancy rate (36.17%) which is the second highest use within the centre. This includes clusters of vacancies along Commercial Road (605-613, 619-623 and 570-574). There are also vacancies along White Horse Road, opposite the listed theatre. Most of these vacant units are in poor condition and alongside the busy main road, impact negatively upon the public realm of the centre.

16.8 **Stepney Green** is also considered to be a large neighbourhood centre with approximately 43 units across the centre. Mile End Road runs through the centre with retail units located mainly on the northern side of the street. The boundary also includes Stepney Green Underground Station.

16.9 There are two national multiple convenience stores situated within the centre including Costcutter and Co-op. Ladbrokes betting shop and Dreamlands Beds and Furniture are also located within the centre. Similarly to Limehouse Station, there are a large proportion of leisure uses, the majority of which are takeaways and restaurants. There are only two vacancies.

16.10 **Poplar High Street** is a small neighbourhood centre with only 22 units within the centre and is located within close proximity to Chrisp Street District Centre. It is a linear centre and the town centre boundary includes the Blackwell DLR station. Both Poplar and East India DLR stations are also nearby.

16.11 The centre has five convenience goods stores including a Tesco Express supermarket. Although there is a limited supply of comparison goods outlets, there are community uses including a community centre, Christian centre and mosque. The eastern end of Poplar High Street is occupied by a large warehouse and industrial units and there are no retail uses located in this area. The area around the station also has few uses surrounding it is mainly an area of public realm that has been included within the boundary to help manage the creation of a new public space which is to be planned for through the Blackwall Reach Masterplan.

16.12 The Managing Development Document (2013) allocates the majority of Poplar High Street neighbourhood centre (including the collection of buildings adjoining Blackwall DLR station) and the area to north outside of the boundary (the Robin Hood Garden Estate, comprised of post-war housing blocks and low-rise housing) as one of the borough's key regeneration sites. Overall the project will replace 252 homes with approximately 1500 new homes and provide new commercial premises, shops, improved open space and community facilities. Phase 1a of the scheme began in October 2015 and work on phase 1b has now begun. Already a new mosque, community centre and new homes have already been built out however these are located outside of the defined centre boundary. Regeneration specifically within the boundary will include improvements to the public realm along Poplar High Street and a new public square to the front of the DLR station. Although the centre currently has a smaller function now it may be that it has a more prominent role in the future as it develops.

16.13 **Wapping Lane** is one of the smallest neighbourhood centres in the borough with a total of 18 units and is located in the southwest of Tower Hamlets. The majority of the retail units have three storeys of residential uses above them. The centre is of a high environmental quality and all units and frontages are generally well maintained. Wapping station is located nearby just outside the centre boundary.

16.14 There are six food-stores including Best One convenience store, grocers, bakery and butchers. There is also a post office. Leisure provision is also strong with a public house, coffee shop, takeaway and Pizza Express restaurant. Wapping Lane is one of the only centres to have a multiple leisure occupier.

16.15 **Mile End** is a relatively large centre with 48 units. Town centre activity is concentrated along both sides of Mile End Road and is focused around the tube station, the 'Green Bridge', Grove Road and Burdett Road. The centre is easily accessible with Mile End Road Tube Station being included within the boundary and Queens Mary University of London also being located along the road.

16.16 The centre has four convenience goods stores including a Co-op fronting onto Mile End Road which is located underneath the Green Bridge. There are four estate agents in the centre and two betting shops. There are approximately six vacant units. Similarly to the other neighbourhood centres, Mile End has a strong leisure provision particularly in regards to cafes/restaurants and hot food takeaways. National multiple leisure providers include Starbucks, Nandos and Costa.

16.17 **Cambridge Heath** is the second largest centre in the borough with 59 units. This centre was newly defined with the latest Core Strategy. The centre is highly accessible with Cambridge Heath Station being located along Cambridge Heath Road.

16.18 The centre includes retail units along Cambridge Heath Road and Hackney Road, There is also a small row of units included within the boundary along Bishop's Way. There are four convenience goods retailers including Tesco Express located on Hackney Road. Unlike the majority of the other neighbourhood centres, Cambridge Heath has a higher proportion of comparison goods stores compared to convenience stores. Provision includes a handbag shop, office furniture shop, children shoes and a cycle shop. Leisure provision is mainly comprised of restaurants and takeaways but there is one public house and 'hidden bar' named the Natural Philosopher which is situated within a converted store room of a computer repair shop. The centre has a high vacancy rate of 27.11% which is equivalent to 16 units. The majority of these vacant units are concentrated along Hackney Road.

16.19 **Stroudley Walk** is located in close proximity to Bromley by Bow district centre. It has a total of 16 units including three convenience stores, takeaways and a Ladbrokes betting shop. The centre provides a small range of shops located along two parades. The parade has a brick covered walkway which extends over the shop fronts. Generally the units are tidy however there is another small parade of five units located away from the main parade which are in poor condition. Two of the units on this small parade are vacant. The Bromley by Bow Masterplan sets out that Stroudley Walk neighbourhood centre will be redeveloped to deliver a range of retail uses.

16.20 **Columbia Road** is one of Tower Hamlet's most famous neighbourhood centres and is popular amongst London tourists due to the Columbia Road Flower Market which is held every Sunday morning between 8am-2pm when the street is transformed into a bustling market. There are approximately 49 market stalls, of which 98% are permanent to the market. Alongside Whitechapel, Columbia Road Market has a 100% occupancy rate. The street has approximately 47 independent shops including a number of art galleries and cafes. Units are focused along a Victorian terraced street with uses either side. The retail units are at ground floor level with residential uses above.

16.21 Columbia Road's shopping provision is distinctive due to the variety of specialist retailers and the vibrant and creative unit frontages. The centre is also unique because of its wealth of comparison retailers. Approximately 33 of the 47 units are occupied by non-food goods retailers and there are only two convenience stores which is a huge contrast compared to the borough's other neighbourhood centres. The independent shops complement the flower market and help to establish the distinctive character of the centre. There are four vacant units within the centre. In terms of leisure provision there are two cafes and three public houses/drinking establishments.

16.22 Despite the renowned success of the Columbia Road Market many of the shops are only open during market opening hours meaning the centre operates in a way that none of the other centres do. The attraction of the centre to tourists and those from across London means it is not fulfilling the role of a neighbourhood centre however due to the centre only being active and open on Sunday's it also does not fulfil the role of a district centre. Compared to other neighbourhood centres, Columbia Road is located some distance from a railway/underground station.

16.23 **Manchester Road** is situated on the Isle of Dogs and has a total of 13 units. The centre has three convenience stores alongside a post office, hairdressers, beauty salon, two takeaways and a betting office. Whilst the centre is rather dated, it is generally clean and tidy.

16.24 **Westferry Road** is the smallest neighbourhood centre in the borough with a total of only four units. These include a takeaway, post office, newsagents and convenience store. The units are located along a small parade on one side of Westferry Road. Although the centre is very small in comparison to the other neighbourhood centres, it is still performing the functions of a neighbourhood centre.

16.25 **Aberfeldy Street** has approximately 22 units and is a 1960s purpose-built centre with retail on the ground floor and residential uses on the first and second floors. There are three convenience stores including Rainbow Supermarket. There is also a pharmacy, three takeaways, youth club, mosque/cultural centre and a bed shop. The centre has seven vacant units which is equivalent to a vacancy rate of 31.81% which is significantly above the national average. The public house which was located at the southern end of the street is vacant and currently being redeveloped.

16.26 **Ben Jonson Road** is a reasonably sized neighbourhood centre with 22 units. Within this total unit number there are four convenience stores including a Costcutter. There are also six retail service units including a post office, travel agent and hairdressers. Additionally there are four comparison units including a vehicle spares store, pharmacy and household goods store. The centre is currently undergoing redevelopment and the previous Marmora House building has now been rebuilt into two modern apartment blocks. There are eight ground floor units in each of the two blocks however these are yet to be occupied. It is expected that three of the units are already allocated for restaurant/café occupiers. It is expected that this new development will improve the existing retail and leisure provision. The new ground floor configurations have been counted as just one vacant unit.

16.27 **Devons Road** is located to the east of the borough nearby to Stroudley Walk and Bromley by Bow. The centre has approximately 13 units including three convenience stores, two takeaways, one café and two betting shops (Coral and William Hill). The units are located along the Devons Road approach to the DLR station which is situated within the neighbourhood centre boundary; units along the eastern side of the road are set back from the street and arranged in a 1960s style purpose-built pedestrianised shopping parade with residential uses above whereas the four units on the other side of the road resemble typical shop units are not set back from the road. Further to the northeast of the centre is the Devons Road DLR station and the surrounding area is currently the focus for regeneration. Merchants Walk is a development of 259 new build homes. Much of this area was currently undergoing development, or comprised of industrial uses.

16.28 **Thomas More** neighbourhood centre is a modern centre which if focused around a Waitrose store. It performs differently to the other neighbourhood centres as it is anchored by a large supermarket rather than a local convenience provision. Additional units include a dry cleaners, café, hairdressers and bar. There is also a Fitness First gym. It is the second smallest centre within the borough.

16.29 **Barkantine Estate** has approximately 19 units is located on the Isle of Dogs. There are four convenience goods stores, estate agents, betting shop, takeaways, hairdresser and public house. The estate is comprised of 1960s high and low rise housing which is a huge contrast to the modern Canary Wharf.

16.30 **Hackey Wick** is primarily an industrial area with the main units being located around the 'Queen's Yard' courtyard. Many of the warehouses are now configured into units and are occupied by creative industry uses such as art galleries and workspaces alongside ad hoc retail and leisure uses including pop-up eateries and bars. The centre does not operate as a typical neighbourhood centre with a lack of community uses and no convenience stores. Other than the workspaces which occupy the industrial style units, the centre operates as primarily a night time destination therefore its designation as a neighbourhood centre should be reviewed. Due to the warehouses being split internally into units it has not been possible to make a completely accurate count and audit of all the town centre uses within the centre therefore the figures recorded on the chart for Hackney Wick may not be a true representation.

16.31 Hackney Wick is located within Fish Island which occupies a strategic position between the established communities in Tower Hamlets and the Olympics site. The Fish Island Area Action Plan (AAP) (2012) sets out a vision which describes the kind of place that Fish Island could be in the future. The AAP identifies how Fish Island could become better connected to Tower Hamlets and how it will be a great place to live, work or visit. Fish Island will develop in a way that meets the needs and aspirations of Tower Hamlets' communities and maximises the Olympic Legacy. The AAP focuses mainly on the industrial area of Hackney Wick including Queens Yard, and the station. It sets out that a neighbourhood centre at Hackney Wick, with shops and services focussed around a revitalised station, along with schools, health facilities and open spaces will ensure sustainable communities can flourish.

17 ECONOMIC CAPACIY METHODOLOGY AND BASELINE ASSUMPTIONS

17.1 This section sets out the methodology and baseline data used to inform the assessment of quantitative need (capacity) for new retail (comparison and convenience goods) floorspace in London Borough of Tower Hamlets.

METHODOLOGY OVERVIEW: THE CREAT^{E} MODEL

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

17.3 The capacity assessment is based on CJ's **CREAT^{e}** model, which takes account of population projections identified by the Council for the Borough (Zones 1 to 8) and by ONS's 2012-based projections (Zone 9). The model also applies the most up to date information on population projections average retail (convenience and comparison goods) expenditure per capita levels derived from the latest *Retail Planner Reports* produced by Experian (please note all expenditure and turnover figures are expressed in 2014 prices).

17.4 Assuming 'equilibrium' at the base year, the forecast residual expenditure capacity within the study area up to 2031 is derived from the differences between the forecast growth in turnover levels, based on applying the constant (survey-derived) market shares to the total growth in available expenditure; and an allowance for the growth in 'productivity' ('efficiency') in existing and new retail floorspace in accordance with policy and good practice. 'Productivity' growth represents the ability of retailers to absorb real increases in their costs (e.g. rents, rates and service charges) by increasing their average sales densities. For all existing and new convenience floorspace we have assumed a negative 'productivity' growth over the short term forecast period (up to 2022) followed by no growth. This accounts for weak sales growth in the convenience sector and a slowdown in major foodstore development. We have assumed an annual 'productivity' growth for comparison floorspace averages at circa 2.5% over the forecast period. These growth rates have been informed by Experian's latest Briefing Note[42] and other research and have been adjusted to take account of local factors, including the quality of existing retail accommodation and its potential to absorb future expenditure, evidence of investment in retail provision, and physical capacity to accommodate new retail development. It should be noted that Experian's productivity growth forecasts do

[42] However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual 'productivity' growth depending on a range of trading factors (including the size, quality and type of retail floorspace).

not take account of Brexit, which raises uncertainties on future investment and development in the retail sector. Should the economy enter into a recession this is likely to have a negative impact on productivity growth, which in turn will reduce the potential for residual expenditure to support new floorspace.

17.5 The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the **CREAT^{e}** Model are described in more detail below.

Population Projections

17.6 Two scenarios for population growth are considered. Table 1a (Appendix 4) sets out the base year (2016) population and projections to 2031 based on Experian's '*demographic component model*', which takes into account age, gender, birth rates, ageing, net migration and death rates. Experian's population projections are based on ONS's 2012-based Sub-National Population Projections, which show a +22.5% growth for the Study Area as a whole between 2016 and 2031, from 382,183 to 468,164 (+85,981). However, the ONS population projections are not adjusted to take account of local demographic factors, including housing growth targets for Tower Hamlets.

17.7 Alternative population forecasts are set out in Table 1b (Appendix 4), which is based on population projections from the Tower Hamlets Growth Model (THGM). The THGM forecasts the Borough's population to increase by 42% (+118,100 persons) over the period 2015 to 2035, which equates to an average annual growth rate of 2.1%. In adjusting the study area population to reflect the THCM, the annual growth rate was applied to Zones 1 to 8, which broadly reflects the Borough area. For Zone 9, Experian/ ONS's projections were applied. The adjusted population projections result in a population growth of 32.2% for the Study area between 2016 and 2031 from 382,123 to 465,406 (+113,283). This represents a net increase of 27,302 from Experian/ ONS's projections over the same period.

17.8 For the purpose of the capacity assessment the adjusted population projections (Table 1b, Appendix 3) have been used to inform retail capacity.

Expenditure Per Capita and Special Forms of Trading (SFT)

17.9 Table 2 and Table 4 (Appendix 3) sets out the average expenditure per capita estimates for convenience goods and comparison goods in 2016 for each of the nine study zones, after making an allowance for Special Forms of Trading (SFT)[43]. As described above, the 2016 average expenditure per capita figures have been derived from our in-house Experian MMG3 GIS.

17.10 Our assessment of a robust and appropriate allowance for SFT at the local level has been informed by the results of the household survey. The survey-derived shares have necessarily been adjusted downwards to

[43] SFT comprises non-store sales via the internet, mail order, stalls and markets, door-to-door and telephone sales.

reflect the fact that a proportion of online sales are still sourced from traditional stores rather than from dedicated ('dotcom') warehouses[44].

17.11 The adjusted market share analysis shows that SFT's current share of available expenditure in the total study area is 12.8% for comparison goods, which is slightly above the national average figure of 12.4% identified by Experian. For convenience goods the locally adjusted SFT market share is 1.3%, which is less than half of the 2016 national average of 3%.

17.12 Our forecasts of the potential growth in SFT's market share up to 2031 for both convenience and comparison goods retailing are in line with the year-on-year forecasts published by Experian, and indicate:

- SFT's market share of **comparison goods** expenditure will increase to 15.2% in 2031, which is slightly above the Experian national average figure of 14.6%; and
- for **convenience goods** the forecast market share of 2.4% in 2032 is lower than Experian's figure of 5.7%.

17.13 Clearly if the growth in SFT for comparison goods sales is higher in Tower Hamlets District than the national projections, then this will effectively reduce the total available expenditure to support existing and new floorspace over the forecast period.

Average Expenditure Growth Forecasts

17.14 The growth in average expenditure per capita levels up to 2031 has been informed by the forecasts set out in Experian's latest Briefing Note (see Section 3). Experian forecast more limited year-on-year growth in convenience and comparison goods expenditure than previous (pre-recession) forecasts and their historic 'ultra' long (1974-2014) and 'medium' term (1997-2007) trends.

Total Available Expenditure

17.15 The total available convenience and comparisons goods retail expenditure in the Study Area (Tables 3 and 5; **Appendix 3**) is derived by multiplying the population (Table 1b) and average expenditure per capita (Table 2 and 5) levels together.

17.16 For the study area (Zones 1-9) there is a forecast +32.8% (+£214.7m) growth in total convenience goods expenditure, from £654.6m in 2016 to £869.3m by 2031; and a +79% (+£939.7m) growth in total comparison goods expenditure, from £904.5m to £1,844.2m.

17.17 The scale and growth in comparison goods expenditure significantly outstrips convenience goods spend up to 2031. This effectively means that there should be greater capacity potential for new comparison goods

[44] Drawing on Experian's latest research we have assumed that some 25% of SFT comparison goods sales and 70% of convenience goods sales are sourced from traditional ('physical') retail space.

floorspace over the forecast period than for convenience goods retailing, although this will be dependent on the level of retail commitments in the pipeline.

MARKET SHARE ANALYSIS

17.18 Section 4 described the headline results of the survey-derived (%) market share analysis, including SFT, based on the detailed tabulations set out in **Appendix 2** for convenience goods and **Appendix 3** for comparison goods. For the purpose of the retail capacity assessment (in accordance with good practice as described above[45]) the market share analysis (including SFT) has been adjusted for both convenience goods (Table 4, **Appendix 5**) and comparison goods (Table 4, **Appendix 6**) retailing to exclude SFT.

17.19 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the Study Area and zones to the identified centres, stores and floorspace based on the survey-derived market shares (%). This helps to establish the current 'baseline' (2016) trading performance for the main centres and stores across the Borough area based on expenditure drawn from the Study Area zone (Table 2, Appendix 5 and 6).

17.20 It should be noted that no allowance is made at this stage for any potential "inflow" (trade draw) of expenditure to centres and stores from outside the defined Study Area.

17.21 For both convenience and comparison goods the 'baseline' turnovers are projected forward to 2021 (Table 3, Appendix 5 and 6), 2026 (Table 4), and 2031 (Table 5), assuming no changes in market shares. This so-called 'constant market share approach' is standard practice, and is widely used and accepted for strategic retail assessments. However, the Council will be aware that it is a highly theoretical in that it does not, for example, take account of the potential impact of new retail investment and development (both within and outside the Borough) on existing shopping patterns and market shares over time.

'INFLOW' AND BASE YEAR TURNOVER ESTIMATES

17.22 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores in Tower Hamlets we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the Study Area (see Table 6, Appendix 5 and 5). In the absence of detailed published turnover and trade draw information at the local level, our judgements have been informed by previous studies and retail assessments, as well as the survey and health check evidence. The 'inflow' assumptions also take account of:

- the scale, offer and location of all existing centres and stores in the Borough;
- the likely extent of their catchment areas;

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

- the competition from centres, stores and shopping facilities outside the Borough and the wider Study Area; and
- the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) to main centres and stores in the Borough.

17.23 Although the assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that the Borough's main centres will draw a proportion of their comparison goods expenditure from outside the widely defined study area. Given the different role and function of the Borough's network of centres we have applied varying rates of inflow.

- **Canary Wharf**: we have estimated an inflow of 40% to take account of the centre's role as an employment hub and shopping destination. According the Core Strategy, more than 200,000 workers commute into Canary Wharf from outside of the Borough[46]. The number of workers is expected to increase on delivery of new employment space as part of the Wood Wharf and South Quay schemes. In addition, the centre will also attract expenditure from business and leisure visitors. Consideration has also been given to evidence from Canary Wharf Group on the origin of visitors to the centre, which indicated that Canary Wharf attracts a wide geographic shopping catchment.
- **City Fringe/ Brick Lane District Centre:** we estimate that 20% of the total turnover for the City Fringe area, including Brick Lane District Centre, will be drawn from outside the study area. This takes account of the worker in from outside of the study area to key employment hubs (e.g. Shoreditch) and the significant numbers of tourists that visit Brick Lane and Spitalfields.
- **District Centres and Neighbourhood Centres**: for the Borough's remaining centres estimate that 5% of each centre's turnover will be supported by workers and visitors from outside of the study area. For example, this includes visitors traveling into the centres to visit the street markets and general passing trade. It should be noted that visitor and expenditure inflow to Whitechapel District Centre is likely to increase significantly in the future on delivery of major planned and proposed investment, including the opening of Crossrail in 2018, the proposal to relocate the Borough's civic offices to the former St Barts site and proposed Med City Campus.

17.24 For convenience goods we have assumed a more limited level of 'inflow' of expenditure to the Borough's from outside the study area and mainly on Canary Wharf. We have assumed 20% of the total convenience turnover for Canary Wharf will be supported by incoming workers and visitors. This will likely relate to lunch time and top up shopping purchases. We have also assumed that 10% of the City Fringe turnover, including Brick Lane, will be supported by expenditure from tourists and workers from outside of the study area. This takes account of the City Fringe's proximity to the City and tourist attractions (i.e. Brick Lane). As for Canary Wharf, trade from inflow is likely to be supported from lunch time and top of shopping. For other

[46] Based on estimates identified for 2013

centres in the Borough we have assumed an inflow of 5% for convenience goods turnover to account for passing trade. This reflects the level of choice and competition from foodstores outside the Borough, and the fact that foodstores generally have more localised catchments and households generally choose to shop at their most convenient and accessible stores.

17.25 Based on the (survey-derived) market analysis and the 'inflow' assumptions, Table 10 sets out the revised 'current' convenience and comparison goods turnover estimates for the main centres and stores in Tower Hamlets.

RETAIL COMMITMENTS

17.26 Based on information provided by the Council, we have identified a number of major retail commitments in the pipeline at the time of preparing this report. These commitments are set out in Appendix 7 and assessed separately for convenience and comparison floorspace.

17.27 Major retail floorspace commitments (over 1,000 sqm gross) are summarised in the table below:

Development site	LPA Ref	Convenience (sqm net)	Comparison (sqm net)	Description
Canary Wharf				
Wood Wharf	PA/13/02966	-	10,500	Opportunity Area in the Core Strategy; comprising a major mixed use development. No convenience floorspace is identified in the applicant's planning application. However, it is likely to support convenience offer to support the local residents.
Hertsmere House	PA/08/02709	389	389	Residential development with 2,222sqm gross of commercial space at ground floor; assuming 50% is for retail uses. A convenience comparison ratio of 50:50 is assumed.
City Fringe/ Brick Lane				
Aldgate Place	PA/13/00218	233	233	Residential development with 1,334sqm of commercial space at ground floor; assuming 50% is for retail uses. A convenience comparison ratio of 50:50 is assumed.
Goodmans Fields	PA/ 14/02817	488	488	Residential development with 1,395sqm gross of commercial space at ground floor; assuming 50% is for retail uses. A convenience comparison ratio of 50:50 is assumed.
Crossharbour				
Asda redevelopment	PA/11/03670	1,291	1,023	Redevelopment of the existing Asda site to form Cross Harbour District Centre, including provision for a replacement Asda store and additional retail units. The scheme includes net additional convenience (1,461sqm gross) and comparison (8,730sqm).
Baltimore Tower	PA/08/00504	525	525	Residential development with 3,000sqm of commercial space at ground floor; assuming 50% is for retail uses. A convenience comparison ratio

Development site	LPA Ref	Convenience (sqm net)	Comparison (sqm net)	Description
				of 50:50 is assumed.
Other				
London Docks	PA/13/01276	1,303	1,574	Major development scheme in Wapping that includes provision for a convenience store (550sqm gross), other convenience (1,311sqm gross) and comparison floorspace (2,186sqm).
South Quay Plaza	PA/14/00944	500	500	A major high density residential scheme that will deliver 1,338 apartments. The scheme will include approximately 1,000sqm net of retail floorspace. For the purpose of this assessment we have assumed an even split between convenience and comparison floorspace.

Source: LBTH and planning applications

17.28 Smaller scale retail commitments are also identified in Watney Market, Brick Lane, and as part of the Aberfeldy Village development near Aberfeldy Street neighbourhood centre.

17.29 The combined turnover of the identified retail commitments amounts to £54.3m in new convenience turnover in 2016, reducing to £54.0m when allowing for negative productivity growth. The turnover associated with comparison goods commitments is estimated at £151.0m in 2016; increasing to £202.7 by 2031 after allowing for an increase in productivity. The above turnover is then discounted from residual capacity from 2021 and over the remainder of the study period (2031). This step is outlined in more detail in the following section.

Development outside of the Borough

17.30 We are aware of a number of retail schemes coming forward in neighbouring local authorities that have the potential to impact on shopping patterns in Tower Hamlets.

17.31 The most notable scheme is the planned **extension to Westfield Stratford** on land known as Cherry Park, which is located to the south of the existing shopping centre. The site is already subject to planning consent for a mixed use, residential development granted by the London Legacy Development Corporation in June 2013. Planning permission was subsequently granted for a new retail anchor store, which understand to be John Lewis, 3,000 sqm of commercial space, and 1,200 residential units. The development is likely to strengthen Westfield's market share of commercial expenditure from Tower Hamlets.

17.32 To a lesser extent the following identified schemes could result in some trade draw from centres in Tower Hamlets:

- **Lewisham** – development of a new shopping centre, known as Lewisham Gateway is planned. The scheme will provide up to 17,000sqm of retail floorspace as part of a comprehensive mixed use regeneration scheme. The first phase of development is currently underway. Other planned schemes for Lewisham that will provide new retail floorspace include the Renaissance scheme at Loampita Vale and as well as an extension to the existing Lewisham Shopping Centre. The latter ties in with the Lewisham Council's aspiration to regrade Lewisham from a 'major' to 'metropolitan' centre.

- **Woolwich** – a number of projects are underway in Woolwich town centre including the development of the Royal Arsenal site for some 3,700 new homes. The scheme will include a new Crossrail station that will include a retail floorspace. While Woolwich is not identified as a competitor to centres in Tower Hamlets, its links to Crossrail provides easier public transport links to the Borough, particularly Whitechapel and Canary Wharf.

17.33 The above schemes highlight the need for the Council to ensure that new retail investment is prioritised for Tower Hamlets, particularly through town centre regeneration. Without it, the Borough's centres will continue to lose retail expenditure to competing centres such as Westfield Stratford.

18 RETAIL CAPACITY ASSESSMENT

18.1 This section sets out the results of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Tower Hamlets over the development plan period (to 2031). This assessment updates and supersedes the findings of the 2009 Study.

18.2 The update is based on CJ's CREATe model and the most up to date average retail (convenience and comparison goods) expenditure and market shares (excluding SFT) identified in Section 20 and informed by key retail trends detailed in Section 3.

18.3 At the outset we advise that all capacity forecasts beyond a five year period should be treated with caution. This is because long term trends in the economy, consumer demand and retail property market could have a significant impact on the potential capacity and need for new retail floorspace. For example, as discussed previously, a higher growth in non-store retail sales (i.e. Internet sales) than forecast by Experian would reduce the capacity for new retail floorspace over time. Notwithstanding this, it should also be noted that this Borough-wide strategic capacity assessment is based on a standard constant market share approach. It does not therefore take account of any potential uplift in market shares and capacity that could occur within catchment areas due to the 'claw back' of expenditure to new retail floorspace in more convenient and sustainable town centre locations

RETAIL CAPACITY FORECASTS

18.4 The 'global' capacity forecasts for new retail floorspace in Borough up to 2031 are set out in Table 1 for convenience goods (Appendix 8) and comparison goods (Appendix 9).

18.5 It has necessarily been assumed for the purpose of the capacity assessment that Borough's retail market is in 'equilibrium' at the base year. In other words we assume that the existing centres and stores in Tower Hamlets are broadly trading in line with appropriate 'benchmark' turnover levels at the base year. This is supported by the findings of the centre audits and site visits which did not show any strong indication of 'overtrading' in the main town centres and stores[47]. This approach also reflects the impact of the economic recession and the growth in internet sales, which has reduced trading levels across the UK. On this basis any residual expenditure available to support new retail floorspace within the Study Area over the development plan period will be derived from the difference between the forecast growth in 'current' (survey-derived) turnover levels; and the growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('efficiency') growth rates to all existing and new retail floorspace[48].

[47] Overtrading normally manifests itself at the local level in terms of pedestrian and car park congestion, long queues at checkouts, congestion in aisles, etc.

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

18.6 Please note that all quoted floorspace capacity figures in this section refer to net sales unless otherwise stated.

CONVENIENCE GOODS CAPACITY

18.7 Table 1 (Appendix 8) sets out and explains the key steps underpinning the convenience goods capacity assessment.

18.8 The 'baseline' expenditure and floorspace capacity forecasts are summarised below:

Table 18.1 Tower Hamlets – Convenience Goods Capacity

	2021	2026	2031
Residual Expenditure (£m):	£35.7	£91.3	£110.6
FLOORSPACE CAPACITY (sqm net):			
Superstore Format:	2,929	7,495	9,085
Supermarket/Discounter Format:	5,520	14,125	17,121

Source: Table 1, Appendix 8

18.9 In order to convert the residual expenditure into a net sales figure we have assumed that new 'superstore format' floorspace will be occupied by a 'top 6' grocer (i.e. Tesco, Sainsbury's, Asda, Morrisons, Waitrose and Marks & Spencer) and will achieve an average sales density of circa £12,500 per sqm in 2016 (2013 prices). On this basis the forecasts show considerable capacity for new foodstore floorspace in the Borough with capacity for 2,929 sqm identified by 2021. By 2026 capacity more than doubles to 7,495sqm net, increasing further to 9,085 sqm net by 2031. This could support a number of new major foodstore and smaller foodstores across the Borough.

18.10 Alternatively, assuming the residual expenditure capacity is taken up by a supermarket (e.g. Co-Op, Budgens, etc.) and/or 'deep discount' retailer (e.g. Aldi, Lidl, Netto, etc.) trading at lower average sales levels of circa £6,500 per sqm in 2016, then there is forecast capacity for 5,520sqm net of new convenience floorspace in 2021, increasing to 17,121sqm net by 2031. This could support a number of new deep discount stores for the Borough alongside new foodstore development.

18.11 To further help inform the Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) floorspace in the Borough, we have also carried out a more refined (location-by-location) capacity assessment. However, it should be noted at the outset that any forecast capacity identified for a specific centre/area does not necessarily mean that all the retail floorspace can and/or should be provided within that centre per se. For example, there may be a lack of suitable and viable sites available in some centres, or there may be other policy, heritage, transport and physical constraints to development. Alternatively it may be more appropriate to locate the floorspace capacity in one centre over another to encourage more sustainable travel patterns and/or help to achieve specific policy, regeneration and/or investment objectives.

18.12 Against this background, Tables 2 -13 disaggregate the Borough-wide ‘global’ capacity for the main centres and stores based on their relative trading performance and market shares at the base year, and the forecast growth in available expenditure and floorspace ‘productivity’ up to 2031. The results or ‘superstore format’ floorspace only are reproduced below.

Table 18.2 Tower Hamlets Main Shopping Locations: Capacity for Superstore-Format Floorspace

	2021	2026	2031
Canary Wharf:	465	950	1,119
Bethnal Green:	424	794	919
Brick Lane:	30	48	54
Bromley by Bow:	614	999	1,144
Chrisp Street:	208	337	381
Crossharbour:	-484	247	504
Roman Road East:	309	500	565
Roman Road West:	26	43	48
Watney Market:	204	403	471
Whitechapel:	1,234	1,998	2,262
Neighbourhood Centres	1,023	1,774	2,033
Rest of Borough:	-1,125	-599	-415
TOTAL BOROUGH-WIDE CAPACITY (sqm net):	**2,929**	**7,495**	**9,085**

Source: Tables 2-13, Appendix 8
Notes: The capacity forecasts for the centres include all town centre, edge and out of centre retailing.

18.13 For the Borough’s largest centre, **Canary Wharf**, there is relatively limited capacity in the short term with 465sqm of new foodstore floorspace in 2021. Despite Canary Wharf’s role as a major centre, expenditure retention is relatively low, which limits the potential for forecast capacity; particularly once committed convenience floorspace is accounted for. Capacity increases to 950sqm net of new foodstore floorspace, increasing to 1,119sqm by 2031. This could support a small foodstore or an extension to an existing foodstore.

18.14 There is limited capacity identified for **Brick Lane** over the forecast period (up to 2031). This due to low baseline market shares for convenience retail expenditure, which result in limited forecast capacity and allowing for committed convenience floorspace associated with mixed use schemes in the area.

18.15 Forecast capacity for new convenience floorspace is greatest for **Whitechapel**, with 1,234sqm identified in 2021; more than doubling to 2,622sqm by 2031. It is noted that the Council are currently determining planning permission for the redevelopment of the existing Sainsbury’s store as part of a mixed use scheme. The proposals include provision of a larger replacement store. The new store would provide 1,777sqm net additional convenience floorspace, which would absorb the majority of forecast capacity for Whitechapel.

18.16 A relatively high quantum of forecast capacity is also identified for **Bromley by Bow**, which is likely to be generated from expenditure retained by the existing Tesco Superstore. There is capacity for 614sqm in 2016, increasing to 1,144sqm by 2031. Total forecast capacity could support a small to medium sized foodstore. Alternatively, forecast capacity could support an extension to the Tesco (subject to site availability) and/or a 'local' format foodstore.

18.17 For **Bethnal Green**, there is forecast capacity for 424sqm net of new convenience floorspace n 2021; increasing to 919sqm by 2031. This could support a small format foodstore in the centre or an extension to an existing store, such as the Tesco Metro (subject to site availability).

18.18 Forecast capacity varies considerably between **Roman Road East and West**, with the later supporting just 48sqm of new convenience capacity by 2031. The centre supports very limited convenience expenditure/ market share, which in turn limits the potential for forecast capacity. In contrast, there is forecast capacity for up to 565sqm of new convenience floorspace Roman Road East, which is largely associated with expenditure retained by the Tesco Metro. The identified capacity could support an extension to an existing store (subject to site availability) or a new 'local' format foodstore in the centre.

18.19 For the remaining two district centres, forecast capacity over the study period (up to 2031) ranges from 381sqm for **Chrisp Street**, 471sqm for **Watney Market**. We understand that proposals to regenerate Chrisp Street will include provision for new retail development, which would absorb some or all the forecast capacity. This may include new convenience provision to improve current offer and serve new residential development in the area.

18.20 Forecast capacity is aggregated for the Borough's network of **neighbourhood centres**, with up to 2,033sqm net identified by 2031. This forecast capacity could support new convenience facilities in centres that are likely to serve new resident and employment areas and new local convenience offer where gaps in provision is identified.

18.21 There is no capacity identified for new convenience floorspace for the rest of the Borough and undefined or out of centre retail areas after taking account of committed convenience floorspace; which includes provision as part of mixed use and residential schemes.

18.22 In accordance with policy we have assumed that that the capacity generated by the Borough's out-of-centre stores should be directed to the main town centres first, in accordance with national and local plan policy. However meeting this need in full over the lifetime of the development plan period will depend on whether there are any suitable and viable sites in or on the edge of the defined centres that are capable of accommodating a larger quantum of convenience goods floorspace; and whether these sites are currently available and/or will become available over the lifetime of the development plan. If not, then the forecast capacity could possibly be accommodated by the extension of existing out-of-centre stores, subject to the sequential and impact tests set out in the NPPF.

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

COMPARISON GOODS CAPACITY

18.24 Table 1 (**Appendix 9**) sets out the detailed steps in the comparison goods capacity assessment and the results are summarised below.

Table 18.3 Tower Hamlets (Borough-wide) – Comparison Goods Capacity

	2021	2026	2031
Residual Expenditure (£m):	-£103.1	-£48.2	-£3.2
FLOORSPACE CAPACITY (sqm net):			
New Comparison Goods Floorspace:	-15,587	-6,608	-402

Source: Table 1, Appendix 9 (Steps 5 & 6)

18.25 As the table shows, there is a no Borough-wide capacity for new comparison goods floorspace over the study period (up to 2031) due to the impact of new commitments. Major planned schemes such Wood Wharf will deliver a significant quantum of retail floorspace, which absorbs all residual expenditure in the Borough. However, the capacity forecasts do not take account of the potential uplift in the Borough's comparison goods expenditure retention, which is likely to be support by major retail and other investment in the Borough.

18.26 The forecast residual expenditure capacity has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £6,000 per sqm at 2016. This is broadly equivalent to an average sales density for retail units in prime shopping locations. However, average sales levels inevitably vary between different locations, different retail formats, and different operators[49]. Where this is the case it will have implications for assessing the capacity for, and impact of new retail floorspace. The local planning authority will therefore need to take this into account when assessing and determining applications for different operators and different types of retail floorspace in different locations (such as, for example, 'bulky goods' retail warehousing).

18.27 Please note that all quoted floorspace capacity figures in this section refer to net sales unless otherwise stated.

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

18.28 The forecast 'global' capacity has been allocated to the Borough's main shopping locations based on their relative trading performance and market shares at the base year.

Table 18.4 Tower Hamlet's Main Centres and Shopping Locations – Comparison Goods Capacity

	2021	2026	2031
Canary Wharf:	-11,370	-8,537	-6,573
Bethnal Green:	594	1,349	1,868
Brick Lane:	-59	13	63
Bromley by Bow:	292	566	756
Chrisp Street:	418	808	1,077
Crossharbour:	-6,086	-5,236	-4,646
Roman Road East:	591	1,143	1,523
Watney Market:	62	256	389
Whitechapel:	1,202	2,328	3,105
Neighbourhood Centres	800	1,549	2,066
Rest of Borough:	-2,031	-847	-29
TOTAL BOROUGH-WIDE CAPACITY:	-15,587	-6,608	-402

Source: Table 1-13, Appendix 9

18.29 As the table shows, there is no forecast capacity for new comparison goods floorspace in **Canary Wharf** and **Crossharbour** over the study period (up to 2031) due to the impact of the major planned retail development in both areas. For Canary Wharf, this includes the Wood Wharf scheme, which will deliver some 14,000 sqm of new comparison goods floorspace within the Canary Wharf CAZ. Forecast capacity for Crossharbour is absorbed by new retail floorspace that forms part of the Asda redevelopment scheme.

18.30 Out of the Borough's main centres, **Whitechapel** supports the greatest need for new comparison goods floorspace, with 1,202 sqm identified in 2021, increasing to 3,105 sqm by 2031. The majority or all of the forecast floorspace would be absorbed by current proposals for new retail floorspace in the centre. This includes the proposed Sainsbury's redevelopment scheme, which would results in an additional 1,771sqm net of new comparison floorspace as part of the replacement foodstore and circa 610sqm of new shop units[50].

18.31 For **Bethnal Green** there is capacity to support 594 sqm of new comparison goods floorspace in the centre by 2021, increasing to 1,868 sqm by 2031. A similar quantum is identified for **Chrisp Street** with a need for 418 sqm in 2021, increasing to 1,077 sqm by 2031. This could support new retail promoted as part of a proposal to regenerate the town centre, with planning permission currently sought by Popular HARCA for a comprehensive scheme that will include new retail floorspace.

[50] The proposal includes circa 871sqm gross of smaller retail units. Net sales is assumed as 70% of gross floorspace.

18.32 Forecast capacity for new floorspace is limited for **Watney Market** in the short term. However, capacity increases to 389 sqm net by 2031.

18.33 There is limited capacity identified for **Brick Lane** due to low retention of comparison goods expenditure in the centre and after allowing for committed floorspace; namely planned retail floorspace associated with the residential scheme on Cygnet Street. By 2031, just 63 sqm net of new comparison floorspace is identified. However, given the centre's popularity as a tourist destination there is likely to be market demand by comparison goods retailers to locate in the centre.

SUMMARY

18.34 This section has assessed the capacity for new (convenience and comparison goods) retail floorspace in Tower Hamlets as a whole and its centres and shopping locations. These forecasts have been informed by robust assumptions and forecasts.

18.35 As its starting point, the capacity assessment assumes that the Borough's (convenience and comparison goods) retail market is in 'equilibrium' at the base year and tests a 'constant market share approach' over the forecast period in accordance with good practice.

18.36 For convenience goods there is forecast capacity for 9,085 sqm net of new 'superstore format' floorspace in Tower Hamlets Borough by 2031. The majority of this floorspace capacity is focussed on Whitechapel (2,262sqm net) and Bromley by Bow (1,144 sqm net).

18.37 For comparison goods there is no forecast Borough-wide capacity identified over the study period to 2031 as a result of the significant committed comparison retail floorspace in the Borough; particularly planned development associated with the Wood Wharf scheme in Canary Wharf. This also absorbs residual expenditure identified for the Borough's other centres, in particular Whitechapel where up to 3,105 sqm net of new comparison floorspace is identified. However, it should be noted the capacity assessment does not take account of the potential for major planned investment to increase the rate of expenditure retention for the Borough. Key regeneration schemes for Canary Wharf and Whitechapel are expected to enhance the profile of these centres. For Canary Wharf, the planned provision of 14,000 sqm of new comparison goods floorspace could help to claw back expenditure lost to Westfield Stratford and Central London. Should this occur an increase in the Borough's comparison goods expenditure retention may increase forecast capacity for Tower Hamlets and its centres.

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

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

19 COMMERICAL LEISURE ASSESSMENT

19.1 The NPPF (paragraph 23) states that in drawing up Local Plans to ensure the vitality of town centres, local planning authorities should promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. Against this background leisure uses can make a significant contribution to a town centre's vitality and viability. A good provision and choice of leisure facilities and uses can help to increase 'dwell times', footfall and turnover in centres, with significant benefits for both daytime and evening economies. However, forecasting the need for new commercial leisure uses is more complicated and problematic than for retailing, as the sector is highly complex and dynamic, and particularly sensitive to changes in economic, demographic, lifestyle and fashion trends. Consequently the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are more wide-ranging and less sophisticated than for retail capacity forecasts.

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

- a review of the key trends driving market demand in the sector over the last 10-15 years;
- an audit of existing commercial leisure uses in the Borough to help identify any marked 'gaps' in provision;
- a review of the results of the household survey to understand current commercial leisure participation rates and preferences across the Borough; and
- a broad economic assessment of the need for new additional leisure facilities across the main centres based on different datasets and accepted approaches.

19.3 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that are widely accepted as making a significant contribution to the overall vitality and viability of town centres; namely food and beverage uses (Class A3-A5), cinemas and health clubs and gyms, and to a lesser extent ten-pin bowling, casinos and bingo halls.

CINEMA PROVISION AND POTENTIAL NEED

19.4 According to research by Dodona (a specialist market research consultancy in the cinema industry) there are 750 cinemas in the UK with a total of 3,909 screens, of which approximately three-quarters are multiplexes. Research shows that the number of screens has risen by 42 between 2013-14 due to the increase in the number of multiplex screens. The rest of the market is mainly represented by smaller multiplex operators and independents which tend to operate non-multiplex cinemas (i.e. less than five screens) and screens in mixed-use venues (such as arts centres). However the cinema industry has not been immune from the recession and there have been some closures since 2008, although the majority have been smaller art centre venues rather than the larger chains. Notwithstanding this, the industry generally appears to be in good health and the UK is the second largest consumer market for filmed entertainment in the world after the USA. The latest research shows that box office revenue in 2014 in the UK exceeded £1bn for the fourth year in succession, based on 157.2m admissions, which although lower than in 2013 (165.5m admissions), maintained the flat trend that has been apparent since 2002. Overall the cinema sector has remained relatively resilient in the prevailing economic and consumer environment.

19.5 In recent years, cinema operators have also introduced changes to the cinema experience, including premium seating areas and better quality refreshments, such as alcohol and higher quality food. For example, Vue Cinemas introduced their 'Evolution' concept which provides a mix of seating types comprising bean bags and sofas, as well as regular seats. Cineworld has also introduced the 'Screening Room' concept, characterised by leather chairs and table service. The first 558sqm 'Screening Room' cinema opened in June 2011; in the Brewery, Cheltenham. Research by Dodona indicates there has been a growth in smaller (Digital) cinemas to serve smaller catchment areas. These Digital cinemas are more flexible and less "space-hungry" as they do not require the large sloping auditoriums needed to accommodate traditional projectors. There are therefore opportunities for the modern cinema offer to be provided in existing buildings. Examples include the HMV in Wimbledon which has a small Curzon cinema above the store.

19.6 Current cinema facilities in the Borough are set out in the table below.

Table 19.1 Cinema Provision in Tower Hamlets

Cinema	No. Screens
Cineworld, West India Quay/ Canary Wharf	10
Genesis Cinema, Whitechapel	5
Everyman Cinema, Canary Wharf	3
Rich Mix, Bethnal Green	3
Close Up, Brick Lane	1
Total Screens	22

19.7 For Tower Hamlets, the results of the household survey show that over half (52.7%) of the Study Area's population visit the cinema at least once a year. In terms of frequency of visits, respondents mainly visited the cinema once a month (35.9%) or every two months (26.2%), and to a lesser extend every fortnight (14.5%). Only 6.1% of respondents in the Study Area visit the cinema on a more frequent basis (e.g. once a week). The survey identified which cinema venues respondents tend to visit; the most popular being Cineworld at West India Quay (24.5%), Vue at Westfield Stratford (20.2%), and Genesis in Whitechapel (18.9%). The latter two cinemas are located in the Borough.

19.8 Across the different zones that broadly comprise the Borough area (Zones 1 to 8) the survey results show that respondents are more likely to visit the nearest cinema venue to where they live. For example, those living the Zone 1 (City Fringe) and Zone 4 (Whitechapel) area mainly visit Genesis, a boutique five screen cinema. While this venue attracts 30% of respondents from Zone 6 (Stepney/ Mile End), a slightly higher proportion visit Cineworld in West India Quay, which is much larger cinema facility with 15 screens. Cineworld West India Quay is also the most popular cinema with respondents from Zone 1 (Isle of Dogs) and Zone (Wapping). Rich Mix in Bethnal Green, a boutique three screen cinema similar to Genesis, attracts almost half of all cinema goers from Zone 5 (Bethnal Green). Those living in Zone 7 (Roman Road) are more likely to visit cinema facilities outside the Borough, including Vue in Westfield Stratford (28.5%) and Picturehouse in Hackney (26.4%). Vue Stratford also attracts a higher proportion of cinema goers from Zone 8 (34.2%).

19.9 The survey evidence shows that the Borough retentions just over half (56%) of all cinema trips with Cineworld West India Quay and Genesis in Whitechapel attracting most custom. There is potential to enhance existing provision by way of a new multi-screen cinema which would help to strengthen the Borough's cinema offer, in particular targeting Borough residents currently visiting Vue in Stratford.

19.10 Based on this average screen density and the cinema catchment population for the Tower Hamlets, the table below shows the requirement for additional cinema screens within the Borough area (Zones 1 to 8).

Table 19.2 Potential Capacity for New Cinema Screens

	2021	2026	2031
Borough area (Zones 1 to 8)	355,796	379,587	400,798
Cinema Screen Density (screens per 100,000 persons)	*7.4*	*7.4*	*7.4*
Cinema Screen Potential	26	28	30
*Existing & Planned Screen Provision**	22	22	22
Net Screen Potential	**4**	**6**	**8**

Source: Screen density for London derived from British Film Institute Statistical Yearbook 2015
Notes: Screen density is used to measure screen provision in a given area.

19.11 The results of our assessment indicate that based on population growth and existing cinema provision there is capacity for 4 new cinema screens in the Borough in 2021; increasing to 8 by 2031. This could support a medium sized multiplex. It should be noted that demand for new cinema screens is very much market led. However, current trends show that most major cinema operators are currently expanding their venue portfolios.

19.12 The potential for a new cinema in Tower Hamlets provides the opportunity to promote a new facility as part of a town centre regeneration scheme, particular for one of the Borough's district centres. This could help to reinvigorate the local economy, particularly where retail is failing and support an evening economy.

FOOD AND BEVERAGE NEED

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

19.14 Research shows that average household spending on leisure services in the UK is largely dominated by eating and drinking out. Even in the context of the current economic recession this sector has remained buoyant and the year-on-year forecasts for growth by Experian are strong:

Table 19.3 Forecast year-on-year growth in leisure expenditure per capita

Vol. Growth per head (%):	----------ACTUAL GROWTH----------					FORECASTS				
	2010	2011	2012	2013	2014	2015	2016	2017	2018-22	2023-35
Retail Spend	0.9	-0.6	1.4	2.3	2.7	3.2	2.1	2.0	2.0	2.4
Leisure Spend	**0.2**	**1.9**	**-0.6**	**0.2**	**1.4**	**2.7**	**1.6**	**1.6**	**1.3**	**1.4**

Source: Experian Retail Planner Briefing Note 13 (October 2015); Figures 1a and 1b.

19.15 The following provides a summary of some of the key trends driving changes in the food and beverage sector over recent years:

- **Pubs and Wine Bars** - pub operators have widened their food and non-alcoholic beverage offer, resulting in the growth of so-called "gastro-pubs" in competition with more established restaurants, and the rise in 'micro pubs'. Notwithstanding this the sector has also been characterised by increasing consolidation and closures. According to the Campaign for Real Ale (CAMRA) there have been 5,800 pub closures since 2008[51]. Recent research by CAMRA also suggests that on average around 29 pubs closed every week in the UK between June and December 2014[52]. The sale of pubs for conversion to alternative uses has also increased over recent years, particularly for convenience retailing (e.g. Tesco Express and Sainsbury's Local).
- **Restaurants** – this sector has also experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include an increase in 'eating at home', which has increased sales for take-aways and deliveries. At the same time customers are increasingly basing their decisions to eat out on 'value for money', but not at the expense of quality in terms of service, food and the overall experience. Recent successes include Jamie's Italian, Bill's and Cote. There has also been a growth in 'all-you-can-eat' style restaurants which are aimed at offering value for money (examples include the Taybarns brand owned by Whitbread).
- **Cafés/Coffee Shops** – This sector has experienced strong growth over the last five years. The branded coffee chains dominate the market with some 6,495 outlets in 2014 and a £3.3bn turnover. Of these, the three leading multiple chains are Costa Coffee (1,821 outlets), Starbucks Coffee Company (824) and

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

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

Caffè Nero (590), representing a combined 56% of the branded chain market by outlet numbers[53]. Costa Coffee has a recorded £878m turnover alone. Notwithstanding the rise of the multiples, there has also been growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic and Fairtrade). The strong independent coffee sector has fuelled many new start-up businesses in local centres. While many forecasters considered the café market to be saturated a few years ago, a recent study by management consultancy Allegra Strategies predicts that the total UK coffee shop market still has potential for strong growth, and there is forecast to be over 20,500 outlets by 2018, with a total turnover of £8.7 billion. There would therefore appear to be potential for further growth in the café market, driven mainly by branded coffee chain expansion and non-specialist operator growth.

19.16 Based on our audits of the Borough's key town centres and the evidence provided by the local planning authority, the table below shows the current provision of Class A3 (restaurants and cafés), A4 (Pubs, bars etc.) and A5 (hot food takeaways) uses as a proportion of total outlets in each centre benchmarked against the Experian national average based on their audits of circa 2,500 UK centres and shopping locations.

Table 19.4 Current Provision of Food and Beverage Uses (%)

Location	Class A3	Class A4	Class A5	Total A3-A5	
	Cafés & Restaurants	Drinking Establishments	Hot Food Takeaways	No. of Units	% of Total
Canary Wharf	16.8%	3.6%	3.0%	78	23.4%
Bethnal Green	5.8%	5.1%	5.1%	37	16.0%
Brick Lane	20.3%	2.2%	1.6%	76	24.1%
Bromley by Bow	-	-	-	-	-
Chrisp Street	7.1%	2.4%	10.2%	25	19.7%
Crossharbour	11.8%	5.9%	11.8%	5	29.4%
Roman Road East	8.9%	1.2%	6.1%	40	16.1%
Roman Road West	7.5%	1.7%	6.6%	19	15.8%
Watney Market	6.1%	1.7%	8.7%	19	16.5%
Whitechapel	9.0%	2.5%	13.1%	30	24.6%
UK Average	**8.7%**	**4.3%**	**5.7%**	**-**	**18.8%**

19.17 As the table shows the food and beverage offer in the majority of the Borough's centres is above the Experian UK average of 18.8%. Discounting figures for Crossharbour which are skewed by relatively small number of total units in the centre, provision is highest in Whitechapel (29.4%), which is largely due to an overprovision of A5 Hot Food Takeaways. Provision is also high in Brick Lane as result of the high proportion of restaurants (A3), particularly South Asian cuisine which the area is famous for. Canary Wharf has a similarly high provision (23.4%), which is also supported by its strong restaurant offer. Centres that have a below average food and drink offer include Bethnal Green (16%), Roman Road East (16.1%) and

[53] Source: Allegra Strategies

West (15.8%), and Watney Market (16.5%). This simple benchmarking analysis suggests there is potential to improve provision in these centres. For Bethnal Green, Roman Road West and Watney Road Market, opportunities for new A3 and A4 offer should be explored.

19.18 It should be noted that with the exception for Canary Wharf, Bethnal Green and Brick Lane there is an over representation of A5 provision across the Borough's centres.

19.19 The household survey also helps to identify where people living in the Study Area currently choose to eat and drink, and whether there are potential 'gaps' in the Borough's offer. The headline results shows that a high proportion of respondents (79.0%) across the Study Area eat out every year and of this total over half (51.3%) visit a café or restaurant at least once a week, 22.4% visit once a fortnight and 17.3% visit once a month. Of those who eat out in the Borough, just over half (51%) chose restaurants and cafes in the Tower Hamlets. Whitechapel (10.9%), Canary Wharf (9.8%) and Bethnal Green (7.3%) are the main centres visited by respondents in the Study Area to eat out. However the responses varied significantly across the different zones. For example:

- Canary Wharf was the main destination for eating out for respondents in Zone 1 (34.7%), which suggests that the centre is serving the local population. The centre also attracts 14% of respondents from Zone 9 (Stratford/ Canning Town). Its market penetration from other zones is low. However, Canary Wharf will undoubtedly serve a much wider catchment due to its role as an important employment hub.
- A similar proportion (33.1%) of respondents from Zone 4 choose Whitechapel for eating out, while 29.6% of respondents from Zone 8 and 19.9% from Zone 6 (Stepney) also eat out in the centre. This indicates that Whitechapel is popular destination not only for locals in the area but the wider Borough.
- Bethnal Green also attracts a relatively strong catchment for eating out. Over a fifth of respondents from the centre's surrounding zone (Zone 5) eat out in Bethnal Green, while attracting 21% of respondents from Zone 6 (Stepney).
- In terms of competition from outside of the Borough, Westfield Stratford and Central London are the main competing locations for eating out, attracting 10.9% and 11.3%, respectively of all study area respondents.

19.20 Some 31.2% of respondents in the Study Area visit pubs, bars and nightclubs, with half (50.7%) visiting such venues at least once a week. Canary Wharf was the most visited across the Study Area (11.2%), followed by Bethnal Green (6.4%). Generally, other centres in the Borough are less popular based on the wider study area as whole. This likely reflects the more limited provision of drinking venues in these centres. Outside of the Borough's defined town centres, Shoreditch is relatively popular attracting 7.7% of all study area respondents. The survey found that respondents from the majority of zones tended to visit pubs, bars and clubs in their closest main centre:

- 39.7% in Zones 1 (Isle of Dogs) visit Canary Wharf while 24.4% visit other drinking venues on the Isle of Dogs;
- In Zone 2 (Wapping), 43.1% visit Wapping Lane;
- in Zone 3 (City Fringe), 28.6% visit Shoreditch;
- in Zone 4, 19.8%% visit Whitechapel and 28.6% visit Aldgate.
- in Zone 5 (Bethnal Green) some 37.3% visit Bethnal Green;

19.21 Centres that did not appear to attract many respondents from their surrounding zones include Roman Road East and West, which attracts just 11.3% (combined) from Zone 7. Chrisp Street did not attract any market share from Zone 8 while Watney Market attracted only 4.2% from Zone 6.

19.22 In summary the qualitative 'gap' analysis shows that some of the Borough's district centres have the potential to increase their provision of quality cafés, restaurants, bars and pubs. Furthermore, evidence from other centres in the UK shows that improving a town centre's food and beverage offer can significantly increase the attraction of daytime and evening economies, as well as encouraging higher footfall, dwell times and increased expenditure in centres by different customer profiles.

19.23 As a further indication of the potential capacity for new eating and drinking establishments in the Borough, we have assumed that between 15% and 20% of the forecast capacity for new comparison goods floorspace (as identified in **Section 21**) could support a mix of new leisure services, including cafés, restaurants, takeaways, pubs and wine bars. This assumption is supported by research that specifically identified that the hospitality industry, in its widest sense, "…*forms an important and sizeable proportion of premises averaging 24% of ground floor stock*"[54]. Furthermore Experian GOAD's centre reports show that on average cafe's, restaurants, bars, pubs and takeaways account for over 15% of floorspace and 18% of outlets in the circa 2,500 shopping areas that they cover.

19.24 The comparison goods capacity forecasts described in **Section 21** identified no Borough-wide capacity as a result of major retail development planned for the Borough. However, for the Borough's main centres comparison good capacity is identified for the majority of the district centre, which provides broad economic capacity forecasts for new Class A3-A5 floorspace. The table below identifies the centres in the Borough where capacity for new Class A3-A5 floorspace is identified:

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

Table 19.5 Eating & Drinking Out - Projected Gross Floorspace by Centre (sqm)

	2021	2026	2031
Canary Wharf:			
Comparison Goods Capacity (sqm gross):	No capacity	No capacity	No capacity
Class A3-A5 Capacity at 15% to 20% (sqm gross):	-	-	-
Bethnal Green:			
Comparison Goods Capacity (sqm gross):	849	1,927	2,669
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*127-170*	*289-385*	*400-534*
Brick Lane:			
Comparison Goods Capacity (sqm gross):	No capacity	19	89
Class A3-A5 Capacity at 15% to 20% (sqm gross):	-	*3-4*	*13-18*
Bromley by Bow:			
Comparison Goods Capacity (sqm gross):	417	808	1,080
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*63-83*	*121-162*	*162-216*
Chrisp Street:			
Comparison Goods Capacity (sqm gross):	597	1,154	1,538
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*90-119*	*173-231*	*231-308*
Crossharbour:			
Comparison Goods Capacity (sqm gross):	No capacity	No capacity	No capacity
Class A3-A5 Capacity at 15% to 20% (sqm gross):	-	-	-
Roman Road (East and West):			
Comparison Goods Capacity (sqm gross):	845	1,633	2,176
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*127-169*	*245-327*	*326-435*
Watney Market:			
Comparison Goods Capacity (sqm gross):	89	366	556
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*13-18*	*55-73*	*83-111*
Whitechapel:			
Comparison Goods Capacity (sqm gross):	1,718	3,326	4,436
Class A3-A5 Capacity at 15% to 20% (sqm gross):	258-344	499-665	665-887
Neighbourhood Centres:			
Comparison Goods Capacity (sqm gross):	1,143	2,213	2,952
Class A3-A5 Capacity at 15% to 20% (sqm gross):	*171-229*	*332-443*	*443-590*

Source: Derived from Table 1-12, Appendix 9.

19.25 The table shows capacity for new A3 to A5 provision for the majority of the Borough's main centres based on identified forecast comparison goods capacity. No capacity is identified for new A3 to A5 floorspace based on the absence of forecast need for new comparison retail floorspace over the study period. However, given Canary Wharf's profile as an important financial hub and retail centre, there is likely to be strong demand from food and beverage operators seeking to locate to the centre. New food and beverage floorspace is planned as part of a number of new schemes coming forward in the area.

19.26 Looking at the Borough's other centres, the economic need for new A3 to A5 floorspace is greatest for Whitechapel with between 665 sqm and 887 sqm gross of new Class A3-A5 uses by 2031. Opportunities should focus on providing new A3 and A4 provision instead of more A5 given that provision is above the UK average for town centres. Forecast need for Class A3-A5 uses is also relatively high for Bethnal Green, and Chrisp Street over the forecast period (2016 to 2031). The combined capacity identified for Roman Road East and West is likely to be driven by Roman Road East; the larger of the two centres. Similar to Whitechapel, new food and beverage provision should focus on providing more A3 and A4 uses, rather than more A5 uses. This will help to encourage more visitors to the centres, promote linked trips with other town centre uses and increase dwell time.

19.27 Brick Lane already supports a thriving restaurant industry that is likely to support demand for new provision. For all other centres, the quality of the eating and drinking offer should also be maintained and enhanced across the rest of the Borough's centres and at an appropriate scale to meet local demand, albeit that this will be subject to market interest and demand.

19.28 Generally, meeting the identified economic need for new cafés, restaurants and bars will be highly dependent on the level of market demand and confidence in the centres as trading locations. In simple terms the more successful, vital and viable a centre is, the more likely it will be that café and restaurant operators will want to locate there. While no capacity has been identified for Canary Wharf and Brick Lane due to limited forecast comparison goods capacity. Clearly, Canary Wharf is performing strongly in terms of its food and beverage offer and demand will always remain strong for the centre given its role as a financial and employment hub. Similarly, Brick Lane is underpinned by its restaurant economy which is a tourist attraction in itself. However, there may be potential to diversify offer.

HEALTH & FITNESS NEED

19.29 The health and fitness market has generally performed well during the economic downturn. The latest statistics from the *Leisure Database Company* (LDC is a market research specialist for the leisure industry) show that over the twelve month period to March 2016, the industry has grown its total market value by 5.3% to £4.4 billion, and its member base by 5.3%. According to LDC there were an estimated 6,435 private health clubs and public fitness centres facilities in the UK in 2016, which represented a small +1.9% net increase from the 6,312 facilities the previous year[38]. The main operators in the market currently include:

- Esporta, Greens & David Lloyd Leisure – at the premium end of the market focus on health, racquet and tennis clubs;
- Virgin Active & Nuffield Health (previously Cannons) – dominate the mid-range family-oriented health and fitness market;
- LA Fitness, Fitness First and Bannatyne's Health Clubs – operate smaller in-centre clubs at the more value end of the market; and
- Within London smaller 'boutique' gyms are popular, such as Soho Gyms, which have facilities across the City

19.30 At the same time, there is a growing trend in London for specialist and boutique gyms. However, the most significant growth in the sector in recent years has been fuelled by value and budget operators. The new wave of ("no frills") fitness clubs is growing steadily and lead by Pure Gym, which opened 60 clubs across the UK in 2015. Other popular low cost brands include EasyGym, Fitness 4 Less, Fitspace, TruGym and SimplyGym. The low cost business models is based on 24-hour opening, discounted monthly subscriptions (of between £10 and £20 on average) and 'pay as you go' membership. According to LDC, the low cost gym sector now accounts for 12% of total private clubs and 32% of private sector membership.

19.31 Overall, the proportion of the population in 2016 with a gym membership was estimated at 14.6%, up from 13.7% in 2015. According to LDC, the average number of members per club in the UK is estimated to be 1,426, which takes into account the average for independent venues (726 per club) and leisure chains (2,198 per club). For the larger fitness chains (e.g. David Lloyds, Virgin, LA Fitness, etc.) the average club membership increases to 2,897, while budget chains are even higher at 3,452 members[55].

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

19.33 The table below summarises the current representation of the main national, regional and independent privately-owned health and fitness operators across the Borough and its centres, as well as Council-owned leisure centres.

Table 19.6 Leisure Centres, Fitness Clubs & Gyms in Tower Hamlets

Facility	Location	Private Sector	Public Sector (or Trust)
Third Space	Canary Wharf	✓	
Canary Wharf Health Club	Canary Wharf	✓	
Pure Gym	Canary Wharf	✓	
Virgin Active	Canary Wharf	✓	
Fit4Less	Bethnal Green	✓	
Muscle Works Gym	Bethnal Green	✓	
York Hall Leisure Centre	Bethnal Green		✓
Mile End Park Leisure Centre and Stadium	Mile End		✓
Fit4Less	Mile End	✓	
Poplar Baths	East India Dock		✓
Paragon Gym	Shoreditch	✓	
John Orwell Sports Centre	Wapping		✓
Fitness First	Wapping	✓	

55 Sourced from the 2014 State of the UK Fitness Industry, the Leisure Database Company.

Facility	Location	Private Sector	Public Sector (or Trust)
St George's Leisure Centre	Shadwell		✓
Anytime Fitness	Shadwell	✓	
Mulberry Sports & Leisure Centre	Shadwell	✓	
Soho Gyms	Globe Town	✓	
Fit4Less	Caspian Wharf	✓	
Fit4Less	Tower Gateway	✓	
Whitechapel Sports Centre	Whitechapel		✓
Tiller Leisure Centre	Isle of Dogs		✓

Source: Various.

19.34 The health and fitness offer is concentrated around key centres in the Borough, particularly around transport nodes and shopping centres. There is a good provision of Council-run leisure facilities, which account for a third of the 21 facilities recorded across the Borough. Canary Wharf has the widest range of gyms and the highest level of provision; with four main providers including key brands such as Pure Gym and Virgin Active. It should be noted that the audit of facilities does not take account of private gyms that are provided within residential development developments and offices. The provision of in-house gym facilities has become a standard requirement for new residential schemes, albeit higher value developments. However, it is unlikely to impact on demand for public gym facilities. Recent investment in gym facilities in Tower Hamlets includes the rebranding of the former Reebok Centre by Third Space, which is aimed at the boutique gym market.

19.35 The survey results show that approximately a third (32.5%) of all study respondents visit a gym or health club with the vast majority (86.8%) using facilities at least once a week. The survey also indicated that 71% study area respondents carry out this activity were more likely to visit venues in the Borough, increasing to 94.4% and 94.1% for Zone 8 (Chrisp Street) and Zone 2 (Isle of Dogs), respectively. Mile End Leisure Centre is by some way the most popular facility in the Borough attracting a 16% of respondents who visit gyms and health clubs. Other popular venues include Mile End Climbing Wall (5.1%), York Hall in Bethnal Green (4.4%), Soho Gym Bow Wharf (3.4%), Fitness4Less in Bow (3.3%) and Cambridge Heath Road (2.7%). Facilities in Whitechapel were also relatively popular including David Lloyd (2.7%), Anytime Fitness (2.4%), and Whitechapel Leisure Centre (2%).

19.36 The household survey also asked respondents to identify suggested improvements that could be made to leisure offer in the Borough. While a high proportion of respondents within Zones 1 to 8, which broadly corresponds to the Borough area, stated that no improvements were needed. Of those that did make suggestions, the need for more or better gym and health club facilities and more facilities for young people were highlighted most.

19.37 With the population of Zones 1 to 8 (i.e. broadly correlates to the Borough area) forecast to increase by 101,920 from 2016 to 2031. When applying the participation rate for gym and health club activities identified for the study (32.5%), this equates to 33,102 potential new gym members. This highlights the potential opportunity to support new gym provision in the Borough. Based on average membership numbers for key gym operators such as David Lloyd and LA Fitness (2,897 per facility), this could support 11 new facilities or 10 new budget gym venues (3,452 average members per facility).

19.38 As for the other leisure sectors, attracting new health and fitness facilities will be determined by the level of market interest and demand. However, given that some of the larger chain operators are not represented in Tower Hamlets, there may be scope for a new facility. There could also be potential to attract a budget or value operator to the main town centres, as this type of facility would appeal to a wider customer base. In turn this could help to increase participation and/or capture some of the 'leaked' trips to health and fitness facilities outside the Borough.

BINGO & GAMBLING NEEDS

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

19.40 The latest research by The Gambling Commission (Industry Statistics November 2015) indicates that there are over 599 licensed bingo premises in operation in the UK, which is a reduction from 653 recorded in 2014. Gala Leisure and Mecco Bingo are the leading operators accounting for over a third (36.9%) of all premises. Research by Mintel indicates that the industry has experienced a fall in revenues and admissions over recent years as a result of legislative changes (such as the ban on smoking in public places), the impact of the economic downturn and the growth of online gaming. In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in 'remote/online' gambling, which including gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversity their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes. The above has resulted in the closure of many bingo halls across the UK. Within the Borough, we are aware of just one facility; Mecca Bingo in Bethnal Green.

19.41 In terms of Casinos, research shows that there were some 147 active casinos in the UK in September 2015. The number of premises has remained fairly static over the past five years[56]. This sector is dominated by three companies: the Rank Group (incorporating Grosvenor Casinos and Gala Coral Casinos); and Genting UK. There has been consolidation of the sector in the past few years, with acquisitions such as Rank Group's purchase of Gala Coral Casinos making it the largest operator in the UK. While casino attendance has grown from 18.24m in 2012 to 20.44m in 2015, attendance dropped by

[56] Source: Gambling Commission Industry Statistics 2016.

2.6% from 2014 (20.99m). The increase in attendance since 2012 is largely explained by larger new casino venues granted licences under the 2005 Gambling Act. As far as we are aware there are no casinos located within Tower Hamlets with the nearest facility in Stratford (Aspers) and various in Central London.

19.42 The household survey results indicate that bingo and casino gambling is not a major leisure activity for the vast majority of respondents living in the Borough, with just 2.4% indicating that they frequent bingo clubs, casinos or bookmakers. Of those that do, 32.1% visit at least once a week with the greatest proportion frequenting facilities once a month. In our judgement, there is no demonstrable need to enhance existing provision to improve competition and choice at the local level, although this will be subject to market interest and demand from other bingo and casino operators. If demand arises in the future, we advise that this should be directed to the Borough's main centres first in accordance with national and local plan policy. Given that current trends for bingos and casinos show activity moving online instead of physical venues, future demand for new venues is expected to be very limited.

FAMILY ENTERTAINMENT

19.43 Family entertainment includes paid activities that appeal to adults and children, such as tenpin bowling, rolling skating, ice skating, and similar. Tenpin bowling is possibly the most popular of this category and has been established as a commercial leisure activity in the UK for over 40 years. It remains a strong family and group activity. Research shows that there are currently over 321 bowling centres in the UK[57]. This sector benefited from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights.

19.44 There is one ten-pin bowling facility located in the Borough; All Star Lanes in Brick Lane. Alternative provision outside of the Borough is located in Surrey Quays (Hollywood Bowl), Central London (Bloomsbury Bowling Centre) and Westfield Stratford (All Star Lanes). There are no ice skating or roller skating venues in Borough, with the nearest facilities located in Leyton (Lee Valley ice Rink), Newham

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

(Skating Haven) and various in Central London. Other family activity venues available in the Borough include a laser tag facility in Whitechapel (Laser Tag Star Command).

19.45 The household survey indicates that family entertainment activities are a reasonably popular leisure activity, with 23.1% of respondents living in the Study Area indicating that they partake in such activity. Compared to other commercial leisure activities family activities are carried out less frequently with a greater proportion (40.7%) of respondents engaging in family activities up to twice a year, followed by every one to two months (33.4%). Facilities outside of the Borough appear to be more popular with respondents with over a third (36%) choosing All Star Lanes at Westfield Stratford, with a comparable percentage (35.7%) visiting Hollywood Bowl in Surrey Quays. Only 16.1% of respondents frequent facilities in the Borough, such as All Star Lanes in Brick Lane (14.1%).

19.46 In terms of future needs, the Borough could benefit from a wider range of family activities, particularly a multi-use venue that could compete with venues in Stratford and Surrey Quays. Assuming an eventual recovery to economy post Brexit and as the population increases there is likely to be demand for such a facility over the long term. If this is the case and market demand exists, then a new facility should be directed to one of the Borough's main town centres first to help maintain and strengthen their diversity of offer and evening economies.

CULTURAL ACTIVITIES

19.47 Cultural activities include a broad range of activities that are focused on the arts and historic attractions. For the purpose of this assessment consideration is given to the provision of theatres, music venues, and historic/ cultural attractions across the Borough. Cultural venues recorded in the Borough, including theatres, music venues, museums and art galleries are set out in the table below:

Table 19.7: Key cultural venues in Tower Hamlets

Activity	Venue and Location
Theatre & Music Venues	Half Moon Theatre, Limehouse Toynbee Studios, Aldgate Wiltons Music Hall, Shadwell Troxy, Stepney
Museums	Ragged School Museum, Mile End The Museum of Immigration, Spitalfields V&A Museum of Childhood, Bethnal Green Royal London Hospital Museum, Whitechapel
Art Galleries*	Whitechapel Gallery Chisenhale Gallery, Roman Road Union Gallery, Bethnal Green

* Excludes commercial galleries

19.48 The Whitechapel Gallery and V&A Museum of Childhood are the most prominent arts venues in Tower Hamlets, which are popular with tourists and visitors. According to the Association of Leading Visitor Attractions the Museum of Childhood attracted 449,787 visitors in 2015. It is understood that a similar number of visitors was recorded for the Whitechapel Gallery in 2010.

19.49 The results of the household survey indicate that 36.4% of respondents in the Borough visit museums, galleries and places of historical interest with a broadly similar proportion visiting the theatre, concerts or a music venue. Some 28.2% visit museums, galleries or places of historical and/or cultural interest. The household survey confirms that this form of activity is carried out infrequently, with the majority of respondents visiting places of cultural interest (i.e. museums, galleries, etc) every one to two months (48%); and the majority (57.3%) visiting theatre, concerts or music venues every two to six months.

19.50 Central London (47.3%) which includes Southbank was the most popular location for those visiting cultural or historic venues. This reflects the vast choice of venues available in London for this activity. However, the Borough is attracts nearly a third (31%) of respondents from the study area, with the Museum of Childhood highlighted as the most popular venue (13.4%), followed by Whitechapel Gallery (7.2%).

19.51 In terms of theatres and music venues, the majority (53%) visit venues in Central London, including the West End. Only 3% of respondents who visit theatres and music venues choose facilities in the Borough. Demand for new cultural facilities (such as theatres and music venues) is likely to be limited given the draw to major facilities in Central London. However there appears to reasonably strong demand for the cultural arts (galleries, museums, etc.) in the Borough. As such there may be potential for local cultural and entertainment facilities, such as a multi-purpose arts venue in one of the Borough’s main centres. Alternatively, better marketing and promotion of existing facilities could help to increase awareness of the Borough’s offer and thereby attract more visitors to its venues.

HOTEL PROVISION

19.52 Hotel provision in Tower Hamlets includes a range of operators, from branded budget hotels to niche independents. Provision varies throughout the Borough’s main centres:

- **Canary Wharf:** Unlike other centres in the Borough, hotel provision in Canary Wharf is aimed at the mid to luxury market with five hotels located within the area. Key operators include Marriott, and Hilton alongside smaller chains. The centre also hosts a number of serviced apartment complexes, which are concentrated around South Quay.
- **City Fringe area (Shoreditch):** Hotel provision has grown in recent years reflecting Shoreditch’s popularity as a tourist destination and its proximity to employment hubs (e.g. Silicon roundabout and the City). Provision largely caters to the budget and mid-range boutique hotel market. Key operators include Holiday Inn Express, Ace Hotel, and Courthouse. A budget apartment-hotel and a budget hostel are also located within Shoreditch. Given the popularity of Shoreditch, there is likely to be potential interest from new operators seeking to build on the area’s popularity as leisure destination.

- **Brick Lane: Budget hotel provision –** Two hotels are located in the centre including Brick Lane Hotel and Abor City on the southern end of Brick Lane**.** Given Brick Lane's location within the City Fringe there is likely to be demand for a hotel development; particularly given the centre's proximity to Shoreditch. The Old Truman Brewery site is key opportunity site that could support a new hotel as part of a mixed retail and leisure scheme.
- **Whitechapel:** Hotel offer is limited to budget provision including a Hotel Ibis on Whitechapel Road and The Whitechapel Hotel on New Road. With the planned opening of Crossrail, Whitechapel has the potential to support new hotel development particularly for customers seeking budget accommodation that is well connected to the central tourist hot spots. Furthermore, proposals to develop a civic hub on the St Barts hospital site and the proposed development of medical research campus ('Med City') are likely to increase demand for hotel accommodation for business trips.
- **Bethnal Green:** The centre has two hotels, including Travelodge serving the budget market, and the Town Hall Hotel and Apartments, which is aimed at the mid to luxury market.

19.53 There are also numerous hotels located outside of the main centres, with particularly close or near to underground stations. The area around the Aldgate East accommodates three budget hotels, including ibis (Commercial Street), Premier Inn (Alie Street), and Qbic (Brick Lane). Serviced apartment provision is also available on Whitechapel Road and Commercial Street. It is likely that future demand for new hotel development will continue to focus on the budget market.

19.54 In terms of requirements, we are aware that Premier Inn are seeking opportunities for standalone developments across a number of centres in Tower Hamlets, including Canary Wharf (300 rooms), West India Quay (300 rooms), Bethnal Green (100 rooms), Shoreditch (250 room), and Whitechapel (150 room).

19.55 In summary based on our high level assessment there would appear to be scope to expand the number and quality of the Borough's hotel provision. In the current time, demand for new hotel space is likely to remain concentrated in key shopping, business, and tourist areas such as Canary Wharf and the City Fringe. However, with the planned development of Crossrail and major developments, coupled with rising site values in popular locations, demand for district centre locations is likely to emerge, including for Whitechapel.

SUMMARY

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

19.57 The table below shows the percentage of the respondents to the household survey in the wider Study Area who indicated that they participate in the various leisure activities.

Table 19.8 Respondents in Study Area who participate in leisure activities

Leisure Activity	% who do participate in these activities
Eating out in restaurant and/or café	73.4%
Cinema	52.7%
Museum/gallery/place of historical or cultural interest	36.4%
Gym/health club/ sports facility	32.5%
Concert/theatre/music venue	31.8%
Drinking out in a pub/bar/nightclub	31.2%
Family entertainment (incl. ten pin bowling, skating rink)	23.7%
Bingo/casino	2.8%

Source: HTIS 2016

19.58 The table shows that eating out and cinema going are the most popular leisure activities. To a lesser extend around a third of respondents in the study area engage in cultural activities and the arts, visit gyms and health facilities, as well as drinking out at pubs and nightclubs. A smaller proportion of respondents engage in family entertainment activities, while a very small representation engage in gambling activities (e.g. bingo, casino, and bookmakers).

19.59 The fact that participation rates for certain leisure activities is particularly high (e.g. restaurants and cinemas) points to the potential to enhance the overall offer in the Borough's main centres.

19.60 On the whole, the promotion of quality food and beverage branded operators in the Borough should be promoted to help maintain and enhance the overall vitality and viability of the main centres, subject to market demand. Although branded operators would help to enhance the centres, a mixed approach should be taken to ensure that Tower Hamlet's unique character is not undermined and that the Borough's distinctive independent provision remains prominent. Potential demand has been identified for eating and drinking out, and this would help to enhance each centre's day and evening time economies, particularly where provision is under served. For eating out this includes Bethnal Green, Roman Road West and Watney Road Market. Branded operators are regarded as being appropriate in some locations more than others. For example in Brick Lane or Chrisp Street, a Nandos or Pizza Express could be of benefit whereas this could undermine the character of centres such as Roman Road East and West. Opportunities for new A3 and A4 offer should be explored. Improvements in the choice of drinking venues could be directed towards Roman Road East and West and Watney Market, where provision appears to under-served. However, new facilities would be dependent on the suitability of sites/ premises, the surroundings, and licencing. In addition, increased provision should not be to the detriment of maintaining an appropriate balance of uses in the Borough's centres, particularly retail uses.

19.61 In terms of cinema provision, the needs assessment identified that a high proportion of respondents in the Study Area visit the cinema, the most popular venues in the Borough are the Cineworld at West India Quay and Genesis, a small boutique cinema in Whitechapel. However, the survey found that leakage to Vue in Stratford is particularly high in the west and northern parts of the Borough. With capacity identified for up to six new screens for the Borough, this highlights the opportunity to provide a new multiplex cinema for the Borough which could strengthen the Borough's offer and draw back residents traveling to Stratford. A new cinema facility should ideally be provided within one of the Borough's district centres, which could form part of a town centre regeneration scheme. However, this would be dependent on the availability of sites and the level of market interest and demand from cinema operators.

20 OTHER TOWN CENTRE USES 'GAPS' ANALYSIS

20.1 The success, vitality and viability of town centres are driven by a range of different uses, not just retail and commercial leisure. For example offices located in town centres can help to support daytime and early evening economies, boosting footfall and expenditure to the benefit of a wide range of businesses, services and facilities. Similarly, community uses have an important role for sustaining town centres and local communities.

20.2 The following sections therefore give a high level market review of office provision and community uses in the Borough's main centres.

OFFICE PROVISION

20.3 Office space is also an important town centre use. The provision of employment space, in or close to centres, often at high density, is useful for bringing visitors into the centre. This can help to boost the lunchtime and early evening trade. However, it should be noted that commercial premises do not generally have active frontages at ground level and are not therefore encouraged along primary and secondary frontages, where promoting active frontages is key to support the vitality of a town centre.

20.4 This sub-section provides an overview of the Borough's office market and draws research carried out by CJ's in-house commercial office team.

Tower Hamlets Borough Office Market

20.5 The Borough's economy is quite heavily concentrated in financial services, mainly located in Canary Warf, which accounts for a 29% share of total employment – secondly only to the city. The London Borough is located on the Eastern Fringe of London City and incorporates areas such as Bethnal Green, Limehouse, and Victoria Park. Due to such proximity to prime locations in the City and improving transport infrastructure, there has been increasing demand for commercial and office space within the area. Previously regarded as a significantly cheaper alternative to the city, rents in the East City Fringe have risen from, typically, £30.00- £36.00 per sqft per annum in Q2 2011 to £55.00 -£72.50 per sqft today for New/Refitted Grade A office spaces – representing a rise of up to 117% over the five year period as new office developments such as Aldgate tower, located adjacent to Aldgate underground station, and The Stewart Building at Spitalfields. Such relocations have aided in attracting new occupiers to the area from higher costs districts in Midtown and the city, where rent and business rates costs are appreciably higher. Typical landlord quoting rents in prime locations in the City of London can range from £40.00 per sqft for Grade B refurbished office spaces, to £77.50 and above for Grade A New/Refitted. The most recent lettings in Tower Hamlets include 9,500 sqft to drinks company Bacardi at the Steward Building (relocation from Marylebone) and 100,000 sqft to Aecom at Aldgate tower (relocation from MidCity Place, Holborn).

20.6 The City Fringe East (e.g. Spitalfields, Aldgate East, E1 & Tower Hill, EC3), typical landlord quoting rents for office space over 5,000 sqft) stood at £55.00 - £72.50 for New/Refitted (Grade A); £45.00 - £52.50 for

Refurbished (Grade A) and; £35.00 - £42.50 for Refurbished (Grade B). Currently, according to data provided by CoStar, availability of office space in the Eastern Fringe area stands at 1,000,080 sqft; known total sqft is 11,547,534 sqft; and vacancy rates are presently 8.3%.

20.7 Tower Hamlets is also a popular location for business start-ups, particularly as office space becomes unaffordable in the City Fringe. Shared office space is particularly popular and there are examples of shared work spaces that incorporate commercial uses, such as cafes/restaurants. A good example is the Central Working near Whitechapel District Centre (69-89 Mile End Road), which is a key support in nurturing start up industries. With affordable office accommodation under strain from growing rents and the encroachment of office to residential permitted development rights, opportunities to promote affordable shared workspaces should be promoted across the Borough's district centres. The most obvious locations are Whitechapel and Bethnal Green which benefit from good transport links and their proximity to the City.

Dockland Focus

20.8 Office accommodation in the Docklands has not suffered from such low vacancy levels (5.7% in 2016) as other sub-markets and demand for the area has, since the 2008/9 banking crisis, been weaker because of its peripheral location. However, rental growth in Central London Business districts is causing a significant proportion of tenants in the West End, Midtown and South Bank sub-markets to reconsider parts of Docklands such as Canary Wharf, Marsh Wall and Limeharbour where there is more choice and where rents for refurbished space are typically £40.00 - £45.00 and £32.50 -£37.50 per sqft per annum respectively. Based on statistics published by CoStar, there is approximately 16,712,722 sqft of office space in the Docklands core area (Canary Wharf); 1,265,794 sqft of which is currently available. Furthermore, the completion of the Elizabeth Line at the end of the 2018 will also give the area a boost by enhancing transport connectivity – 13 minutes to Bond Street from Canary Wharf and 6 minutes to Liverpool Street.

20.9 To compare, Stratford, which is also located in the East of Great London, just North of Tower Hamlets, is also establishing itself as a credible, low cost, alternative business district. This has become particularly apparent following the decision for two public sector bodies – the Financial Conduct Authority and Transport for London – to relocate their operations to the International Quarter. Each organisation is to lease 425,000 sq ft and 265,000 sq ft respectively. The completion of the Elizabeth line will also reinforce the attraction of the area, providing direct access to the City (7 minutes) and West End (15 minutes). However, Stratford suffers from a severe shortage of vacant Grade A office space which is holding back the growth of the area. The issue will only be resolved once developers commit to constructing buildings that are not already pre-let before commencement of the construction programme.

Future Opportunities

20.10 The Eastern location of Tower Hamlets provides much opportunity for future development of the area in terms of office space construction and utilisation. The recent Brexit result may prove to impact on demand for office space and occupancy rates in the short-term and certainly creates uncertainty over rental values in the area. However, the unique setting of areas such as Canary Wharf means that it is likely that there will be continued demand for office space as businesses locate to the area. Indeed, parts of London such as Farringdon, which were previously considered hubs for media and creative industries, now demand high rents; pushing such sectors into areas such as Aldgate, Whitechapel, and Docklands in Tower Hamlets.

20.11 As highlighted previously the Council should pursue opportunities to support affordable office accommodation, such as shared office space, which would help to promote business start-ups. This form of accommodation does not require the same high-specification space required by most office based companies. This opens opportunities to promote work spaces within under-utilised retail units and buildings, particularly within the Borough's district centres.

COMMUNITY USES PROVISION

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

Libraries and Community Centres

20.13 Library facilities are provided through the Council's Idea Stores, of which there are currently seven in the Borough. The Idea Stores are promoted as learning facilities that provide not just library services, but also adult education, learning activities and related events. The facilities also provide advisor services for the public on a range of themes including business, employment, health and law. The table below sets out known community facilities in the Borough, which not only serve their immediate centres but neighbouring communities.

Table 20.1 Summary of Community Centres in Tower Hamlets

Area	Community Centre
Bethnal Green area	Oxford House, Praxis, Zander Court Community Centre
Brick Lane/ Whitechapel area	Montefiore Centre, Brady Arts & Community Centre, Davenant Centre, Maryam Centre (East London Mosque), Weavers Community Centre, Jagonari Women's Education & Resource Centre
Chrisp Street / Poplar area	Lansbury Lodge Centre & Women's Project, Trussler Hall, Greening Brownfield Community Garden, St Matthias Community Centre, Teviot Centre
Roman Road East	Appian Court Centre, Eastside Youth & Community Centre
Bromley by Bow/ Stroudley Walk area	Devons Estate TRA, Kingsley Hall, Bromley by Bow Centre
Limehouse Station	St Katharine's Precinct ArtSPACE, London Dockers' Club
Stepney Green	Stepney Jewish Community Centre
Isle of Dogs area	Dockland Settlement, Calders Wharf Community Centre, Cedar Centre, Island House Community Centre

Area	Community Centre
Hackney Wick	Hub 67
Aberfeldy Street	Aberfeldy Neighbourhood Centre
Watney Market	Wapping Women's Centre, Mulberry & Bigland Green Centre
Other	Sundial Centre – Shipton Street St Hilda's East Community Centre – Club Row Ridley House Community Centre (St James the Less Church) - St James Avenue Threshold Centre – Ada Place Stour Space – Roach Road, Fish Island Francis Lee Community Centre Linc Centre – Clare House, Hawthorn Avenue Fern Street Settlement – Fern Street, Bow Concordia Community Centre – Railway Arches, Burdett Road Hind Grove Community Hall – Off Stainsby Road

Source: LBTH website

20.14 The areas of Bethnal Green and Brick Lane are particularly well served by community centres. It is noted that no community centres are located in Canary Wharf and the City Fringe area, which reflects the commercial nature of these areas.

20.15 Additional community facilities are provided as part of other community venues such as places of worship and education providers.

Local Healthcare Facilities

20.16 General practice (GP) provision is dispersed across the Borough with services located in or near to district and neighbourhood centres, which includes larger multi-function medical centres and smaller practices. As with GP surgeries, the provision of dental surgeries in Tower Hamlets is concentrated across the Borough's network of centres. Appendix 10 sets out all identified NHS GP practices in the Borough of which there are 39. The same table identifies nine dental practices. There appears to be a concentration of health care facilities around the Whitechapel area. In contrast there are very few facilities in the Canary Wharf area, which may be explained by the commercial role of the centre, and where health facilities are available; they are run privately.

20.17 Generally, the Borough appears to be well served by local health facilities and benefits from a community hospital, Mile End and St Barts, which offers more specialist/ acute healthcare services.

21 DEFINITION OF SHOPPING FRONTAGES AND BOUNDARIES

21.1 This section provides recommendations on the most appropriate definition and extent of the Primary Shopping Frontages (PSFs) and Secondary Shopping Frontages (SSFs) in the Borough's main centres; including Canary Wharf and the nine district centres (Bethnal Green, Brick Lane, Bromley by Bow, Crossharbour, Chrisp Street, Roman Road East and West, Watney Market, and Whitechapel). Drawing on the available evidence it also provides guidance on the extent of the Primary Shopping Areas (PSAs). This assessment has been carried out in accordance with the advice and guidance set out in the NPPF and PPG.

POLICY CONTEXT

21.2 In setting out policies for the management and growth of centres over the plan period, and promoting competitive town centre environments, local planning authorities are required by the NPPF (paragraph 23) to define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations.

21.3 The NPPF (Annex 2) defines primary and secondary frontages as follows:

- **Primary Shopping Frontages (PSFs)** - likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods.
- **Secondary Shopping Frontages (SSFs)** - provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

21.4 The difference between the definition of the Primary Shopping Area and Town Centre Boundary is defined by NPPF (Annex 2) as follows:

- **Primary Shopping Area (PSA)** - the area where retail development is concentrated and generally comprises the PSFs and those SSFs which are "adjoining and closely related to the primary shopping frontage".
- **Town Centre Boundary (TCB)**[58] – defined as the area on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.

21.5 The definition of a centre's PSA and TCB is important in retail planning terms in a number of important respects:

[58] References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

- First, for the purposes of plan-making and development management, sites and applications for new retail, leisure and other main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan will be subject to the sequential and impact 'tests' in accordance with the NPPF (paragraphs 24-27).
- Second, in terms of applying the sequential approach for both plan-making and decision-taking, an '**edge-of-centre'** site is defined for retail purposes by the NPPF (Annex 2) as a location that is "*well connected and up to 300 metres of the primary shopping area"*. For all other main town centre uses it is a location "*within 300 metres of a town centre boundary*"; and for office development, it includes *"locations outside the town centre but within 500 metres of a public transport interchange*". The NPPF states that in determining whether a site falls within the definition of edge of centre, "*account should be taken of local circumstances*", and preference should be given to "*accessible sites that are well connected to the town centre*" (NPPF, paragraph 24).
- Third, defining the extent of the PSF and PSA for town centres will also enable local planning authorities to manage Permitted Development Rights (PDR), principally from retail to residential use.

21.6 It is against this policy background and guidance that we have necessarily reviewed and identified the extent of each centre's primary and secondary shopping frontages, PSA and Town Centre Boundaries. Our assessment has been based on the robust evidence provided by Experian Goad for Canary Wharf, Brick Lane, Bethnal Green, Crossharbour, Roman Road East and West, Watney Market and Whitechapel, which identifies units by use class on a street by street basis. We have also utilised annual monitoring data supplied by London Borough of Tower Hamlets, detailing the current mix of Class A uses for the remaining district centres, which was updated to identify uses for the main shopping streets. The assessment has been further supplemented by our health checks and site visits of the Borough's main centres in June and July 2016.

21.7 In reviewing each of the centres within Tower Hamlets consideration has been given to:

- The current mix of uses and vacancies within the centre and its constituent parts;
- The suitability of existing space (in terms of unit size, parking, quality of the area etc) for attracting retail uses in the future;
- The current levels of use of the centre; and
- Any development proposals which may alter the attractiveness of the centre or use of parts of it

DEFINITIONS OF FRONTAGES, PSA AND TOWN CENTRE BOUNDARIES

21.8 Our recommendations are set out below for Canary Wharf and the Borough's nine district centres. The assessment should be reviewed alongside the recommended boundary and frontage plans for each centre, which are presented in Appendix 12.

Canary Wharf Major Centre

21.9 Canary Wharf is a large, purpose built retail and business centre, with surrounding uses included within the defined centre boundary. The centre has high proportion of A1 uses, particularly in the comparison sector and also a high number of A3 operators. Vacancies across the centre are low.

21.10 The main retail area is within the shopping centres, but other town centre uses including offices operate within the wider centre. The suggested frontage and PSA allocations are set out below:

Table 21.1: Canary Wharf Major Centre- PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
1	Canada Place Mall (Promenade Level) – Mainly national multiple retailers, so designated as primary frontage along the main route and on access to DLR Station.	Primary
2.	Canada Place Building (Promenade level) – This includes the Waitrose store. The mall facing side is considered to be primary frontage. Secondary frontage is suggested either side of Canada Place Mall.	Primary Secondary
3	Canada Place Building (Street Level and Floor 1) – Waitrose store	Primary
4	Canada Place Building (Floors 2-4) – Sports Centre and Restaurant on upper floors.	Secondary
5	One Canada Square (Promenade Level) - Main units are primary frontage. Small kiosks on side routes away from station link are secondary frontage.	Primary Secondary
6	Cabot Place East (Promenade Level) – More mixed A Class uses but we suggest that this remains primary frontage.	Primary
7	Cabot Place East and West (Street Level) – More mixed A Class uses but we suggest that this remains primary frontage.	Primary
8	Cabot Place East and West (Level 1) – Tesco Metro on West side and A1 uses in East.	Primary
9	Cabot Place East and West (Level 2) – A3 uses on upper floor.	Secondary
10	Cabot Square – Commercial units listed and at ground floor level below office blocks. There is a limited A1 offer.	No frontage allocation
11	Jubliee Place (Promenade Level) – Mix of A1 and A3 uses.	Primary
12	Churchill Place – Physically separate from the other shopping malls and provides a limited offer.	Secondary
13	Bank Street – Within centre boundary and includes a range of retail and other service sector businesses. There is no A1 offer.	No frontage allocation
14	Chancellor Passage – Two A1 uses identified but no other retail offer apparent.	No frontage allocation
15	Fisherman's Walk – Predominantly A3 uses.	No frontage allocation
16	MacKensie Walk – Predominantly A3 uses.	No frontage allocation
17	Nash Court – Single A4 use.	No frontage allocation
18	The North Colonnade – Mixed use but very little A1.	No frontage allocation
19	The South Colonnade – Mixed use but very little A1.	No frontage allocation

Bethnal Green District Centre

21.11 Bethnal Green is a linear centre with units split on either side of Bethnal Green Road. The Secondary boundary to the east includes properties to the east of the railway line.

21.12 The centre has in excess of 50% of units currently in A1 use, low levels of vacancy and non-retail uses. A review of the use class composition noted an increase in A1 retail uses since 2012 (from 79 to 85 units), with a corresponding decrease in A2 uses (from 25 to 17). Vacancies have halved to just 3 which suggests no significant need to reduce the extent of the centre.

21.13 The currently defined centre comprises a number of frontage blocks separated by north/south side roads. As such the potential inclusion of each of these within the PSA and primary and secondary frontages have been reviewed. Recommended frontages are set out in the table below.

Table 21.2: Bethnal Green District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
North of Bethnal Green Road		
1	Squirries St – Pollard Row– Well occupied parade of shops with high proportion of A1 uses.	Primary
2.	Pollard Row to Rushmead (west) – Former church which is now in residential use is excluded from the centre.	Exclude from PSA
	The parade to the east has a high proportion of A1 uses.	Primary
	One Stop Shop for Council services on Rushmead was included in the centre in 2012.	No frontage allocation
3	Rushmead to Canrobert St – Occupied by Tesco Metro and Post Office.	Primary
4	Canrobert Street 'Island' – A greater mix of uses including public house and Kwik Fit. Given the apparent strength of the centre this area would benefit as a primary frontage.	Primary
5	Canrobert Street to Wolverley Street – Small group of just 3 units with only a sandwich shop in A1 use. The area beyond this includes less A1 but we still consider this to be primary frontage.	Primary
South of Bethnal Green Road		
6	Vallance Road to Hague Street – A large parade of small units with majority independents and in A1 use.	Primary
7	Hague Street to Derbyshire Street– Another large parade of mainly A1 independents.	Primary
8	Derbyshire Street to Viaduct Street – the majority of parade is 1960s development; the units are well occupied, good proportion in A1 use and some national multiples.	Primary
9	Viaduct Street to Seabright Street – A small block primarily in A1 use but with 2 vacancies at present. In isolation this could be considered secondary frontage at present, but given the location and adjoining uses it is recognised as primary frontage.	Primary
10	Seabright Street to Wilmot Street – Another small parade but including Boots and other A1 uses plus McDonalds.	Primary
11	Wilmot Street to Ainsley Street– A mix of A1 and other A Class uses including Iceland.	Primary
12	Ainsley Street to Railway line – This includes a limited number of properties facing Bethnal Green Road and a mix of A Class uses, with only limited A1 representation. We suggest that the retail units at Horwood House are included in centre.	Secondary
13	Cambridge Heath Road – the area appears to be distinct from Bethnal Green Road. If this area is to be included as part of the PSA then the mix of uses indicate the area is more suited as secondary frontage.	Secondary

Brick Lane District Centre

21.14 Brick Lane is a linear centre running north/south with a small secondary area identified to the south. An extensive secondary area to the north extends across the railway line to Bethnal Green Road.

21.15 The combined main and secondary area contains 339 units of which 45% are in A1 use. Approximately 10% of units are vacant and just 12% are in non-A Class use. The area has seen an increase in A3 uses since 2012 from 19% to 22% with a decrease in A4 uses. Vacancies are slightly lower now and A2 uses are slightly higher, in contrast to the majority of other Tower Hamlets District Centres which have seen a decline.

21.16 Brick Lane is not a strong retail centre, with leisure activities clearly important to the overall vitality. As such the suggested primary frontage has a slightly different mix of uses to other District Centres. Current uses suggest that the character of the area is changing and the centre may be moving as a result of the changes at the Truman Brewery site, which is likely to become an increasingly important leisure attractor. This would particularly support the central parts of Brick Lane within the main centre and possibly remove the southerly, Osborn Street section from the centre boundary.

21.17 There also appears to be a significant amount of Class A1 uses along Commercial Street that links in to Hanbury Road, i.e. joining the Truman Brewery site to Spitalfields Market. Further consideration may therefore be required as to how the two areas function and how they should be delineated.

21.18 Finally, the physical division of Brick Lane by the Underground lines and bridge combined with the limited frontage along the Truman Brewery part of Brick Lane makes it seem likely that the northern part combined with Bethnal Green Road will function as a separate centre. The potential to distinguish Brick Lane North and Brick Lane South may therefore be worth investigating.

21.19 The suggestions for primary and secondary frontages and PSA are as follows:

Table 21.3: Brick Lane District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
1	Brick Lane West (Hanbury Street to Princelet Street) – Although this is just a small parade of units predominantly in A3 use with just one A1 use, it is a key location so primary frontage is suggested.	Primary
2.	Brick Lane West (Princelet Street to Fournier Street) – A small parade with half of the street frontage taken up by D1 use; there is only one A1 use so secondary frontage is suggested.	Secondary
3	Brick Lane West (Fournier Street to Fashion Street) – The parade is dominated by one large occupier, a school located in the centre of the block. Otherwise approximately half the units are in A1 use, with 2 vacancies and A2 and A3 uses.	Secondary
4	Brick Lane West (Fashion Street to Wentworth Street) – This is a longer parade of more recent development, with nearly half the units in A1 use and a Police Station. To the south, outside the defined centre, is a modern office block and health centre. Although A1 uses are not high, this should be a primary frontage.	Primary
5	Brick Lane East (Hanbury Street to Princelet Street) – A small parade with mainly A1 and A3 uses.	Primary
6	Brick Lane East (Princelet Street to Heneage Street) – This is a longer stretch of frontage with hotel use.	Primary

	Shopping Area/ Street Frontage	Suggested Frontage
	The northern frontage has just under half the units in A1 use with one A2 and the rest in A3 use.	
7	Brick Lane East (Heneage Street to Chicksand Street) – This section of the centre is opposite Fashion Street where the road system changes. The parade is fully occupied with nearly half the units in A1 use, primarily to the south.	Primary
8	Brick Lane East (Chicksand Street to Old Montague Street) – This section is split into two by Hopetown Street access, with more modern units in the northern section. The latter has around half the units in A1 use. The units extending to Old Montague Street are a mix of other A class uses as are those on Old Montague Street. Although these feel like Secondary frontage, the location suggests primary.	Primary
9	Osborn Street West – This designation as part of Brick Lane centre should be revised. If this side of Osborn Road is to be included then 29 Osborn Road should be included, given its A2 use and location. However, large property blocks to south split the southernmost retail units from Brick Lane centre and it may be more appropriate to include these units within the centre but without a retail frontage.	No frontage allocation
10	Osbourn Street East – These uses are appropriate for the designated secondary frontage. The A Class uses on the corner and onto Old Montague Street help the potential for integration with Brick Lane Centre, but it is not clear that there is functional linkage and Osborn Street as a whole may be more appropriately considered as secondary retail.	Secondary
11	Brick Lane West (Quaker Street to Hanbury Street) –This block is dominated by the former Trumans Brewery complex with clear evidence of changes of use. A Vintage Clothes market operates from the main building and development of Dray Walk (see below) both add to the draw. The nature of the former development means frontage uses are limited as buildings are inward facing. As a result we suggest no frontage allocation.	No frontage allocation
12	Dray Walk – Dray Walk is being developed for A Class uses and currently has a mix of A1, A3 and B1 uses. The route from Brick Lane is traffic free and appears to be well used, whilst Hanbury Street entrance is used by cars and has less commercial uses.	Secondary
13	Buxton Street, South - An access road with no frontage.	No frontage allocation
14	Woodseer Street and Hanbury Street – This street primarily provides access to Brick Lane. A number of large warehouse units are located along the street. There is no frontage allocation proposed and it may be appropriate to consider the removal of the Banglatown unit (Spital Road) and residential units along Hanbury Street and Woodseer Street from the centre,	Remove from centre
15	Woodseer Street – This is a residential road. No frontage allocation is proposed and the area should probably be removed from Centre. There is a small amount of retail (vacant) at no. 35 as part of a new mixed use development, but this does not feel part of the centre.	No frontage and excluded from PSA
16	Hanbury Street North (Brick Lane to Spital Street) – This is a minor road with commercial uses on both sides of the road closest to Brick Lane. The south side has a greater proportion of A1 uses and hence it is not clear why the north side is within the centre and the south side is outside. It is suggested that the centre boundary is changed to include both sides and, given the potential of area, it is suggested that the area closest to Brick Lane is secondary frontage but with the Spital Street area removed.	Secondary
17	Grey Eagle Street East – This is primarily an access road with no frontage.	No frontage allocation
18	Corbet Place East – This is primarily an access road with no frontage.	No frontage allocation
19	Hanbury Street (Corbet Place to Brick Lane) –The majority of the northern frontage is occupied by Trumans Brewery with a few shops installed along the Hanbury Street frontage up to the entrance to Drays Walk. Beyond Drays Walk there is a single large mixed use unit on the corner with Corbet Place. Currently the ground floor is in A1 use but feels separate. On this basis it is suggested that Hanbury Street north should be secondary frontage up to Drays Walk. The southern side of Hanbury Street also contains commercial units with A1 and A3 uses currently predominating. It is considered this area should be included in the centre as secondary frontage.	Secondary

Shopping Area/ Street Frontage		Suggested Frontage
20	Redchurch Street North – This consists of a small parade of shops with a number of vacancies and only two A1 uses alongside one A3 and one A4. It is physically separated from Brick Lane by Bethnal Green Road. We suggest no frontage allocation and to consider removing the street from the centre boundary.	No frontage allocation and exclude from PSA
21	Bethnal Green Road North – The area to the east of Brick Lane has good mix of A Class uses with about half being A1.	Primary
22	Bethnal Green Road South – The site to the west of Brick Lane has been redeveloped for residential use with ground floor retail. As only a short length is included in the centre, this seems to represent a continuation of the Brick Lane frontage so we suggest it should be primary frontage. The area to east has good mix of A Class uses although A1 uses are below 50%. We suggest that this is primary frontage.	Primary
23	Brick Lane (Bethnal Green Road to Bacon Street)- Both sides of Brick Lane have high numbers of A1 uses, with relatively few vacancies.	Primary
24	Brick Lane (Bacon Street to Scalter Street/Cheshire Street) - Both sides of Brick Lane have high numbers of A1 uses, with relatively few vacancies.	Primary
25	Brick Lane West/Scalter Street – There is a mix of A Class units in this small corner site but no A1 uses. We suggest that a secondary frontage is designated on both Brick Lane and Scalter Street.	Secondary
26	Cheshire Street – Both north and south of Cheshire Street are characterised by a high proportion of A1 uses in small units. However, retail uses continue further along the south side and thus there is potential to increase the size of the centre by including all southern properties, i.e. up to no. 40. It is suggested that this is secondary frontage along with adjoining Brick Lane units.	Secondary
27	Brick Lane North of Quaker Street/Buxton Street – There are a small group of units on either side of the road immediately north of Trumans Brewery. The units have high A1 usage and are fully occupied. There seems to be a successful retail area but it is separate from Brick Lane to the south due to lack of frontage there. Despite the location, uses suggest this is a primary frontage.	Primary
28	Fashion Street – units 50, 57 and 59 fall within the centre boundary. The frontage is located in what has been identified as a predominantly secondary shopping area. Therefore, a secondary frontage is appropriate.	Secondary
29	Henage Street – it is recommended that the centre boundary is extended eastwards on Henage Street to include the Pride of Spitalfields public house. No shopping frontage allocation is required.	No frontage allocation

Bromley by Bow District Centre

21.20 Bromley by Bow is the smallest of the Borough's district centres and is focused around the Tesco Superstore. The boundary currently reflects the proposed Masterplan for the area, with the secondary area centred on Bromley by Bow station. The centre comprises two distinct elements from which shopping frontages have been identified. Both areas are physically separated by the A12 dual carriageway with poor pedestrian connections between the two. The inclusion of the station area within the PSA needs to be supported by significant improvements to pedestrian connectivity. However, this is likely to be achieved through proposals contained within the Bromley by Bow Masterplan, which aims to improve pedestrian permeability and enhanced opened/public spaces.

21.21 In general the viability of Bromley By Bow as a district centre is dependent on the delivery of the masterplan as the centre offers very little in terms of meeting the wider social needs of the local community. We understand that the masterplan seeks to redevelop the centre to include a broader mix of key community uses, including an Idea store, primary school, as well as new retail facilities. However, in advance of development proposals coming forward for the masterplan, advice on retail frontages is limited to existing frontages.

21.22 Recommended frontages are set out in the table below.

Table 21.4: Bromley by Bow District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
1	Bromley by Bow Station – There is limited commercial activity in the area however retail provision is planned around the station as part of the Bromley by Bow Masterplan. As such the station block should be included within the PSA with future secondary frontage designation for future retail provision.	Include within the PSA, with potential for future secondary frontage
2.	Tesco site – the primary frontage should include the store entrance based on the current uses of the site. There may be scope to expand the primary frontage to include new retail development as part of future masterplan proposals for the site. As such, frontages along with the PSA should be reviewed as development proposals come forward.	Primary

Chrisp Street District Centre

21.23 The centre comprises a major pedestrianised area with frontage alongside main roads on two sides and further properties along East India Dock Road to the south and Chrisp Street to the east. The former includes a large parade of small units on the northern side of the road.

21.24 Almost half of the units across the centre are in A1 use. Vacancies are relatively low but the number of A5 uses is higher and has doubled since 2012. In contrast, A2 uses have halved over the period.

21.25 The centre currently comprises a number of separate areas, with the largest being the pedestrianised Chrisp Street Market area, which also includes a number of distinct areas. The suggestions for primary and secondary frontages and a PSA are as follows:

Table 21.5: Chrisp Street District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
1	Chrisp Street East side – This area includes a mix of town centre uses but very limited A1 uses. As such the area is considered appropriate to be within the defined centre but no frontage allocation is proposed.	No frontage allocation
	Chrisp Street/ Cordelia Street – There is potential to include Celestial House within the wider centre boundary. The scheme includes retail units at ground floor. However, given the peripheral location compared to the rest of the town centre, this area should be excluded from the PSA.	Included in the centre boundary but no frontage allocation
2.	Chrisp Street West side – Only the Community Club building has frontage on to Chrisp Street therefore no frontage is proposed along this stretch of road.	No frontage allocation
3	Chrisp Street Market – This pedestrianised area is inward looking and comprises a number of blocks offering different sizes of units and properties. A high proportion of A1 uses in Market Way and Vesey Path suggest both should be primary frontage, as should the parade including the Co-op entrance. Given that the market is a key attractor it is suggested that the small 'kiosks' and the market stalls themselves should be considered primary frontage.	Primary
4	East India Dock Road – West of Kerbey Street – These uses are not retail and so no frontage	No frontage allocation

Shopping Area/ Street Frontage		Suggested Frontage
	allocation is proposed. The uses may be appropriate to a town centre, but we are not sure that this small site needs to be included.	
5	East India Dock Road /Chrisp Market – These units are closely linked to the Market site but are one of the view outward facing areas. As such they are important and should be considered primary frontage.	Primary
6	East India Dock Road, South – The area by the DLR Station is being redeveloped as a swimming pool. We suggest that there is no frontage allocation but inclusion within the town centre is accepted.	No frontage allocation
7	East India Dock Road, North – This is a relatively long parade on the north side of road, split into two main blocks. Both areas have good levels of occupation but A1 uses represent only about a third of all businesses.	Secondary

Crossharbour District Centre

21.26 This is a small centre in terms of unit numbers and is formed of two distinct parts. The primary area comprises a large Asda to the east of East Ferry Road along with its car park, petrol station and adjoining buildings (2), with the secondary area centred on the new development at Pepper Street.

21.27 Crossharbour comprises just 17 units but these are dominated in floorspace terms by the Asda. Otherwise there are a mix of A3 to A5 uses and no vacancies.

21.28 The centre can be defined across two distinct blocks – Asda and 'the rest'. Using the NPPF definition of a PSA, the inclusion of both areas within the same PSA is only possible if two distinct Primary frontages and PSA's are defined.

21.29 Given the ambitions in the area, it is reasonable to adopt this approach as the aim should be to promote new retail in Pepper Street area, rather than adjoining Asda.

21.30 Recommended frontages are set out in the table below:

Table 21.6: Crossharbour District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
1	Asda site – As the most visited retail unit in the centre, this is clearly primary frontage, but this has been restricted to the store entrance alone. The other units identified within the centre are non-retail and thus outside of the frontages and PSA.	Primary
2.	Pepper Street - Oakland Quay to East Ferry Road – this area is subject to major redevelopment proposals and could benefit from inclusion within the PSA. The current mix of units largely comprises specialist retail and a Tesco Express, which could provide a complementary role to the Asda site development. A secondary frontage is considered appropriate.	Secondary
3.	Glengall Grove/East Ferry Road – These are isolated units rather than part of either retail area, one in use as a dry cleaners and the other a public house. Inclusion within the centre boundary is appropriate, but without a frontage designation.	Include within the PSA, but without a frontage designation

Roman Road East District Centre

21.31 Roman Road East is primarily a linear centre with two distinct sections, the Primary area being east of St Stephens Road. The centre's main shopping area includes units to the north and south of Roman Road. Only the eastern part of the secondary area includes units to both the north and the south. The western part of the secondary area is restricted to units to the north of the road. The road junction supports distinction at St Stephen's Road.

21.32 The centre has approximately 46% of units in retail use with relatively high levels of vacancy at 12% and 16% of units in non-retail uses. As highlighted in the health check analysis, the centre has low A4 representation. This represents a small reduction in A1 uses since 2012, with vacancies slightly up despite an increase in A2 to A5 uses and non-retail uses. This suggests that the centre may benefit from some consolidation. This could include contracting the centre boundary to the east to exclude units beyond Parnell Road (i.e. units including 72 Parnell Road and Iceni Court beyond).

21.33 Recommended frontages are set out in the table below.

Table 21.7: Roman Road East District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
North of Roman Road		
1	St Stephen's Road to Libra Road (P) – This Block sub-divides into a number of distinct areas, with units at the eastern end linked to those in St Stephen's Road. Combined the area has a predominance of A1 uses and so it is suggested that this is primary frontage inside the 'gateway' entrance. The adjoining building block comprises a more modern building set back from the road. There are a high proportion of A1 uses and potential for the creation of a pleasant pedestrian environment. The western end of the block has older, smaller units with half in A1 use.	Primary Primary Primary
2.	Libra Road to Armagh Road – Comprises older smaller units with the majority in A1 use.	Primary
3.	Armagh Road to Parnell Road – Two blocks of smaller units with the majority in A1 use.	Primary
4	East of Parnell Road – The single residential block is currently included in the centre. The frontage should be removed from the defined PSA.	Excluded from PSA
5	St Stephen's Road East – The area within the centre currently includes a church, the vicarage and some residential. This is clearly separated from the retail units and thus should be excluded from the centre. Other units are in A1 use and well linked to Roman Road block, although this area is outside 'gateway' entrance.	Exclude from PSA Primary
6	Grove Road to Hewlett Road – A long stretch of road dissected by north/south residential roads and commercial units only on the north side of road. The road is generally well maintained but there are a number of vacancies and units under alteration/redevelopment. There are a good mix of A Class and other business uses, with A1 typically occupying about a third of the units.	Secondary
7	Hewlett Road to Ford Road – Commercial units are on both sides of the road. On the north side are two main blocks, with high A1 use in the more westerly of the two. This area is physically separated from the eastern part of Roman Road centre by open space and so is more suited as a secondary frontage.	Secondary
South of Roman Road		
8	St Stephen's Road to William Place – Some units face St Stephen's Road and these should be secondary frontage. The remaining units comprise of mixed A1 and other uses, suggesting it is	Primary

	Shopping Area/ Street Frontage	Suggested Frontage
	suited as a primary frontage.	
9	William Place to Gladstone Place - Units split over two blocks with local authority offices and surgery to the rear. There are some vacancies at present but there is evidence of redevelopment/refurbishment and footfall is likely to be good.	Primary
10	Gladstone Place to Cardigan Road – Larger retail units, mainly in A1 use.	Primary
11	Cardigan Place to Hewison Street– Larger retail units mainly in A1 use.	Primary
12	Hewison Street to Parnell Road– Comprised of two blocks of mid-sized units with some national multiples. The slight majority is in A1 use so it is more suited as a primary frontage.	Primary
13	Lyal Road to Dane Place– Mainly smaller units with just under half in A1 use. The physical separation of the area suggests this area serves as a secondary frontage.	Secondary
14	Dane Place to St Stephen's Road – This is the closest block to St Stephen's Road and is within the eastern part of the centre but it is physically separated and less than half the units are in A1 use.	Secondary

Roman Road West District Centre

21.34 Roman Road West is a linear centre with the primary area to east and the secondary area to west. Central and eastern areas include units on both the north and south sides of Roman Road. To the west the centre is confined to the north side, whilst towards the east it is limited to the south side in the vicinity of the Globe Town Market.

21.35 The centre currently comprises a total of 121 units of which 49 (40%) are in A1 use. Approximately 20 units (16.5%) are vacant and 21 (17.4%) are in other uses. This represents a doubling in the number of vacancies since 2012, with a small increase in non-A1 uses. In comparison A1 and A2 uses have declined with A3-A5 uses remaining unchanged. This suggests a falling demand for A1 retail floorspace in this area – unless it is linked to a specific area where redevelopment is expected.

21.36 The currently defined centre comprises a number of frontage blocks separated by a limited number of north/south side roads. As a result blocks tend to be large and contain a considerable number of units which in turn vary in use and appropriateness for inclusion as primary or secondary frontage.

21.37 The centre appears to have two distinct types of property and character:

- North side and West end of Roman Road comprises smaller, older shop units with increasing range of offer; and
- South side and East End comprises circa 1960s development of larger units.

21.38 Both areas could develop as primary shopping areas, however it is considered that there is not a demand for both. We recommend a concentration on the more modern units given the potential for a better pedestrian environment and more versatile unit sizes. Additionally, there is already evidence of a slightly 'alternative' mix of uses in older units.

Table 21.8: Roman Road West District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
North Side		
1	Helen's Place to Globe Road – This area includes two parades of retail units separated from the rest of the centre by Globe Road and the London Buddhist Centre. There are A1 uses in less than half of the units.	Secondary outside of PSA
2.	Globe Road to Peary Place – A small parade with two A1 uses, two vacancies and A3 use.	Secondary
3	Peary Place to Bonner Street – A long parade of small units that is mainly occupied by independents. There are a variety of uses with A1 numbers relatively low; this could be developed as primary frontage in the future however the frontage is currently more suited as a secondary frontage.	Secondary
4	Estate Footpath to Mace Street - Development here is similar to that on the south side with a better pedestrian environment. Approximately half of the units are in A1 use.	Primary
5	Globe Road (west) – A small parade of units that appear to be well maintained but with some vacancies and only one A1 use at present.	Secondary
6	Globe Road (east) – A small parade of units that appears to be well maintained but with some vacancies. There are a higher number of A1 uses than on west side of street however the frontage is still more suited as a secondary frontage.	Secondary
South Side		
7	Globe Road to Morpeth Street– A more modern development providing retail units at ground floor with offices etc. above. The uses are very varied and vacancies at the west end suggest that redevelopment is proposed/underway. The uses around the square are generally in A1 use and should be included as a primary frontage. The centre definition needs to be amended to include these shop units. The units at Globe Road end do not need to be included in the Retail frontage (unless the redevelopment proposal includes retail). The main run of units should be included as a primary frontage due to the proximity to the market square.	Primary
8	Morpeth Street to Usk Street – A continuation of units around square.	Primary
9	Usk Street to Smart Street – Comprised of similar units to those to the west. The current A1 usage is relatively low but is similar to the adjoining area.	Primary

Watney Market District Centre

21.39 The Primary area comprises a 'T' shaped area of Commercial Road running east/west and the pedestrianised Watney Market running north/south. The centre is then extended to a secondary area to the south of Watney Market including Chapman Street which is parallel to, but some distance from Commercial Road.

21.40 The centre has a high proportion of A1 retail uses (70 units – 61%). Vacancy levels are higher than in 2012 but still relatively low at 7.8%. A2 uses have decreased since 2012 but there has been a noticeable increase in A5 uses (4 to 10).

21.41 The currently defined centre comprises a number of frontage blocks separated by north/south side roads, with the secondary area to the south of the pedestrianised Watney Market area. As such the potential inclusion of each of these within the PSA, primary and secondary frontages has been reviewed.

Consideration has also been given to whether any areas need adding/removing to the centre as currently defined. The table below sets out our recommended frontages:

Table 21.9: Watney Market District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
North Side		
1	Turner Street to Philpot Street – The extent to which this area will function as part of the centre will depend on the future of 219-233 which appears to offer the potential for redevelopment/change of use. At present, we consider this to be secondary frontage and as such should be outside the PSA.	Secondary outside of PSA
2.	Philpot Street to Cavel Street – The defined centre boundary currently excludes nos. 239 – 245 however these units would benefit from designation as primary frontage. The defined centre boundary excludes retail units on the east side of Philpot Street, however, we consider that these units are identified as primary frontage. In summary the entire frontage should be included as primary frontage within the PSA.	Primary
3	Cavel Street to Sidney Street – The eastern part of the site has been developed for community housing with no retail now at ground floor level creating a break in the retail frontage. The centre currently excludes the retail outlets on the eastern side of Cavel Street however these should be included as primary frontage.	Primary
4	Sidney Street to Jubilee Street – The area appears to accommodate a number of development sites and vacancies at the eastern end. The infill development at nos. 321 – 325 suggests this should now be included in the centre.	Secondary outside of PSA
South Side		
5	Richard Street to John Street and John Street to Anthony Street – The mix of uses suggest this area is more suited as secondary frontage outside of the PSA.	Secondary outside of PSA
6	Anthony Street to Hungerford Street – This area comprises small blocks of commercial units separated by access roads. Just over half of the units are in A1 use but the western-most side has the largest unit occupied by Tesco Express.	Primary
7	Hungerford Street to Watney Market – The buildings do not front Commercial Road here and the only building is the Ideas Store. However this area is located within the core of centre so primary frontage is suggested.	Primary
8	Watney Market to Sutton Street – All residential uses so no frontage or PSA allocation is recommended.	Exclude from PSA
9	Watney Market – This consists of mainly Class A uses and a few vacancies in the pedestrianised area that is considered to be the core of the Primary Shopping area. The centre currently includes some residential properties to the rear on the eastern side. These should be removed from the centre to ensure consistency with the residential uses to the west.	Primary Frontage
10	Tarling Street/Watney Street – The units here are in retail use. Due to being slightly separate from the Watney Market pedestrianised area, we suggest secondary frontage but within the PSA.	Secondary outside of PSA
11	Watney Street – Tarling Street to DLR – Currently it appears that the road is included in the centre, but none of the adjoining properties. There are retail units on Martha Street but nothing else on Watney Street. We suggest removing these units from the centre.	Exclude from PSA
12	Chapman Street (South) – Removing Watney Street from the PSA makes clear the separation of the Chapman Street/Shadwell Station area from Watney Market. In the absence of any information to suggest the areas do function as one, there is potential for the Chapman Street area to be a separate, lower order designation. However if it retained as part of Watney Street centre it should all be considered secondary frontage and outside the PSA. Under either scenario it may also be worth considering whether the centre designation should be reduced. At the present time it appears many of the units at the western end of Chapman Street are unoccupied and it seems unlikely that retail uses will ever succeed along the whole length given the location and nature of the street. Ending the retail frontage at the vicinity of No. 124 which is occupied may therefore be appropriate.	Secondary outside of PSA

13	Cornwall Street/ Watney Street (south of DLR) – As with Chapman Street this appears to have little practical linkage with Watney Market but does include retail units. Hence it should be included as a separate centre with Chapman Street or as secondary frontage outside the PSA.	Secondary outside of PSA

Whitechapel District Centre

21.42 Whitechapel forms a traditional linear centre with the primary retail area located on the north side of Whitechapel Road, which comprises small retail units close to Whitechapel Station and larger non-retail units east of Brady Street. The secondary retail area is located primarily to the south of Whitechapel Road between New Road and Sidney Street, but with additional areas to the east of Cambridge Heath Road, west side of Sidney Street, on Stepney Way, west of New Road and west of Vallance Road.

21.43 The centre's secondary area includes frontages on the south side of Whitechapel Road including the Royal London/ St Barts hospital complex, which is earmarked for redevelopment, including a new 'civic hub' that would accommodate the Council's administrative offices and town hall. As such the site should be included within the PSA which will help to prioritise development for new retail and other town centre uses. While it is too early to define shopping frontage designations for the site, this should be reviewed on the future completion of the redevelopment scheme.

21.44 The PSA should also be extended to include the Crossrail station to accommodate future development, including the potential for over-station retail development.

Table 21.10: Whitechapel District Centre - PSA and Shopping Frontage Recommendations

Shopping Area/ Street Frontage		Suggested Frontage
North Side – Whitechapel Road		
1	Nos. 197 to 221 Whitechapel Road – The majority of the units along this frontage are in A1 retail uses, with a particular focus on women's fashion. A primary frontage is recommended.	Primary
2.	Nos. 223-233 Whitechapel Road – While less than half of this frontage accounts for A1 uses, its situation between the above and below frontages means that a secondary frontage would not be appropriate.	Primary
3	Nos. 235 to 317 Whitechapel Road – This comprises the main retail area of the district centre including the entrance to Whitechapel Station. A1 retail uses account for 79% of all units along this frontage. As such a primary shopping frontage is appropriate to maintain retail uses.	Primary
4.	Nos. 321 to 337 Whitechapel Road – This area comprises the Idea Store, Albion Health Centre, Natwest and a public house. The Idea Store is key asset for the town centre and the frontage would benefit from secondary frontage policy protection.	Secondary
5	Sainsbury's Superstore – The store currently sits within the town centre boundary and should be retained given its role as an anchor retailer for the centre.	Within PSA
6.	Fulbourne Street and Court Street – These side streets off Whitechapel Road provide a complementary retail and service role. Frontages on both streets should be designated as secondary.	Secondary
7.	Brady Street – There are limited shop units along this frontage. However, this area will change during the development of the Crossrail Station and should be included within the PSA. Existing shop units would benefit from secondary frontage policy with the potential to review the extent of the frontage once the Crossrail scheme is completed.	Secondary within PSA
8.	Vallance Road – Frontage along Vallance Road includes a mix of retail, vacant uses and services. The area provides a complementary role to the retail offer along Whitechapel Road and is therefore more suited as a secondary retail area.	Secondary

Shopping Area/ Street Frontage		Suggested Frontage
9.	Crossrail station including potential for over-station retail development – Consideration should be given to including the Crossrail station area within the PSA to include the potential for new retail development above the station. Should retail development take place it is likely to support a primary shopping frontage. Fontages should not be applied until development plans are confirmed or delivered.	Include within PSA with potential for future shopping frontage.
10.	Nos 1-7 Mile End Road and The Chronos Building – This frontage sits just outside the defined centre boundary and contains a mix of A2, A3 and A4 uses, including Nandos. This area could benefit from inclusion within the PSA as a secondary frontage.	Secondary within PSA
Southside – Whitechapel Road		
11.	Nos. 100 to 140 Whitechapel Road – This area comprises three consecutive frontages that contain a broad mix of town centre uses. As such, secondary frontage is more appropriate for this area.	Secondary
12.	New Road – Frontages to the north of New Road largely comprise A3 uses and there is an aspiration to encourage further food and beverage offer in this area. As such, New Road should be included within the PSA and as secondary frontage.	Secondary within PSA
13.	Royal London/ St Barts hospital complex – The site is earmarked for redevelopment as part of the Whitechapel Vision and Masterplan including civic and commercial uses. The site should be included within the PSA to promote development of the site. A shopping frontage designation may be premature at this stage and should be reviewed once the redevelopment scheme has been delivered.	Include within PSA with potential for future shopping frontage designation.
14.	Nos. 176 to 206 Whitechapel Road – This frontage contains a number of larger units currently in use for A4 and A5 uses. The frontage also contains the vacant former Royal Mail post office and the adjacent sorting office. Based on the aforementioned mix of uses a secondary frontage is more appropriate.	Secondary
15.	Nos. 208 to 240 Whitechapel Road – This comprises two adjacent frontages where less than half of all units are in A1 use. Both frontages are recommended as secondary.	Secondary
16.	Maples Place and Cavell Street – There is limited commercial activity on the frontages along both streets. However, their proximity to the Whitechapel Road would warrant their inclusion within the PSA but without a shopping frontage designation.	Include within PSA without shopping frontage designation

22 CONCLUSION

22.1 This final section summarises the key findings of the *Tower Hamlets Retail Capacity Study* (THRCS, 2016). It sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of their main centres (major, district and neighbourhood centres) over the development plan period.

22.2 Our advice is based on the updated assessment of the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace and commercial leisure uses over the development plan period, up to 2031. The need assessment draws on a robust and up-to-date evidence base and new primary research, including a full health check of Canary Wharf and the Borough's nine district centres; and a telephone interview survey of some 899 households across the Borough and a wider defined Study Area to help establish current shopping patterns, leisure preferences and market shares. An in-centre survey was also commissioned to understand the perceptions of town centre users for a number of the Borough's district centres, including Chrisp Street, Brick Lane, and Roman Road East. The findings of in-centre surveys used to inform recent studies for Whitechapel and Canary Wharf have also been considered.

22.3 The study has been prepared in the context of national and development plan policy guidance, as well as other key material considerations. This includes the *National Planning Policy Framework* (NPPF) and the *National Planning Practice Guidance* (PPG), which place weight on the development of positive plan-led visions and strategies for town centres, and promote new investment and development in town centres first ahead of edge and out of centre locations.

BOROUGH-WIDE RETAIL, LEISURE, AND OTHER TOWN CENTRE USES NEEDS

22.4 Sections 21-23 assessed the overall need for new (convenience and comparison goods) retail floorspace, commercial leisure and other town centre uses in Tower Hamlets over the development plan period.

22.5 The retail capacity assessment is informed by CJ's **CREAT**^{e} Capacity Model. The more detailed tabulations are set out in Appendix 8 for convenience goods and Appendix 9 for comparison goods. The retail capacity assessment is underpinned by robust evidence and forecasts; it assumes that the retail market is in '*equilibrium*' at the base year (2016) and that market shares remain constant over the study period. The assessment identified the following retail capacity for Tower Hamlets over the short (0-5 years), medium (0-10 years) and long term (0-15 years).

Table 22.1 Borough-wide – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	-15,587	-6,608	-402
Convenience Goods Floorspace (sqm net)[1]:	2,929	7,495	9,085
TOTAL RETAIL CAPACITY	**-12,658**	**887**	**8,683**

Source: Table 1, Appendices 8 and 9 (Steps 5 and 6)

Notes: [(1)] capacity is for superstore-format floorspace only trading at a higher average sales density.

22.6 The forecasts show no Borough-wide capacity for new retail floorspace over the short and medium term to 2026 due to the impact of new commitments in the planning pipeline. Total retail floorspace capacity increases thereafter to 8,683 sqm net by the end of the plan period (2031). Assuming a reasonable gross/net floorspace ratio of 70%, this is equivalent to a gross floorspace of 12,404 sqm at 2031.

22.7 However, as we state in Section 21, capacity forecasts beyond five years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending, constant market shares, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term. The Council should take into account these margins for error when assessing the need for new retail floorspace.

22.8 Although forecasting future commercial leisure needs is less certain, we have identified a qualitative and quantitative need for a multi-screen cinema, preferably in or on the edge of one of the Borough's district centre, which could help claw back some of the leakage of trips to multiplexes Stratford. Ideally any new cinema provision should form part of a commercially-led mixed use development comprising a mix of Class A and commercial uses at ground and first floor level, with the potential for new residential units and/or office space above. However, this will need to be subject to more detailed market testing of the requirements of cinema operators and other end users for representation in Tower Hamlets. It will also depend on the identification and allocation of suitable, viable and accessible sites that have the critical mass to accommodate a comprehensive mixed use development.

22.9 We have also identified a quantitative and qualitative need for new food and beverage (Class A3-A4) uses across the majority of the Borough's main centres, along with the potential for new gyms and health and fitness facilities, and hotels to help underpin the daytime, evening and visitor/tourist economies.

22.10 In terms of other town centre use provision, there is considerable value in promoting office space within all of the Borough's district centres, with employment uses help to support the day time and early evening economy of town centres. In particular, the Council should explore opportunities to promote low cost employment accommodation to help nurture start up industries. With office rental values increasing steadily in the City Fringe East area, once an affordable start up area, there may be opportunities to promote new employment space further east, such as Bethnal Green and Whitechapel.

MEETING NEEDS IN THE BOROUGH'S MAIN CENTRES

22.11 For each centre the following provides a brief summary of:

- their relative health, role and function (Sections 5-19); and
- the forecast quantitative and qualitative need for new retail floorspace, commercial leisure and other town centre uses (Sections 21-23); and
- recommendations on the extent of their primary and secondary shop frontages, as well as appropriate primary shopping areas and town centre boundaries that reflect both current and future provision and needs (Section 24).

22.12 Our review of the current performance of the Borough's main centres has been informed by the findings of the most up-to-date evidence and research, including the health checks, centre audits, household and in-centre surveys. It also takes into account the current policy framework and strategic visions for each centre. Our assessment is based on our understanding of the potential availability and suitability of key sites in the main town centres based on discussions with the local planning authority. It also draws on our market knowledge of the current businesses models and requirements of retailers and commercial leisure operators, and the likely scale, format and location of space that they will be seeking over the development plan period.

Canary Wharf Major Centre

22.13 Canary Wharf is largest centre in the Borough, both in terms of geographical coverage and scale of retail offer. The centre is unique in that it serves as an international financial centre that supports an office work force of over 200,000. The centre is very well represented in terms of the quality of retail offer. However, retail offer is largely aimed at a more affluent market, notably the office workforce, rather than serving the shopping needs of the wider Borough. This is reflected in the market share analysis which shows that stores in Canary Wharf attract just 4.7% of the study area comparison goods expenditure, which is not much greater than the market share achieved by Whitechapel (3%).

22.14 Although Canary Wharf is considered to be underrepresented in terms of convenience goods, the centre attracts mainly a working weekday population therefore the existing provision is considered to be suitable and again, is of a high quality.

22.15 In terms of leisure offer, the centre is very well served by food and beverage outlets which largely cater to those working in the area. It is noted that the centre has no community facilities and limited access to public health facilities. These uses are central to the providing a sustainable centre and should be encouraged as part of major development coming forward.

22.16 Overall, the centre appears to be performing strongly, which is evident from the lack of vacant units in the centre and the fact that the centre benefits from a captured customer market; namely the surrounding workforce. However, town centre economy is very much focused on the mid-week market, some retail and leisure operators closing at weekend. The centre could attract more visitors to the centre during weekends by hosting events to ensure that activity levels are constant throughout the week.

22.17 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Canary Wharf up to 2031.

Table 22.2 Canary Wharf Major Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	-11,370	-8,537	-6,573
Convenience Goods Floorspace (sqm net)[1]:	465	950	1,119
TOTAL RETAIL CAPACITY	**-10,904**	**-7,587**	**-5,455**

Source: Table 2, Appendices 8 and 9 (Steps 5 and 6)

Notes: (1) capacity is for superstore-format floorspace only trading at a higher average sales density.

22.18 As the table shows, forecast capacity for new retail development is limited to convenience goods floorspace as result of the scale of new comparison goods development coming forward within the wider Canary Wharf CAZ area. This includes the planned Wood Wharf development, which will provide some 10,500 sqm net of new comparison goods floorspace. This planned comparison floorspace absorbs all net residual comparison expenditure over the forecast period (up to 2031). However, there is potential that centre will increase its market share of comparison goods expenditure as a result of new retail development. This would be encourage by providing a broader mix of retail offer that would help the centre compete with major retail destinations outside of the Borough, namely Westfield Stratford, which attracts a considerable level of comparison goods expenditure from Tower Hamlets.

22.19 For convenience capacity, the assessment identifies 465 sqm net of new foodstore format floorspace in 2021, with capacity increasing thereafter to 950 sqm net by 2026 and 1,119 sqm net by 2031. This could support a new small to medium sized foodstore or an extension to an existing store.

22.20 For other town centre uses, Canary Wharf already benefits from strong commercial leisure offer, which is primarily focused on the food and beverage sector. There is potential to further enhance this sub-sector; particularly given the scale of new residential and employment uses coming forward in the area. The centre would benefit from a wider mix of other town centre uses, such as community and health facilities, which are currently under served compared to other centres in the Borough. There is likely to be current demand for such uses, which will increase further as residential development comes forward.

22.21 In terms of Canary Wharf's shopping frontages and PSA we advise that primary frontages are mainly allocated within the centre's shopping malls although secondary frontages are defined on the upper floors of Canada Place and Cabot Place due to the lack of retail uses. Churchill Place is also regarded as a secondary frontage as it is physically separate from the other shopping malls and provides a limited offer. Outside of the malls, many of the streets (including Fisherman's Walk and Mackensie Walk) are not allocated as frontages due to the limited number of retail uses.

22.22 Finally, in considering Canary Wharf's position in the retail hierarchy, given the scale of development planned for the area and the nature of current retail and leisure offer supported by the centre, the is potential to regrade the centre from a 'Major' to 'Metropolitan' centre status. This would help to strengthen the centre's profile as a retail destination for the Borough. With further investment in the centre's retail offer, particularly broadening retail offer to meet the needs of the wider Borough, this would help to attract expenditure currently lost to Westfield Stratford.

Bethnal Green District Centre

22.23 Bethnal Green is located to the west of the Borough and benefits from a popular and thriving high street. The centre has a stronger comparison retail sector which is occupied predominately by independent retailers reflecting the local traditional retailing nature of the centre.

22.24 Convenience provision is particularly good in terms of choice of offer, albeit the centre could possibly benefit from a larger foodstore. While the centre's strong independent comparison goods offer is a positive factor, the centre could benefit from high street multiples, which could help to strengthen town centre footfall. The market is a key attraction for the centre that would benefit from physical improvement; such as improving permeability and accessibility, and aesthetic improvements to market rigs. The market would also benefit from a wider range of goods, which could attract more shoppers and compete with other markets within and outside of the Borough.

22.25 In terms of leisure offer, Bethnal Green has a relatively strong food and beverage offer and is a popular destination for eating out based on the findings of the household survey. The centre also benefits from a boutique cinema which is also popular with those living in the area.

22.26 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in the Bethnal Green up to 2031.

Table 22.3 Bethnal Green District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	594	1,349	1,868
Convenience Goods Floorspace (sqm net):	424	794	919
TOTAL RETAIL CAPACITY	**1,018**	**2,143**	**2,787**

Source: Table 3, Appendices 8 and 9 (Steps 5 and 6)

22.27 As the table shows, there is forecast capacity for 2,143 sqm net of new retail floorspace by 2026, increasing to 2,787 sqm net by 2031. The leisure 'gaps' analysis has also identified the potential need for new A3, particularly as current provision sits just below the UK average. There is also potential to promote affordable office space within the centre to support start up industries.

22.28 As described in Section 21 our recommended revisions to the centre's shopping frontages and PSA include the inclusion of the length of Bethnal Green Road (South) from Vallance Road to the Ainsley Street as primary frontage and the length of Bethnal Green Road (North) from Squirries Street to Wolverley Street. Units along Cambridge Heath Road are classed as secondary frontages.

Brick Lane District Centre

22.29 Brick Lane is located in the west of the borough and sits within the City Fringe Activity Area. The centre is characterised by its ethnically diverse population, both past and present, and vibrant retail and restaurant economy.

22.30 The health check has identified that Brick Lane could benefit from a larger supermarket to support residents and visitors. This is reflected in the market share analysis which identifies limited retained convenience expenditure in the centre (1.6% in Zone 3). The centre could also benefit from a broader mix of comparison retailers as current offer is largely catered to tourists. The health check noted a higher rate of vacancies along Redchurch Street, which need to be managed to prevent further vacancies in this area. Generally, Brick Lane itself could benefit from more active street cleaning; particularly at weekends, along with wayfinding/ signage.

22.31 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Brick Lane District Centre up to 2031.

Table 22.4 Brick Lane District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	-59	13	63
Convenience Goods Floorspace (sqm net):	30	48	54
TOTAL RETAIL CAPACITY	**-29**	**61**	**117**

Source: Table 4, Appendices 8 and 9 (Steps 5 and 6)

22.32 As the table shows, there is limited forecast capacity for new retail floorspace over the study period, with just 117 sqm net identified up to 2031. This is largely a result of limited market shares supported by existing retailers in the centre. While Brick Lane supports a thriving restaurant economy, the centre could benefit from a broader mix of uses, particularly comparison retail and other leisure uses, such as A4 provision. Brick Lane's popularity as a tourist destination and its proximity Spitalfields and Shoreditch means there is potential to support more hotel accommodation, subject to market demand.

22.33 In terms of accommodating the forecast retail and leisure needs over the plan period, the Old Truman Brewery site is an obvious site to support new floorspace. This could include a mixed use retail, leisure and hotel scheme.

22.34 The table in Section 21 shows our recommended definitions of Brick Lane's frontages, PSA and TCB. However, we believe the PSA should cover a more concentrated area based on our identification of primary and secondary frontages. We propose that Redchurch Street North is excluded from the PSA and is not allocated as a frontage due to being separated from Brick Lane and having limited A1 uses, for these reasons Osbourne Street West is also excluded from frontage allocations. Brick Lane West (includes the area between Quaker Street and Hanbury Street) is also not allocated as a frontage due to the nature of the former Trumans Brewery complex which means frontage uses are limited as buildings are inward facing.

Bromley by Bow District Centre

22.35 Bromley is located in the east of the borough and sits within the Lower Lea Valley. The centre is a major focus for regeneration and is allocated as an Opportunity Area in the London Plan. The Bromley by Bow Masterplan (2012) proposes to strengthen the retail and town centre provision in the area in order to create a new neighbourhood and growth point in London.

22.36 The health check has identified that Bromley by Bow is currently not performing as a typical town centre due to having a limited mix of town centre uses and the nature of its catchment. The centre is currently separated by the A12 road. The health check noted that the main use is a large Tesco superstore; the underground station is located on the western side of the road, separated from the Tesco by way of the A12.

22.37 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Bromley by Bow District Centre up to 2031.

Table 22.4 Bromley by Bow District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	292	566	756
Convenience Goods Floorspace (sqm net):	614	999	1,144
TOTAL RETAIL CAPACITY	906	1,565	1,900

Source: Table 5, Appendices 8 and 9 (Steps 5 and 6)

22.38 As the table shows, there is forecast capacity for 1,565 sqm net of new retail floorspace in the centre up to 2026; increasing to 1,900 by 2031. Unlike forecast results for other centres, retail capacity for Bromley by Bow is largely supported by forecast need for new convenience floorspace. This is influenced by growth in residual convenience expenditure derived from market share generated from the Tesco store, which highlights the importance of the store in supporting the centre's economy. With regard to other uses, the centre contains no commercial leisure offer while community and health facilities are located outside of the centre.

22.39 There is a question as to the role of Bromley by Bow and its suitability as a district centre. In its current form, the centre does not provide the range of town centre uses that support a successful and traditional town centre. However, with plans to regenerate the area through the Bromley by Bow Masterplan, this provides the opportunity to re-establish the centre's role and function and improve town centre offer.

22.40 The table in Section 21 shows our recommended definition of Bromley by Bow's frontages and PSA. As the table shows we advise that the primary frontage should consist of the Tesco store entrance however there could be scope to expand the frontage in the future to include new retail development as part of future masterplan proposals for the site. Bromley by Bow station should be included within the PSA with potential for future secondary frontage for future retail provision.

Chrisp Street District Centre

22.41 Chrisp Street District Centre, which is located to the north of Canary Wharf, is subject to major development proposals as part of the wider regeneration of the Poplar area. Current proposals seek to invigorate the high street area by providing a greater mix of uses, with particular focus on enhancing the evening time economy through new leisure provision.

22.42 Town centre uses are focused around Market Square, which also supports a weekly market. In terms of its retail function, comparison offer is under-represented compared to national averages for town centres, with retailers largely made up of independent businesses. Provision is reflected in the household survey with the centre retaining a limited market share of 1% of total study area expenditure. In contrast, convenience provision for Chrisp Street is above the national average, with stores retaining 1.9% of total study area expenditure, increasing to 11.7% for Zone 8 (Chrisp Street).

22.43 The street market is a key focal point for the centre and has been the focus of much investment over the years. Further investment in the market is planned as part of the town centre wide regeneration proposals promoted by Poplar HARCA.

22.44 The aforementioned planned regeneration for the centre is expected to improve the overall function of the centre and with particular focus on enhancing food and beverage offer, which is aimed boosting the local evening time economy. Regeneration plans also seek to improve existing retail accommodation which may help to attract more or better comparison retails and high street multiples; key improvements suggested by respondents of the household and in-centre surveys.

22.45 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Chrisp Street up to 2031.

Table 22.5 Chrisp Street District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	418	808	1,077
Convenience Goods Floorspace (sqm net):	208	337	381
TOTAL RETAIL CAPACITY	**626**	**1,145**	**1,458**

Source: Table 6, Appendices 8 and 9 (Steps 5 and 6)

22.46 As the table shows, there is forecast capacity for 1,145 sqm net of new retail floorspace by 2026, increasing to 1,489 sqm net by 2031. In terms of accommodating forecast need, we understand that the current regeneration proposals do not provide additional retail floorspace, instead focusing on improving existing retail accommodation. Opportunities to increase retail provision should be explored in the future, focusing on new provision for comparison retail floorspace. There is potential that investment in the centre could lead to market demand from new comparison retailers.

22.47 The leisure 'gaps' analysis identified the need for new food and beverage outlets across the Borough, which should be directed to the Borough's main town centres. Some of this need will be met by planned food and beverage units that form part of the district centre regeneration proposals. However, subject to market demand and the success of the regeneration initiative, there may be demand for more leisure uses in Chrisp Street.

22.48 As the table in Section 21 shows, we recommend that the units on the east and west side of Chrisp Street are not defined as frontages due to the very limited number of A1 uses along both sides of the street. Chrisp Street Market, including the small kiosks, market stalls, Market Way and Vessey Path are proposed as primary frontages. We propose that East India Dock Road North is allocated as secondary frontage whereas East India Dock Road South should not have a frontage allocation but inclusion within the centre is accepted due to the area by the DLR station being redeveloped as a swimming pool.

Crossharbour

22.49 Crossharbour is one of the Borough's smaller district centres and is subject to major planned development, including the redevelopment of the existing Asda store to create a replacement store, public square, new retail accommodation, and other town centre uses. The health check assessment highlights how Crossharbour differs from many of the other district centres as it attracts a broad catchment area, mainly due to the existing Asda store. Furthermore, retail and other town centre uses are limited in the centre and are split across two separate areas – the Asda store and Pepper Street. However, it is noted that the centre benefits from a good range of community uses and benefits from no vacant units, which suggests that the centre is performing well.

22.50 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Crossharbour up to 2031.

Table 22.6 Crossharbour District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	-6,086	-5,236	-4,646
Convenience Goods Floorspace (sqm net)[1]:	-484	247	504
TOTAL RETAIL CAPACITY	-6,571	-4,989	-4,143

Source: Table 7, Appendices 8 and 9 (Steps 5 and 6)

22.51 As the table shows, there no forecast capacity for total retail identified for Crossharbour over the entirety of the study period. This is due to the quantum of new comparison retail floorspace planned for the area. This includes retail floorspace associated with the Asda site redevelopment and major mixed use schemes at Baltimore Tower, Millharbour and Limeharbour. However, looking at convenience and comparison goods forecasts separately, there is forecast capacity for up to 504 sqm net of convenience floorspace.

22.52 As described in Section 21, we have defined the primary frontage to include only the Asda store entrance as the other units within this area of the centre are non-retail and thus outside of the frontages and PSA. Pepper Street is considered to be secondary frontage due to the complementary role it provides to Asda and we suggest it is included within the PSA due to it being subject to major redevelopment proposals.

Roman Road East District Centre

22.53 Roman Road East is the larger of the two Roman Road centres. As such, it is considered to be the most distinctive and prominent of the two centres, due to its comparatively greater range of shopping and the presence of a popular weekly market. The Core Strategy identifies Roman Road East for regeneration, with aspirations to improve retail offer and the market as a priority. The centre is characterised by two distinguished by two areas serving different shopping functions: the market to the east and traditional retail units to the west.

22.54 Retail offer is largely represented by independent retailers. However, like many district centres in the Borough, Roman Road East’s comparison goods retail offer is under-represented compared to the national average, while convenience offer sits above the national average. The centre benefits from the historic weekly market, which is the largest in the Borough. While the market offers a broader range of goods compared to other Council operated street market in Tower Hamlets, the market could benefit from an improvement to the range and quality of goods sold. However, the introduction of a new market (Roman Road Yard Market) helps to broaden the choice of market goods on offer in the centre and appeal to wider customer market.

22.55 Vacancies appear to be a key issue for the centre with the vacancy rate siting about the national average. The majority of vacancies are concentrated along the western end of the centre. With many vacant units clustered together this provides the potential opportunity for redevelopment or reconfiguration of units to create larger units that may appeal to key retailers. Alternatively, there may be scope to consider non-retail uses.

22.56 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Roman Road East up to 2031.

Table 22.7 Roman Road East Street District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	408	789	1,051
Convenience Goods Floorspace (sqm net)[1]:	309	500	565
TOTAL RETAIL CAPACITY	717	1,289	1,616

Source: Table 8, Appendices 8 and 9 (Steps 5 and 6)

Notes: Assume 69% of total comparison good forecast capacity for Roman Road East and West, combined.

22.57 As the table shows, there is forecast capacity for 1,289 sqm net of new retail floorspace by 2026, increasing to 1,616 sqm net by 2031. This assumes that 69% of total forecast capacity identified for Roman Road (East and West, combined) would be supported in Roman Road East, which reflects the distribution of comparison goods units and floorspace between the two centres. New retail development should focus on providing modern retail accommodation with the potential to attract new retail brands. However, the potential for new retail brands should not be detrimental to the centre's independent retail offer. Opportunities for new retail accommodation could be focused around the western side of the centre to stimulate footfall and help to reduce concentrations of existing vacant retail accommodation.

22.58 The leisure 'gaps' analysis identified the need for new food and beverage outlets across the Borough, which should be directed to the Borough's main town centres. Roman Road East currently has a relatively strong restaurant and café provision which is characterised by independents. However, subject to market demand, there may be demand for more leisure uses in Roman Road East.

22.59 As the table in Section 21 shows, we have contracted the PSA to the east to exclude units beyond Parnell Road. Units along St Stephen's Road East (including a church and some residential) are also excluded due to their separation from the retail units. All units west of St Stephen's Road are defined as secondary frontages whereas units east of St Stephen's Road are included within the primary frontage.

Roman Road West District Centre

22.60 Roman Road West is located within the Globe Town area and in close proximity to neighbouring Roman Road East. It is considered that Roman Road West plays somewhat of an ancillary role to both Bethnal Green and Roman Road East, particularly in terms of its retail offer. The centre's main economic activity is focused within the western area of the centre's boundary on both sides of Roman Road, with additional retail activity located on Globe Road. Like many of the other district centres in the Borough, Roman Road West benefits from a street market (Globe Town market), albeit retail offer is significantly limited compared to other markets in the Borough. The assessment confirms that the market is not performing well with trader occupancy levels falling in recent years.

22.61 With the exception of convenience retail and hot food takeaways, the level of provision for all other town centre uses in Roman Road West is below the national average. Retail multiples are primarily represented by convenience multiples, with comparison retail comprising only independent retailers representing a broad range of comparison goods types. Potential to attract new retail multiples could be explored to help increase footfall to the centre and improve its competitive position with neighbouring centres.

22.62 Investment in non-retail uses should also be encouraged, particularly in service provision. In contrast, it is recommended that that takeaway provision managed to prevent proliferation of this use. Public realm improvements would also benefit the centre, particularly for the market square area and the potential to utilise the public space for more community events.

22.63 Measures to address increasing vacancies in the centre should also be pursued, which could include promoting alternative (non-retail) uses in secondary areas where vacancies persist and targeting multiple retailers to stimulate footfall to the centre.

22.64 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Roman Road West up to 2031.

Table 22.8 Roman Road West District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	183	354	472
Convenience Goods Floorspace (sqm net)[1]:	26	43	48
TOTAL RETAIL CAPACITY	210	397	520

Source: Table 9, Appendices 8 and 9 (Steps 5 and 6)

22.65 As the table shows, there is forecast capacity for 397 sqm net of new retail floorspace by 2026, increasing to 520 sqm net by 2031. The majority of this retail capacity is supported by forecast new comparison retail for the centre. It is expected that much of this forecast capacity could be supported through infill development. The leisure 'gaps' analysis has also identified the potential for more food and beverage outlets in the centre to attract those from outside the centre and encourage dwell times.

22.66 We have defined a more concentrated primary frontage to the south side of the road. This area consists of more modern development and includes the units around the square which need to be included within the centre definition. We advise that the north side is designated as mainly secondary frontage although the frontage between the footpath to the housing estate and Mace Street should be primary due to half the units being in A1 use.

Watney Market District Centre

22.67 Watney Market is situated off Commercial Road; south of Whitechapel and north of Shadwell. The centre is characterised by its street market, which serves as the heart of the centre. Key retailers are located along Commercial Road including Tesco and Sainsbury's. The centre's more specialist retail (largely convenience) is found along Chapman Street. Retail offer is largely supported by independent retailers, with only one key comparison multiple identified in the centre (Peacocks). Unlike the Borough's other district centres, comparison retail offer in Watney Market is comparable with the UK average. The centre has a broad mix of comparison offer and strong offer in women's clothing. Convenience offer sits above the UK average, as does hot food takeaway provision. For all other town centre uses, provision is below the UK average.

22.68 The centre has benefited from investment with the development of a Holiday Inn on the corner of Commercial Road and Cavell Street. Furthermore, major housing development is coming forward in the vicinity which is likely to benefit the centre from retail expenditure generated from new residents and workers to the area. The centre is also expected to benefit from funding obtained through the Portas Pilot Area. However, we understand that a town centre strategy relating to this funding has yet to be implemented.

22.69 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in the Watney Market District Centre up to 2031.

Table 22.9 Watney Market District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	62	256	389
Convenience Goods Floorspace (sqm net)[1]:	204	403	471
TOTAL RETAIL CAPACITY	267	659	860

Source: Table 10, Appendices 8 and 9 (Steps 5 and 6)

22.70 As the table shows, there is forecast capacity for 659 sqm net of new retail floorspace by 2026, increasing to 860 sqm net by 2031. Approximately two thirds of this identified retail capacity is supported by forecast need for new comparison goods floorspace. It is expected that forecast retail floorspace could be met through infill development within the town centre or part of mixed use development schemes serving the local population. The potential to introduce new comparison retailers could be explored, but while maintaining the centre's strong independent retail offer. New leisure offer should focus on monitoring hot food takeaway provision with investment in new food and beverage offer focused on new A3 (restaurant and café) offer. Attracting more leisure uses would help to increase dwell times within the centre and would make the centre more appealing to visitors from outside of Watney Market.

22.71 The current defined centre boundary excludes retail units on the eastern side of Philpot Street and eastern side of Cavel Street however we identify these units as primary frontages within the PSA. The development site and vacant units (infill development at nos. 321-325) between Sidney Street to Jubilee Street are also now recognised as secondary frontage. We propose that the area between Hungerford Street to Watney Market which only includes the Idea Store should be designated as primary frontage due to it being within the core of the centre. Watney Market is also allocated as primary frontage; the residential properties to the rear of the eastern side should be removed from the centre. We have excluded Watney Street and the Chapman Street from the PSA although propose that the latter is defined as secondary frontage.

Whitechapel District Centre

22.72 Whitechapel is a historic linear centre, which is subject to major planned investment through the adopted Whitechapel Masterplan. The first key project coming forward is the development of a Crossrail station, which will transform the area through new passengers passing through the centre. Other major development projects, include the creation of the Med City Campus and the redevelopment of the former St Barts/ Royal London hospital to form a new civic centre and commercial space. The centre has benefitted from investment in recent years including the opening of the popular Ideas Store and public realm and building improvements as part of the 2012 Olympic Games.

22.73 The centre's main retail, leisure and service offer is focused along the northern side of Whitechapel Road. The Sainsbury's foodstore off Cambridge Heath Road serves as a major anchor and footfall draw for the centre, attracting a convenience shopper catchment beyond the immediate local area. The centre's convenience offer as a whole is above the UK average along with financial and professional service and leisure offer. Comparison offer sits just below the UK average. However, this excludes comparison offer associated with the street market. Overall, comparison offer is well represented by clothing retailers, principally aimed at the local Bangladeshi community.

22.74 Like many of the Borough's district centre, retail offer is largely represented by independent retail offer. The centre has a small number of multiples; mostly convenience multiples and just one comparison multiple (JD Sports). However, it is expected that the new Crossrail station will include new multiples. The potential to attract new multiples should be explored given the scale of planned investment for the area, which supports the potential for Whitechapel to become a Major Centre. We understand that there are a number of retailers seeking retail space in the centre and requirements are expected to increase significantly once Crossrail is open.

22.75 The health check assessment has highlighted the need to improve the street market and opportunities to improve the diversity and quality offer alongside physical improvements; particularly to the appearance of market stalls. The potential to enhance and diversify produce offer is particularly relevant given the opportunities presented by new passenger numbers that will use the centre and new residents from major housing schemes in the area.

22.76 The economic capacity assessment has forecast the following potential need for new retail (convenience and comparison goods) floorspace in Whitechapel up to 2031.

Table 22.10 Whitechapel District Centre – Retail Capacity Forecasts

	2021	2026	2031
Comparison Goods Floorspace Capacity (sqm net):	1,202	2,383	3,105
Convenience Goods Floorspace (sqm net)[1]:	1,234	1,998	2,262
TOTAL RETAIL CAPACITY	2,436	4,325	5,367

Source: Table 11, Appendices 8 and 9 (Steps 5 and 6)

22.77 Forecast capacity for new retail floorspace in the Borough is focused on Whitechapel. As the table shows, there is forecast capacity for 4,325 sqm net of new retail floorspace by 2026, increasing to 5,367 sqm net by 2031. This is equivalent to 6,179 sqm gross by 2026 and 7,667 sqm gross by 2031. The leisure 'gaps' analysis has also identified the potential to build on the centre's food and drink, which would help to promote the centre's daytime and evening time economies, with demand expected from planned new uses for the centre (e.g. civic, research and employment). For other town centre uses, there is also potential to promote new employment uses in Whitechapel, particularly building on affordable office provision aimed at start up/ creative industries.

22.78 With planned investment in the area, particularly associated with Crossrail, coupled with the relative strength of Whitechapel's current retail catchment, there is potential to designate the centre as a Major Centre within the retail hierarchy. This would work in tandem with the designation of Canary Wharf as a Metropolitan Centre.

22.79 Whitechapel's primary retail area is located on the north side of Whitechapel Road and the secondary retail area is located primarily to the south of Whitechapel Road between New Road and Sidney Street but with additional areas to the east of Cambridge Heath Road, west side of Sidney Street, Stepney Way, west of New Road and west of Vallance Road. We recommend that the PSA is extended to include the Royal London/ St Barts hospital complex and the Crossrail station to accommodate future development including the potential for over-station retail development.

Potential New Centre Designations

Redchurch Street Specialist Retail Area

22.80 Redchurch Street is located between Brick Lane and Shoreditch High Street, where it sits parallel to the western end of Bethnal Green Road. The Council has highlighted the potential opportunity to designate Redchurch Street as a specialist retail centre to take account of the mix of independent and upmarket brand retailers currently located there. Key fashion and lifestyle brands on Redchurch Street include; Versus Versace, Nudie Jeans, Whistles Men (Boundary Street), T2, Aesop, and Sweat Betty. Retail is primarily contained along the eastern end of the street between the intersections with Club Row and Shoreditch High Street. Other uses on Redchurch Street include food and beverage outlets (A3 and A4) and a number of personal services (A2). As highlighted, activity is focused towards the Shoreditch High Street end of Redchurch Street where footfall is likely to originate from. A site visit of Redchurch Street noted a number of vacant units on the eastern end of Redchurch Street (between Club Row and Bethnal Green Road). However, these units where undergoing refurbishment at the time of the site visit, which indicates that these units are due to be occupied.

22.81 There may be merit in identifying Redchurch Street as a specialist retail area, which could benefit from a designated primary shopping frontage, focusing on the area between Shoreditch High Street and Club Row. This would help to ensure that the current mix of retail uses is maintained. Streets immediately off

Redchurch Street could fall within a defined boundary area, which could include retail units on Boundary Street, Chance Street, and Ebor Street.

Redesignation of Existing Neighbourhood Centres

22.82 The audit of Neighbourhood Centres presented in Section 16 provided an overview of existing retail and service offer across the Borough's network of smaller centres. Consideration has been given to centres that are either under or over performing in their role as local centres. Annex 2 of the London Plan defines Neighbourhood Centres as typically serving *"a localised catchment often most accessible by walking and cycling and include local parades and small clusters of shops, mostly for convenience goods and other services." The Plan goes on to state that "they may include a small supermarket (typically up to around 500 sqm), sub-post office, pharmacy, laundrette and other useful local services*."

22.83 The majority of the Borough's Neighbourhood Centres reflect the definition set by the London Plan based on the range of retail and services on offer. Of note, Popular High Street is earmarked for considerable investment and regeneration and is likely to see increased demand for retail and services from nearby housing allocation sites (e.g. Blackwall Reach) within the surrounding Isle of Dogs Opportunity Area. As such, there may be potential in the future for Popular High Street to be designated as a District Centre.

22.84 The other neighbourhood centre of note is Columbia Road. The audit highlights that the centre largely caters to visitors with the centre mainly active on the weekend, particularly Sunday when the flower market is in operation. This is reflected in the opening hours of many shops on the street which only trade on weekends. Columbia Road does not function akin to a traditional neighbourhood centre. However, it remains an important retail destination and may benefit from a designation as a 'Specialist Retail Area', similar to Redchurch Street.

22.85 Hackney Wick is currently a designated neighbourhood centre. However it is primarily an industrial area with the main units being located around Queens Yard courtyard. The majority of the warehouses have now been configured into separate units which are mainly occupied by creative industries including art galleries and workspaces alongside ad hoc retail and leisure uses such as pop-up eateries and bars. There are a lack of community uses, including no convenience stores, therefore the centre does not operate as a typical neighbourhood centre. Hackney Wick primarily operates as a night time destination so we consider that the centre may benefit from a possible future designation as a 'Specialist Leisure Destination' to recognise the importance of the leisure and night time offer within the centre, similarly to the specialist retail designations suggested for Redchurch Street and Columbia Road.

22.86 Our review of neighbourhood centres also highlighted the potential to consider a lower tier classification termed as 'Neighbourhood Parades', which would take account of smaller retail and service areas that serve a more localised function, particularly in housing areas that are not within walking distance of Neighbourhood Centres.

22.87 Neighbourhood Parades could include the following areas:

- Burdett Road South
- Burslem Street
- Castalia Square
- St Pauls Way
- West India Dock

22.88 There is also potential that with this new retail hierarchy that smaller Neighbourhood Centres are reclassified as parades, such as West Ferry Road and Manchester Road which contain very few retail and service units.

New Neighbourhood Centres for Major Housing Areas

22.89 Significant housing is planned across the Borough with growth to be focused in three opportunity areas, including:

- Area 1: City Fringe/ Tech City (including Whitechapel) – 15,000 homes
- Area 2: Isle of Dogs and South Poplar – 10,000 homes
- Area 3: Lower Lea Valley (Poplar Riverside Housing Zone) – 9,000 homes

22.90 The concentration of population growth in the above opportunity areas is likely to increase demand for local services in existing centres within or close to the areas.

22.91 The City Fringe Opportunity area is likely to be adequately served by existing retail and service provision from existing centres in the area, particularly where new investment is planned (e.g. Whitechapel).

22.92 The Isle of Dogs and South Poplar Opportunity Area comprises the Isle of Dogs peninsula and will be served by the existing main centres of Canary Wharf and Crossharbour. The area is also served by existing neighbourhood centres. Given the extent of new housing planned and the geographic spread of the opportunity area boundary there may be scope to include an additional neighbourhood centre(s) to ensure the local retail and service needs of the future housing population is met. The location of a new neighbourhood centre should take account of the proximity of existing centres including undesignated retail and service areas where there is potential to increase provision or where a neighbourhood centre could form part of the development of major site allocations.

22.93 The Lower Lea Valley Opportunity covers a particularly large area, the majority of which sits within local authorities north of Tower Hamlets. The area defined as the Poplar Riverside Housing Zone relates to Tower Hamlets and lies to the north of Canary Wharf. The Housing Zone contains ten development sites planned for delivery across two phases. Key sites in the first phase include Leamouth North, Gillander Street, Ailsa Street, along with the regeneration schemes at Chrisp Street and Aberfeldy Estate. For the development sites in particular, the potential to include a neighbourhood centre could be explored.

23 GLOSSARY

CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.
TOWN CENTRE USES:	Main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
TOWN CENTRE BOUNDARY:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.
PRIMARY & SECONDARY FRONTAGES	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.
OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.
OUT-OF-TOWN	A location out of centre that is outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.

FACTORY OUTLET CENTRES	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
QUANTITATIVE NEED	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
QUALITATIVE NEED	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
OVERTRADING	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
BENCHMARK TURNOVER	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.

APPENDIX 1: STUDY AREA

Tower Hamlets Study Area and Zones

APPENDIX 2: CONVENIENCE GOODS MARKET SHARES

Carter Jonas

TABLE 1: ALL FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf										
Waitrose, Canada Square	16.8%	4.4%	0.4%	0.0%	0.0%	4.7%	2.2%	2.2%	1.0%	4.3%
M&S, Jubilee Place	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%	0.6%
Tesco Metro, Cabot Square	4.7%	0.5%	0.0%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.8%
Other	1.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.4%
Sub-total	25.4%	5.1%	0.4%	0.2%	0.0%	4.9%	3.5%	4.1%	1.0%	6.1%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Iceland, Bethnal Green Road	0.0%	0.4%	0.0%	0.2%	5.3%	0.6%	0.2%	0.0%	0.0%	0.4%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.4%	0.0%	0.0%	0.2%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	0.1%	3.3%	23.7%	5.1%	3.3%	1.6%	0.0%	3.2%
Other	0.7%	0.0%	0.0%	2.3%	9.1%	3.6%	0.1%	0.0%	0.0%	1.4%
Sub-total	0.7%	0.4%	0.1%	5.8%	40.2%	9.4%	4.1%	1.6%	0.0%	5.2%
Brick Lane										
Sub-total	0.0%	0.0%	1.6%	1.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
Bromley by Bow										
Sainsbury's Local, by station	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%
Tesco Superstore, Hancock Road	0.0%	3.8%	0.3%	0.3%	4.0%	4.3%	9.4%	14.6%	3.8%	5.1%
Other	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.4%
Sub-total	0.9%	3.8%	0.3%	0.3%	4.0%	4.3%	9.4%	17.9%	4.2%	5.7%
Chrisp Street										
Co-op, Chrisp Street	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.3%
Iceland, Vesey Path	1.5%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	6.1%	0.1%	1.0%
Other	1.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.6%
Sub-total	2.9%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	11.7%	0.2%	1.9%
Crossharbour										
Asda, East Ferry Road	34.5%	4.0%	3.9%	3.7%	2.5%	10.0%	0.7%	21.9%	1.2%	10.7%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.3%	0.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total	34.5%	4.0%	3.9%	3.7%	3.1%	10.6%	0.7%	21.9%	2.5%	11.1%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%	6.1%	0.3%	0.0%	1.1%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.1%	0.0%	1.3%
Sub-total	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%	14.4%	0.4%	0.0%	2.4%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%	0.0%	0.1%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%	0.2%
Watney Market										
Iceland, Watney Street	0.0%	11.2%	7.4%	8.9%	3.7%	2.5%	0.0%	0.8%	0.0%	2.3%
Other	0.0%	0.1%	0.3%	3.3%	0.0%	1.4%	0.2%	0.0%	0.0%	0.6%
Sub-total	0.0%	11.3%	7.7%	12.3%	3.7%	4.0%	0.2%	0.8%	0.0%	2.9%
Whitechapel										
Sainsbury's, Cambridge Heath Road	1.5%	5.2%	17.0%	30.4%	15.7%	18.2%	9.3%	2.9%	1.2%	9.8%
Budgens, Whitechapel Road	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.0%	0.4%	0.3%	6.8%	0.0%	2.8%	0.0%	0.4%	0.4%	1.1%
Sub-total	1.5%	5.6%	17.7%	37.9%	15.7%	21.0%	9.3%	3.2%	1.6%	11.0%
Neighbourhood Centres										
Waitrose, Thomas More Street	0.8%	31.6%	5.1%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	1.9%
Other	6.6%	12.2%	20.6%	6.6%	10.1%	16.0%	3.8%	14.0%	1.4%	9.2%
Sub-total	7.3%	43.8%	25.8%	7.0%	10.3%	16.0%	3.8%	14.0%	1.4%	11.0%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	1.9%	1.6%	2.7%	0.0%	0.0%	0.0%	0.7%
Lidl, Burdett Road	4.1%	1.6%	3.9%	0.3%	1.4%	5.9%	0.8%	4.6%	0.9%	2.9%
Sub-total	4.1%	1.6%	3.9%	2.2%	3.0%	8.6%	0.8%	4.6%	0.9%	3.6%
City Fringe CAZ	0.1%	3.0%	10.9%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Street markets	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	7.3%	0.3%	0.0%	1.3%
All other in Borough	7.8%	0.0%	1.2%	0.7%	0.0%	0.4%	3.3%	3.8%	0.7%	2.4%
TOTAL BOROUGH	**85.1%**	**79.0%**	**73.4%**	**82.8%**	**80.9%**	**80.3%**	**58.0%**	**84.4%**	**12.4%**	**66.6%**
Competing Centres										
Stratford	0.5%	2.6%	2.3%	0.3%	1.6%	0.3%	2.9%	4.8%	27.3%	6.1%
Hackney	0.0%	0.0%	0.0%	0.0%	1.5%	1.6%	19.7%	0.0%	0.0%	3.4%
Surrey Quays	0.2%	2.3%	2.3%	0.3%	0.0%	5.1%	0.0%	0.0%	0.0%	1.2%
Other (including street markets)	12.2%	9.8%	20.2%	10.4%	9.8%	7.2%	6.8%	8.7%	57.4%	17.6%
TOTAL OUTSIDE BOROUGH	**12.9%**	**14.7%**	**24.8%**	**11.1%**	**12.8%**	**14.1%**	**29.4%**	**13.5%**	**84.7%**	**28.2%**
Internet	1.9%	6.3%	1.8%	6.2%	6.3%	5.6%	12.6%	2.1%	2.9%	5.1%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Carter Jonas

TABLE 2: MAIN FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf										
Waitrose, Canada Square	19.1%	2.6%	0.4%	0.0%	0.0%	6.1%	1.2%	3.0%	0.0%	4.6%
M&S, Jubilee Place	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
Tesco Metro, Cabot Square	3.3%	0.8%	0.0%	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.7%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.3%
Sub-total	22.3%	3.4%	0.4%	0.3%	0.0%	6.1%	2.8%	5.5%	0.0%	5.7%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bethnal Green Road	0.0%	0.5%	0.0%	0.3%	1.3%	0.5%	0.0%	0.0%	0.0%	0.2%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	0.0%	4.0%	26.1%	7.9%	4.6%	2.5%	0.0%	4.1%
Other	0.0%	0.0%	0.0%	0.0%	2.4%	2.2%	0.0%	0.0%	0.0%	0.5%
Sub-total	0.0%	0.5%	0.0%	4.2%	29.8%	10.6%	4.6%	2.5%	0.0%	4.9%
Brick Lane										
Sub-total	0.0%	0.0%	2.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bromley by Bow										
Sainsbury's Local, by station	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hancock Road	0.0%	6.4%	0.4%	0.0%	6.6%	5.3%	13.1%	18.4%	4.6%	6.7%
Other	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	0.4%	6.4%	0.4%	0.0%	6.6%	5.3%	13.1%	18.4%	4.6%	6.8%
Chrisp Street										
Co-op, Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.3%
Iceland, Vesey Path	2.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	1.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
Sub-total	2.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	1.4%
Crossharbour										
Asda, East Ferry Road	42.9%	4.0%	6.2%	4.6%	2.3%	13.8%	0.8%	30.4%	2.0%	14.0%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total	42.9%	4.0%	6.2%	4.6%	3.3%	14.6%	0.8%	30.4%	3.0%	14.4%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.0%	0.6%	0.0%	0.5%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	1.1%
Sub-total	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	9.2%	0.6%	0.0%	1.6%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market										
Iceland, Watney Street	0.0%	6.3%	0.4%	6.8%	5.6%	1.8%	0.0%	0.0%	0.0%	1.4%
Other	0.0%	0.0%	0.0%	3.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.7%
Sub-total	0.0%	6.3%	0.4%	9.8%	5.6%	4.2%	0.0%	0.0%	0.0%	2.1%
Whitechapel										
Sainsbury's, Cambridge Heath Road	1.3%	6.6%	24.6%	43.5%	20.0%	21.2%	12.9%	3.4%	2.0%	12.7%
Budgens, Whitechapel Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	1.3%	6.6%	24.6%	44.3%	20.0%	21.2%	12.9%	3.4%	2.0%	12.8%
Neighbourhood Centres										
Waitrose, Thomas More Street	0.8%	42.9%	5.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Other	0.8%	10.7%	20.7%	6.6%	4.3%	7.8%	5.1%	8.1%	0.0%	5.7%
Sub-total	1.6%	53.7%	26.3%	7.2%	4.3%	7.8%	5.1%	8.1%	0.0%	8.1%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	2.3%	2.1%	2.8%	0.0%	0.0%	0.0%	0.8%
Lidl, Burdett Road	5.0%	2.2%	3.5%	0.3%	2.3%	5.5%	1.2%	3.4%	1.5%	3.0%
Sub-total	5.0%	2.2%	3.5%	2.5%	4.3%	8.3%	1.2%	3.4%	1.5%	3.8%
City Fringe CAZ	0.0%	0.0%	7.9%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Street markets	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	5.0%	0.0%	0.0%	0.9%
All other in Borough	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.6%	0.0%	1.8%
TOTAL BOROUGH	**84.8%**	**83.5%**	**72.1%**	**82.6%**	**75.5%**	**78.2%**	**55.5%**	**83.4%**	**11.2%**	**65.3%**
Competing Centres										
Stratford	0.0%	1.5%	3.0%	0.0%	2.1%	0.0%	2.1%	3.9%	26.9%	5.6%
Hackney	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	17.6%	0.0%	0.0%	3.0%
Surrey Quays	0.0%	2.0%	3.8%	0.3%	0.0%	6.7%	0.0%	0.0%	0.0%	1.5%
Other (including street markets)	11.9%	5.1%	18.7%	8.3%	11.5%	5.2%	7.0%	9.3%	58.6%	17.1%
TOTAL OUTSIDE BOROUGH	**11.9%**	**8.6%**	**25.5%**	**8.6%**	**14.9%**	**13.2%**	**26.7%**	**13.2%**	**85.5%**	**27.3%**
Internet	3.2%	8.0%	2.5%	8.8%	9.6%	8.6%	17.8%	3.4%	3.3%	7.4%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 3: OTHER MAIN FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf										
Waitrose, Canada Square	16.4%	5.7%	0.0%	0.0%	0.0%	9.2%	2.4%	3.7%	6.1%	6.1%
M&S, Jubilee Place	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	1.6%	0.0%	0.9%
Tesco Metro, Cabot Square	7.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%
Other	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	25.5%	5.7%	0.0%	0.8%	0.0%	9.2%	5.8%	6.4%	6.1%	8.4%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	13.1%	2.2%	1.8%	0.0%	0.0%	1.4%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	4.4%	0.0%	0.0%	1.0%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	1.1%	1.9%	19.5%	0.8%	0.0%	0.5%	0.0%	1.5%
Other	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	0.0%	0.0%	1.1%	6.2%	38.3%	3.0%	6.2%	0.5%	0.0%	4.1%
Brick Lane										
Sub-total	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow										
Sainsbury's Local, by station	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hancock Road	0.0%	0.0%	1.1%	3.5%	0.0%	3.7%	0.8%	8.8%	2.4%	2.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	1.1%	3.5%	0.0%	3.7%	0.8%	8.8%	2.4%	2.6%
Chrisp Street										
Co-op, Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.7%
Iceland, Vesey Path	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	11.9%	0.0%	1.8%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
Sub-total	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	18.7%	0.0%	2.6%
Crossharbour										
Asda, East Ferry Road	34.5%	10.4%	1.5%	9.6%	11.2%	16.1%	2.4%	17.3%	0.0%	12.3%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.4%
Sub-total	34.5%	10.4%	1.5%	9.6%	11.2%	18.3%	2.4%	17.3%	0.0%	12.7%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	5.1%	0.0%	0.0%	1.2%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.1%	1.0%	0.0%	2.9%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	23.2%	1.0%	0.0%	4.1%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%
Watney Market										
Iceland, Watney Street	0.0%	21.7%	12.2%	11.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.5%
Other	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	0.0%	23.0%	12.2%	11.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.6%
Whitechapel										
Sainsbury's, Cambridge Heath Road	7.1%	12.2%	8.5%	24.6%	21.8%	21.4%	5.9%	3.8%	0.0%	10.3%
Budgens, Whitechapel Road	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.0%	0.0%	3.2%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Sub-total	7.1%	12.2%	13.2%	31.6%	21.8%	21.4%	5.9%	3.8%	0.0%	11.1%
Neighbourhood Centres										
Waitrose, Thomas More Street	0.0%	3.0%	3.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other	8.9%	4.5%	14.1%	5.4%	9.8%	4.5%	0.0%	2.5%	8.8%	5.8%
Sub-total	8.9%	7.5%	17.3%	5.4%	11.9%	4.5%	0.0%	2.5%	8.8%	6.2%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	5.3%	0.0%	4.1%	0.0%	0.0%	0.0%	1.1%
Lidl, Burdett Road	0.7%	3.3%	6.2%	0.6%	0.0%	5.8%	0.8%	10.5%	0.0%	3.1%
Sub-total	0.7%	3.3%	6.2%	5.9%	0.0%	9.9%	0.8%	10.5%	0.0%	4.3%
City Fringe CAZ	0.0%	9.7%	17.4%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.2%
All other in Borough	3.9%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	5.0%	0.4%	1.3%
TOTAL BOROUGH	**81.4%**	**71.9%**	**71.5%**	**80.1%**	**83.2%**	**74.0%**	**46.6%**	**74.9%**	**17.7%**	**62.3%**
Competing Centres										
Stratford	2.1%	2.5%	0.0%	0.0%	1.3%	3.4%	9.2%	13.4%	30.9%	9.3%
Hackney	0.0%	0.0%	0.0%	0.4%	2.0%	2.2%	20.8%	0.0%	0.0%	3.7%
Surrey Quays	2.4%	4.5%	0.0%	1.8%	0.0%	6.8%	0.0%	0.5%	0.0%	2.0%
Other (including street markets)	14.1%	17.8%	25.3%	9.0%	8.2%	9.2%	6.5%	10.7%	42.8%	16.5%
TOTAL OUTSIDE BOROUGH	**18.6%**	**24.8%**	**25.3%**	**11.2%**	**11.5%**	**21.6%**	**36.5%**	**24.6%**	**73.7%**	**31.5%**
Internet	0.0%	3.3%	3.2%	8.8%	5.3%	4.4%	16.9%	0.5%	8.6%	6.1%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 4: TOP UP FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf										
Waitrose, Canada Square	9.3%	3.7%	0.7%	0.0%	0.0%	0.7%	1.7%	0.0%	0.0%	2.0%
M&S, Jubilee Place	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Tesco Metro, Cabot Square	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Other	5.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.9%
Sub-total	27.9%	3.7%	0.7%	0.0%	0.0%	1.4%	1.7%	0.0%	0.0%	4.8%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Iceland, Bethnal Green Road	0.0%	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.2%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	30.5%	1.3%	2.9%	0.0%	0.0%	2.3%
Other	3.3%	0.0%	0.0%	6.1%	24.0%	7.2%	0.5%	0.0%	0.0%	3.6%
Sub-total	3.3%	0.6%	0.0%	6.1%	61.8%	9.3%	3.5%	0.0%	0.0%	6.5%
Brick Lane										
Sub-total	0.0%	0.0%	0.7%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Bromley by Bow										
Sainsbury's Local, by station	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	1.0%
Tesco Superstore, Hancock Road	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.4%	13.7%	0.4%	3.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.8%	1.8%
Sub-total	3.3%	0.0%	0.0%	0.0%	0.0%	3.7%	6.4%	30.1%	2.2%	6.3%
Chrisp Street										
Co-op, Chrisp Street	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.3%
Iceland, Vesey Path	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	1.2%
Other	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	1.0%
Sub-total	1.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.4%	2.4%
Crossharbour										
Asda, East Ferry Road	20.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	4.8%	0.0%	3.6%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	20.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	4.8%	3.5%	4.2%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	14.4%	0.0%	0.0%	2.3%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	1.4%
Sub-total	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	23.2%	0.0%	0.0%	3.7%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.2%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.9%	0.0%	0.0%	0.5%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.1%	0.0%	0.0%	0.7%
Watney Market										
Iceland, Watney Street	0.0%	26.2%	14.8%	12.4%	0.0%	3.8%	0.0%	3.9%	0.0%	4.1%
Other	0.0%	0.0%	1.4%	1.5%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%
Sub-total	0.0%	26.2%	16.2%	13.9%	0.0%	3.8%	1.2%	3.9%	0.0%	4.5%
Whitechapel										
Sainsbury's, Cambridge Heath Road	0.0%	0.0%	7.0%	9.4%	3.6%	12.1%	2.4%	0.0%	0.0%	3.8%
Budgens, Whitechapel Road	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.0%	1.9%	0.0%	21.0%	0.0%	8.6%	0.0%	0.0%	0.0%	3.2%
Sub-total	0.0%	1.9%	8.4%	30.5%	3.6%	20.7%	2.4%	0.0%	0.0%	7.1%
Neighbourhood Centres										
Waitrose, Thomas More Street	0.0%	25.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Other	23.1%	17.3%	31.9%	8.9%	24.2%	34.8%	3.9%	20.0%	0.6%	17.4%
Sub-total	23.1%	42.3%	39.1%	8.9%	24.2%	34.8%	3.9%	20.0%	0.6%	19.0%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.5%
Lidl, Burdett Road	3.0%	0.0%	5.9%	0.6%	0.0%	5.5%	0.0%	2.8%	0.0%	2.2%
Sub-total	3.0%	0.0%	5.9%	0.6%	0.0%	8.3%	0.0%	2.8%	0.0%	2.7%
City Fringe CAZ	0.6%	7.4%	12.6%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	19.9%	0.0%	0.0%	3.4%
All other in Borough	7.3%	0.0%	5.5%	3.7%	0.0%	1.8%	5.1%	8.9%	3.5%	4.4%
TOTAL BOROUGH	**89.6%**	**82.6%**	**88.9%**	**91.1%**	**89.6%**	**86.2%**	**71.2%**	**87.9%**	**10.1%**	**72.6%**
Competing Centres										
Stratford	0.0%	2.7%	1.4%	1.7%	0.0%	0.0%	2.1%	4.9%	21.0%	4.7%
Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	20.0%	0.0%	0.0%	3.3%
Surrey Quays	0.0%	1.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.4%
Other (including street markets)	10.4%	13.4%	9.7%	7.2%	10.4%	10.5%	6.1%	7.2%	68.9%	18.9%
TOTAL OUTSIDE BOROUGH	**10.4%**	**17.4%**	**11.1%**	**8.9%**	**10.4%**	**13.8%**	**28.2%**	**12.1%**	**89.9%**	**27.4%**
Internet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 5: OTHER TOP UP FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf										
Waitrose, Canada Square	18.2%	15.5%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	3.6%	5.3%
M&S, Jubilee Place	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Tesco Metro, Cabot Square	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Other	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%
Sub-total	38.2%	18.0%	0.0%	0.0%	0.0%	0.0%	8.9%	1.1%	3.6%	8.5%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	24.5%	0.6%	0.0%	0.0%	0.0%	1.4%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.4%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Other	0.0%	0.0%	0.0%	6.9%	28.4%	8.5%	0.0%	0.0%	0.0%	3.6%
Sub-total	0.0%	0.0%	0.0%	13.7%	61.1%	9.1%	0.0%	0.0%	0.0%	5.9%
Brick Lane										
Sub-total	0.0%	0.0%	0.0%	4.7%	0.0%	3.3%	0.0%	0.0%	0.0%	0.9%
Bromley by Bow										
Sainsbury's Local, by station	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hancock Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	7.1%	1.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	7.1%	1.4%
Chrisp Street										
Co-op, Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%
Iceland, Vesey Path	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Other	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	3.3%
Sub-total	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	0.8%	3.5%
Crossharbour										
Asda, East Ferry Road	12.9%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	3.4%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	12.9%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	3.4%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	2.4%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.5%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	2.9%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.5%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.5%
Watney Market										
Iceland, Watney Street	0.0%	0.0%	29.8%	13.1%	3.8%	6.9%	0.0%	0.0%	0.0%	4.1%
Other	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Sub-total	0.0%	0.0%	29.8%	24.7%	3.8%	6.9%	0.0%	0.0%	0.0%	4.9%
Whitechapel										
Sainsbury's, Cambridge Heath Road	0.0%	0.0%	0.0%	0.0%	7.4%	8.8%	5.1%	4.6%	0.0%	3.4%
Budgens, Whitechapel Road	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Other	0.0%	0.0%	0.0%	13.5%	0.0%	11.1%	0.0%	3.6%	3.6%	4.0%
Sub-total	0.0%	0.0%	0.0%	20.3%	7.4%	19.9%	5.1%	8.1%	3.6%	7.9%
Neighbourhood Centres										
Waitrose, Thomas More Street	2.8%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other	5.7%	18.2%	4.3%	3.2%	17.3%	38.6%	0.0%	48.6%	4.1%	16.9%
Sub-total	8.5%	23.5%	4.3%	3.2%	17.3%	38.6%	0.0%	48.6%	4.1%	17.5%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, Burdett Road	4.5%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	10.0%	0.0%	3.6%
Sub-total	4.5%	0.0%	0.0%	0.0%	3.8%	9.4%	0.0%	10.0%	0.0%	3.8%
City Fringe CAZ	0.0%	5.4%	18.5%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.2%	0.0%	0.7%
All other in Borough	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	18.5%	0.0%	0.0%	3.5%
TOTAL BOROUGH	**81.6%**	**52.2%**	**52.7%**	**69.9%**	**93.5%**	**87.2%**	**58.0%**	**93.0%**	**19.2%**	**66.9%**
Competing Centres										
Stratford	2.7%	9.4%	2.7%	0.0%	1.8%	0.0%	3.2%	1.1%	38.8%	8.1%
Hackney	0.0%	0.0%	0.0%	0.0%	4.7%	2.6%	30.4%	0.0%	0.0%	5.4%
Surrey Quays	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other (including street markets)	15.7%	22.8%	44.7%	30.1%	0.0%	10.2%	6.9%	5.9%	41.9%	18.6%
TOTAL OUTSIDE BOROUGH	**18.4%**	**36.3%**	**47.3%**	**30.1%**	**6.5%**	**12.8%**	**40.4%**	**7.0%**	**80.8%**	**32.3%**
Internet	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.8%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Carter Jonas

APPENDIX 3: COMPARISON GOODS MARKET SHARE

TABLE 1: ALL COMPARISON GOOODS - 2016 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	18.9%	5.7%	0.8%	1.3%	0.0%	4.3%	1.3%	3.1%	0.6%	4.7%
Bethnal Green	0.5%	0.0%	1.2%	2.5%	12.3%	4.3%	1.6%	0.6%	0.0%	2.1%
Brick Lane	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.7%	0.1%	0.0%	0.2%
Bromley by Bow	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	2.1%	2.4%	0.1%	0.8%
Chrisp Street	4.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	1.0%
Crossharbour	10.3%	0.8%	0.2%	0.2%	0.4%	1.3%	0.1%	2.4%	0.3%	2.2%
Roman Road East	0.0%	0.1%	0.1%	0.8%	0.9%	2.8%	5.6%	0.2%	0.0%	1.5%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.9%	0.1%	2.6%	0.0%	1.0%	0.0%	0.9%	0.0%	0.5%
Whitechapel	0.2%	0.5%	7.3%	13.1%	5.8%	5.7%	0.3%	1.7%	0.2%	3.0%
City Fringe CAZ	0.0%	0.2%	2.2%	1.8%	1.2%	0.2%	0.0%	0.0%	0.1%	0.4%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.6%	2.7%	1.7%	2.1%	2.8%	4.5%	0.3%	4.7%	0.1%	2.0%
Out of Centre:										
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
All other in Borough	2.7%	2.0%	1.4%	3.3%	2.9%	3.9%	4.1%	3.3%	0.1%	2.7%
TOTAL BOROUGH	**37.9%**	**13.6%**	**15.3%**	**28.1%**	**26.2%**	**28.6%**	**16.1%**	**21.9%**	**1.5%**	**21.2%**
Competing Centres:										
Central London	5.7%	27.5%	17.9%	10.1%	15.5%	5.5%	16.0%	2.6%	1.4%	8.7%
Stratford - Westfield	11.2%	10.9%	19.3%	25.3%	21.7%	32.8%	27.4%	38.4%	32.6%	26.4%
Stratford - other	0.3%	4.0%	3.0%	0.6%	1.5%	1.2%	4.2%	2.3%	17.8%	4.6%
Beckton	13.0%	5.6%	5.1%	6.1%	4.1%	4.9%	2.5%	12.6%	16.5%	8.7%
Bluewater	0.0%	1.6%	0.6%	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%	0.2%
Hackney	0.0%	0.0%	0.3%	0.1%	0.3%	0.3%	5.4%	0.0%	0.0%	0.9%
Surrey Quays	0.4%	2.1%	1.8%	1.1%	0.0%	2.6%	0.2%	0.0%	0.0%	0.8%
Other (including street markets)	8.8%	13.2%	11.4%	10.8%	13.3%	6.4%	11.1%	7.2%	14.6%	10.2%
TOTAL OUTSIDE BOROUGH	**39.4%**	**64.9%**	**59.3%**	**54.1%**	**56.4%**	**53.8%**	**66.8%**	**63.3%**	**82.9%**	**60.5%**
Internet	22.8%	21.5%	25.4%	17.9%	17.4%	17.5%	17.1%	14.8%	15.6%	18.3%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: CLOTHING AND FOOTWEAR - 2016 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	22.1%	7.6%	0.9%	1.2%	0.0%	4.2%	0.8%	3.6%	0.0%	5.4%
Bethnal Green	0.0%	0.0%	0.0%	0.3%	6.9%	1.0%	2.4%	0.0%	0.0%	0.9%
Brick Lane	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	2.4%	0.0%	0.0%	0.4%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chrisp Street	4.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.8%
Crossharbour	4.5%	1.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.6%	0.5%	1.4%
Roman Road East	0.0%	0.0%	0.0%	0.0%	2.3%	2.2%	0.8%	0.0%	0.0%	0.6%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%
Whitechapel	0.0%	0.5%	3.0%	4.8%	5.7%	4.7%	0.0%	0.0%	0.0%	1.7%
City Fringe CAZ	0.0%	0.0%	1.7%	3.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.5%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.9%	0.2%	0.4%
Out of Centre:										
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
TOTAL BOROUGH	**31.1%**	**12.1%**	**5.5%**	**10.7%**	**17.1%**	**15.7%**	**6.4%**	**7.2%**	**0.7%**	**12.3%**
Competing Centres:										
Central London	6.0%	34.4%	18.1%	10.7%	19.5%	8.5%	24.5%	6.0%	1.8%	11.6%
Stratford - Westfield	23.4%	19.8%	43.5%	53.9%	40.7%	57.2%	46.4%	59.1%	51.7%	45.7%
Stratford - other	0.4%	4.4%	0.0%	1.4%	0.0%	0.0%	3.6%	2.4%	11.2%	3.0%
Beckton	12.1%	2.3%	4.4%	4.7%	2.3%	0.2%	0.4%	8.0%	8.4%	5.2%
Bluewater	0.0%	2.3%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.3%
Hackney	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	4.0%	0.0%	0.0%	0.6%
Surrey Quays	0.9%	0.0%	1.7%	2.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%
Other (including street markets)	9.6%	9.8%	4.7%	5.5%	10.4%	5.5%	5.3%	5.0%	10.5%	7.3%
TOTAL OUTSIDE BOROUGH	**52.4%**	**72.9%**	**72.4%**	**79.1%**	**72.8%**	**73.1%**	**84.3%**	**81.1%**	**83.6%**	**74.4%**
Internet	16.6%	15.0%	22.1%	10.2%	10.0%	11.1%	9.4%	11.7%	15.7%	13.3%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Carter Jonas

TABLE 3: RECORDING MEDIA - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	14.6%	1.3%	1.2%	0.0%	0.0%	8.4%	0.7%	0.7%	0.0%	3.9%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	1.6%	1.6%	1.5%	0.0%	0.0%	0.6%
Brick Lane	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
Crossharbour	20.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.2%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel	0.0%	0.0%	3.6%	3.3%	5.9%	0.0%	0.0%	6.8%	0.0%	1.6%
City Fringe CAZ	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	7.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
All other in Borough	0.0%	0.0%	5.3%	0.0%	0.0%	0.7%	6.2%	0.0%	0.0%	1.5%
TOTAL BOROUGH	**35.5%**	**9.4%**	**16.8%**	**7.9%**	**7.5%**	**10.8%**	**9.8%**	**10.6%**	**0.0%**	**12.1%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	8.9%	6.1%	13.4%	11.4%	3.1%	7.5%	1.6%	1.6%	4.6%
Stratford - Westfield	0.0%	3.5%	5.1%	19.9%	18.5%	28.6%	5.6%	41.9%	55.6%	23.2%
Stratford - other	0.0%	0.0%	6.4%	0.0%	4.4%	0.0%	0.0%	0.7%	2.8%	1.1%
Beckton	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	4.7%	2.7%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Surrey Quays	0.0%	0.0%	1.8%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.9%
Other (including street markets)	2.4%	3.7%	0.6%	6.6%	4.4%	1.6%	7.9%	0.0%	3.2%	3.4%
TOTAL OUTSIDE BOROUGH	**4.8%**	**16.0%**	**20.0%**	**39.9%**	**38.7%**	**37.4%**	**21.7%**	**56.8%**	**67.9%**	**36.0%**
Internet	59.7%	74.6%	63.2%	52.2%	53.8%	51.8%	68.6%	32.6%	32.1%	51.9%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 4: AUDIO VISUAL- 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	14.2%	2.4%	1.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.1%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour	2.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	0.0%	2.6%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
Whitechapel	0.0%	0.9%	2.8%	7.6%	0.0%	4.2%	1.4%	1.4%	0.0%	1.9%
City Fringe CAZ	0.0%	0.0%	2.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	9.9%	1.3%	8.4%	0.0%	6.6%	0.0%	3.2%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
All other in Borough	21.2%	18.7%	14.4%	27.4%	28.7%	28.9%	24.1%	25.2%	1.0%	19.8%
TOTAL BOROUGH	**38.1%**	**22.0%**	**21.1%**	**48.2%**	**31.5%**	**42.5%**	**27.4%**	**38.1%**	**1.7%**	**28.7%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	27.0%	11.7%	10.0%	15.5%	5.6%	11.6%	2.6%	1.5%	6.5%
Stratford - Westfield	4.4%	2.1%	2.6%	4.0%	12.4%	19.3%	12.7%	26.4%	22.2%	15.4%
Stratford - other	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.9%	0.8%	14.8%	3.6%
Beckton	14.2%	0.6%	0.5%	0.0%	0.0%	0.0%	0.6%	15.1%	24.2%	8.8%
Bluewater	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.4%
Surrey Quays	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other (including street markets)	2.7%	6.4%	0.5%	2.6%	1.7%	4.3%	15.8%	0.8%	5.9%	5.5%
TOTAL OUTSIDE BOROUGH	**21.3%**	**41.6%**	**17.2%**	**16.6%**	**29.6%**	**29.2%**	**45.4%**	**45.8%**	**68.6%**	**40.3%**
Internet	40.6%	36.4%	61.7%	35.1%	38.9%	28.3%	27.1%	16.1%	29.7%	31.0%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 5: **DOMESTIC ELECTRICAL APPLIANCES - 2016 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	17.4%	2.7%	0.9%	0.5%	0.0%	0.0%	1.9%	0.0%	0.0%	2.4%
Bethnal Green	0.0%	1.8%	0.4%	0.6%	3.3%	1.0%	3.5%	0.0%	0.0%	1.1%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Chrisp Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour	5.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.9%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	0.3%	0.0%	0.8%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	1.9%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Whitechapel	0.0%	1.5%	9.8%	6.1%	14.6%	4.4%	0.0%	6.7%	0.0%	3.7%
City Fringe CAZ	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	1.0%	0.6%	3.7%	6.9%	4.0%	4.8%	0.0%	1.7%	0.0%	2.3%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.7%	0.0%	0.7%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.7%	0.0%	0.7%
All other in Borough	10.7%	30.1%	25.4%	27.0%	28.0%	43.6%	19.9%	26.4%	0.6%	23.5%
TOTAL BOROUGH	**34.3%**	**36.7%**	**42.8%**	**46.3%**	**49.9%**	**58.7%**	**27.1%**	**38.0%**	**1.3%**	**36.0%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	20.6%	13.6%	9.0%	13.2%	1.3%	7.9%	1.7%	1.5%	4.7%
Stratford - Westfield	1.0%	0.6%	1.4%	5.5%	5.9%	7.1%	14.6%	26.1%	21.4%	12.1%
Stratford - other	0.0%	2.6%	1.8%	0.0%	0.0%	0.0%	7.6%	0.7%	26.4%	5.6%
Beckton	15.6%	0.0%	0.4%	0.0%	2.4%	2.8%	0.5%	19.4%	17.8%	8.3%
Bluewater	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.4%
Hackney	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Surrey Quays	0.0%	1.5%	0.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other (including street markets)	6.6%	5.9%	7.4%	7.5%	4.5%	5.9%	19.6%	1.4%	8.0%	7.9%
TOTAL OUTSIDE BOROUGH	**23.2%**	**33.0%**	**25.5%**	**22.2%**	**27.2%**	**17.0%**	**50.2%**	**51.1%**	**75.1%**	**39.1%**
Internet	42.5%	30.3%	31.7%	31.5%	22.9%	24.3%	22.7%	10.9%	23.6%	24.9%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 6: **BOOKS AND STATIONARY - 2016 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	31.0%	4.1%	1.1%	3.2%	0.0%	12.9%	3.0%	2.6%	0.0%	8.7%
Bethnal Green	0.6%	0.0%	2.3%	0.8%	14.5%	3.8%	6.9%	0.8%	0.0%	2.8%
Brick Lane	0.0%	0.0%	0.5%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%
Chrisp Street	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%
Crossharbour	10.8%	2.0%	0.5%	0.0%	2.5%	0.0%	0.0%	3.4%	0.0%	2.5%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.4%	0.0%	0.5%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	1.0%	2.3%	0.8%	0.0%	2.7%	0.0%	0.9%	0.0%	0.8%
Whitechapel	0.0%	1.3%	6.3%	7.5%	2.5%	5.9%	0.0%	0.9%	0.0%	2.2%
City Fringe CAZ	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	2.0%	3.4%	0.8%	5.0%	0.3%	0.0%	0.0%	0.0%	0.7%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%
All other in Borough	7.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.4%	1.6%
TOTAL BOROUGH	**54.7%**	**10.4%**	**20.0%**	**14.6%**	**25.2%**	**29.3%**	**12.8%**	**10.1%**	**0.4%**	**21.6%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	1.3%	17.4%	12.0%	13.1%	9.7%	8.2%	10.1%	0.9%	2.2%	6.7%
Stratford - Westfield	10.2%	7.4%	5.6%	29.6%	10.6%	18.8%	27.8%	42.3%	28.4%	21.6%
Stratford - other	0.0%	3.5%	5.7%	0.4%	0.0%	0.7%	1.1%	2.4%	20.0%	4.3%
Beckton	0.6%	0.0%	4.5%	0.0%	0.0%	0.3%	0.0%	10.2%	5.6%	2.4%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.9%	0.0%	0.0%	0.6%
Surrey Quays	0.0%	1.0%	1.1%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.6%
Other (including street markets)	3.0%	4.3%	6.2%	3.2%	6.7%	3.6%	6.5%	0.8%	17.0%	6.1%
TOTAL OUTSIDE BOROUGH	**15.1%**	**33.6%**	**35.0%**	**46.3%**	**29.6%**	**34.4%**	**48.4%**	**56.6%**	**73.1%**	**42.3%**
Internet	30.2%	56.0%	45.0%	39.1%	45.2%	36.3%	38.8%	33.4%	26.5%	36.1%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 7: GAMES, TOYS, HOBBIES, PETS, ETC - 2016 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	14.1%	4.2%	0.0%	2.1%	0.0%	4.3%	0.0%	0.0%	0.0%	3.1%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	8.3%	4.3%	0.0%	0.0%	0.0%	1.2%
Brick Lane	0.0%	0.0%	2.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	1.7%	0.0%	1.0%
Chrisp Street	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.2%
Crossharbour	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	3.1%
Roman Road East	0.0%	0.0%	0.0%	4.0%	0.0%	0.8%	0.6%	0.7%	0.0%	0.6%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.7%	0.0%	0.4%
Whitechapel	1.6%	0.9%	5.8%	19.1%	7.3%	8.5%	0.6%	4.1%	0.0%	4.5%
City Fringe CAZ	0.0%	0.0%	2.3%	2.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.4%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	1.4%	0.0%	0.0%	0.0%	8.5%	0.0%	7.7%	0.0%	2.6%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	1.3%
TOTAL BOROUGH	**45.7%**	**6.5%**	**10.4%**	**27.7%**	**17.1%**	**27.4%**	**12.5%**	**19.7%**	**0.0%**	**19.6%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	14.0%	5.6%	10.8%	14.8%	0.8%	2.1%	0.0%	0.0%	2.9%
Stratford - Westfield	3.9%	6.8%	19.6%	23.3%	17.6%	32.2%	21.5%	33.2%	27.7%	22.7%
Stratford - other	0.7%	3.9%	2.3%	0.0%	0.9%	0.0%	6.1%	1.5%	22.6%	5.5%
Beckton	19.4%	7.7%	0.0%	13.1%	8.5%	3.3%	3.7%	16.8%	23.6%	11.8%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.6%	0.0%	0.0%	0.5%
Surrey Quays	0.0%	9.1%	0.0%	1.0%	0.0%	6.9%	1.5%	0.0%	0.0%	1.9%
Other (including street markets)	3.8%	13.5%	4.9%	1.9%	11.3%	6.2%	14.3%	0.7%	6.8%	6.7%
TOTAL OUTSIDE BOROUGH	**27.9%**	**55.1%**	**32.4%**	**50.1%**	**53.2%**	**51.4%**	**49.7%**	**52.2%**	**80.7%**	**52.0%**
Internet	26.4%	38.5%	57.2%	22.2%	29.8%	21.2%	37.8%	28.2%	19.3%	28.4%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 8: FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2016 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	0.0%	0.0%	1.9%	0.7%	0.0%	2.7%	1.2%	0.0%	0.9%	0.9%
Bethnal Green	3.3%	0.0%	4.5%	7.1%	10.3%	15.3%	0.6%	4.9%	0.0%	5.1%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.5%
Chrisp Street	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.3%
Crossharbour	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Roman Road East	0.0%	0.7%	0.0%	2.6%	1.5%	2.7%	11.4%	0.9%	0.0%	2.7%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	0.0%	7.5%	0.0%	1.2%	0.0%	1.4%	0.0%	0.9%
Whitechapel	0.0%	0.0%	1.1%	8.9%	4.5%	2.0%	0.0%	0.0%	1.8%	1.6%
City Fringe CAZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.7%	1.9%	3.6%	0.0%	0.0%	0.0%	7.5%	0.0%	1.2%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%
TOTAL BOROUGH	**13.5%**	**1.5%**	**9.4%**	**30.4%**	**16.3%**	**23.9%**	**13.2%**	**21.2%**	**2.7%**	**14.8%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	19.2%	25.7%	17.8%	6.8%	13.4%	9.9%	18.1%	2.3%	0.9%	12.0%
Stratford - Westfield	3.0%	1.2%	0.8%	0.4%	8.6%	7.0%	4.5%	9.5%	17.3%	6.6%
Stratford - other	0.0%	0.0%	1.1%	0.0%	3.3%	0.0%	4.1%	1.9%	6.9%	2.2%
Beckton	18.1%	18.0%	15.9%	12.1%	12.6%	27.3%	10.5%	28.2%	28.8%	20.0%
Bluewater	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Hackney	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	2.0%
Surrey Quays	0.0%	2.3%	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other (including street markets)	19.6%	31.1%	31.0%	34.4%	32.3%	6.1%	21.4%	27.7%	30.6%	23.4%
TOTAL OUTSIDE BOROUGH	**59.9%**	**78.3%**	**74.5%**	**54.0%**	**70.2%**	**50.3%**	**69.5%**	**69.6%**	**84.4%**	**66.8%**
Internet	26.7%	20.2%	16.1%	15.5%	13.5%	25.8%	17.3%	9.2%	12.9%	18.4%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 9: **DIY, GARDENING, ETC - 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	9.1%	3.4%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%
Bethnal Green	0.0%	0.0%	0.0%	5.5%	36.4%	1.5%	0.6%	2.5%	0.0%	2.9%
Brick Lane	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
Chrisp Street	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%
Crossharbour	0.5%	0.0%	0.0%	4.5%	0.0%	0.8%	0.0%	0.9%	3.0%	1.1%
Roman Road East	0.0%	0.0%	1.4%	0.0%	0.0%	2.0%	9.8%	0.0%	0.0%	2.0%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	1.2%	0.0%	3.1%	0.0%	3.2%	0.0%	1.0%	0.0%	1.0%
Whitechapel	0.0%	0.0%	8.0%	12.6%	2.8%	0.8%	0.0%	0.0%	0.0%	1.6%
City Fringe CAZ	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	2.9%	4.0%	3.7%	5.1%	0.0%	1.5%	3.3%	0.9%	1.5%	2.3%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	0.0%	4.7%	0.0%	0.0%	0.0%	1.5%	3.3%	1.9%	0.0%	1.3%
TOTAL BOROUGH	**13.0%**	**13.3%**	**13.9%**	**32.3%**	**39.2%**	**11.4%**	**17.0%**	**9.4%**	**4.9%**	**14.3%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	1.2%	5.7%	0.4%	1.0%	0.0%	3.3%	0.0%	0.0%	1.0%
Stratford - Westfield	0.0%	0.0%	0.0%	0.0%	2.8%	3.4%	1.2%	2.7%	1.5%	1.5%
Stratford - other	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.9%	1.3%	16.5%	3.8%
Beckton	39.6%	40.9%	23.3%	24.5%	7.3%	38.8%	4.5%	49.9%	47.4%	32.9%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%
Surrey Quays	0.0%	0.0%	1.8%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.5%
Other (including street markets)	33.0%	35.3%	52.2%	30.9%	42.0%	33.7%	69.6%	33.2%	29.7%	39.9%
TOTAL OUTSIDE BOROUGH	**72.6%**	**77.5%**	**84.4%**	**55.8%**	**53.1%**	**79.8%**	**83.0%**	**87.2%**	**95.1%**	**79.7%**
Internet	14.4%	9.2%	1.7%	11.9%	7.8%	8.8%	0.0%	3.4%	0.0%	5.9%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 10: **PERSONAL CARE - 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	21.4%	8.2%	0.0%	0.5%	0.0%	7.4%	1.1%	7.1%	2.5%	6.3%
Bethnal Green	0.0%	0.0%	3.9%	3.7%	27.6%	6.8%	1.2%	0.0%	0.0%	3.4%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow	0.0%	4.9%	0.0%	0.0%	0.0%	2.9%	8.6%	7.5%	0.0%	3.1%
Chrisp Street	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	1.1%
Crossharbour	32.6%	1.7%	0.7%	0.0%	2.5%	1.7%	0.5%	8.3%	0.0%	6.5%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	16.1%	0.0%	0.0%	3.9%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.5%	0.0%	5.4%	0.0%	0.6%	0.0%	2.9%	0.0%	0.9%
Whitechapel	0.0%	0.5%	22.1%	27.0%	8.7%	8.5%	1.2%	4.6%	0.0%	6.1%
City Fringe CAZ	0.0%	0.0%	5.3%	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.6%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.4%	4.4%	0.9%	3.7%	10.4%	7.7%	0.0%	5.8%	0.0%	3.3%
Out of Centre:										
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	0.4%	0.5%	0.0%	3.0%	0.0%	0.5%	5.0%	0.6%	0.0%	1.3%
TOTAL BOROUGH	**59.0%**	**20.8%**	**32.9%**	**43.6%**	**49.3%**	**45.3%**	**33.7%**	**40.9%**	**2.5%**	**36.6%**
Competing Centres:										
Central London	5.5%	28.9%	32.6%	15.9%	12.4%	3.7%	12.4%	0.7%	0.5%	8.5%
Stratford - Westfield	5.0%	11.5%	11.2%	10.9%	10.7%	30.3%	29.3%	34.9%	25.7%	22.0%
Stratford - other	0.9%	6.4%	3.9%	0.7%	4.2%	4.8%	5.7%	2.2%	35.2%	8.4%
Beckton	8.6%	3.0%	0.0%	6.2%	3.4%	0.8%	3.0%	5.4%	13.5%	5.4%
Bluewater	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%
Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	1.2%
Surrey Quays	0.0%	3.7%	2.9%	0.3%	0.0%	6.7%	0.0%	0.0%	0.0%	1.6%
Other (including street markets)	3.3%	8.1%	10.1%	14.7%	9.9%	3.6%	4.7%	5.4%	14.2%	7.3%
TOTAL OUTSIDE BOROUGH	**23.3%**	**63.4%**	**60.6%**	**48.6%**	**40.7%**	**49.9%**	**62.8%**	**48.5%**	**89.6%**	**54.6%**
Internet	17.7%	15.8%	6.4%	7.8%	10.0%	4.8%	3.5%	10.6%	7.9%	8.8%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 11: MEDICAL GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	31.4%	7.3%	0.0%	0.5%	0.0%	12.6%	0.0%	6.1%	1.2%	8.5%
Bethnal Green	1.0%	0.0%	0.0%	8.8%	56.7%	10.5%	5.2%	0.0%	0.0%	6.0%
Brick Lane	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bromley by Bow	0.0%	0.0%	0.0%	0.3%	0.0%	1.6%	10.3%	10.5%	0.6%	3.3%
Chrisp Street	4.7%	0.6%	0.0%	0.0%	0.0%	0.6%	0.0%	12.8%	0.3%	2.5%
Crossharbour	21.9%	1.2%	0.0%	0.6%	0.0%	6.7%	0.0%	5.7%	1.2%	5.6%
Roman Road East	0.0%	0.0%	0.9%	0.0%	0.0%	10.1%	29.0%	1.0%	0.0%	6.5%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.6%	0.0%	9.5%	0.0%	3.6%	0.0%	3.7%	0.0%	1.7%
Whitechapel	0.0%	1.5%	18.2%	43.8%	7.7%	12.4%	0.0%	0.0%	0.0%	6.5%
City Fringe CAZ	0.0%	4.1%	7.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	7.7%	33.4%	9.5%	3.0%	8.5%	25.0%	4.7%	24.3%	0.0%	12.0%
Out of Centre:										
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	15.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.0%	3.9%	0.0%	3.2%
TOTAL BOROUGH	**81.7%**	**48.6%**	**35.6%**	**70.6%**	**72.8%**	**84.1%**	**50.2%**	**68.1%**	**3.3%**	**56.8%**
Competing Centres:										
Central London	5.2%	24.7%	30.6%	10.8%	13.0%	2.2%	8.0%	0.0%	4.1%	7.5%
Stratford - Westfield	5.1%	5.0%	4.6%	6.6%	1.1%	7.2%	9.0%	18.1%	18.1%	9.7%
Stratford - other	0.5%	6.1%	11.0%	0.6%	0.0%	2.3%	0.0%	2.1%	25.0%	5.9%
Beckton	5.2%	0.9%	3.7%	2.6%	2.4%	0.9%	2.7%	4.8%	8.1%	3.9%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	24.3%	0.0%	0.0%	3.9%
Surrey Quays	0.0%	3.0%	3.2%	0.3%	0.0%	2.7%	0.0%	0.0%	0.0%	0.8%
Other (including street markets)	1.4%	6.0%	6.9%	7.8%	8.0%	0.6%	2.7%	3.9%	41.5%	9.8%
TOTAL OUTSIDE BOROUGH	**17.4%**	**45.8%**	**60.0%**	**28.8%**	**25.5%**	**15.9%**	**46.7%**	**28.9%**	**96.7%**	**41.6%**
Internet	0.9%	5.7%	4.4%	0.6%	1.7%	0.0%	3.2%	3.0%	0.0%	1.7%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 12: OTHER COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Canary Wharf	30.5%	8.9%	1.0%	3.8%	0.0%	0.7%	4.5%	6.9%	1.8%	7.7%
Bethnal Green	0.0%	0.0%	0.0%	5.7%	4.7%	3.7%	0.7%	0.0%	0.0%	1.4%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bromley by Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.3%
Chrisp Street	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	2.0%
Crossharbour	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.5%
Roman Road East	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.5%	0.0%	0.0%	0.6%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	0.0%	0.0%	2.8%	0.0%	1.9%	0.0%	0.0%	0.0%	0.5%
Whitechapel	0.0%	0.0%	11.9%	18.6%	5.1%	7.3%	0.0%	0.0%	0.0%	3.6%
City Fringe CAZ	0.0%	0.0%	1.6%	2.8%	3.5%	0.0%	0.0%	0.0%	0.6%	0.6%
Street markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	1.7%	6.6%	0.0%	7.7%	4.3%	0.0%	1.0%	0.0%	1.7%
Out of Centre:										
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other in Borough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL BOROUGH	**40.3%**	**12.0%**	**21.0%**	**33.7%**	**20.9%**	**19.8%**	**6.7%**	**16.4%**	**2.4%**	**19.0%**
Competing Centres:										
Central London	3.2%	37.8%	21.9%	4.1%	19.9%	4.4%	25.7%	1.0%	2.6%	10.4%
Stratford - Westfield	10.1%	12.7%	4.9%	19.8%	27.9%	31.5%	38.4%	45.9%	25.8%	26.6%
Stratford - other	0.0%	8.5%	13.1%	0.0%	3.5%	4.0%	6.9%	6.2%	24.5%	7.4%
Beckton	9.2%	0.0%	5.3%	0.0%	0.0%	1.5%	0.0%	4.3%	16.4%	4.9%
Bluewater	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hackney	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	4.5%	0.0%	0.0%	0.8%
Surrey Quays	0.7%	0.8%	4.0%	0.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.6%
Other (including street markets)	7.8%	14.3%	17.9%	10.4%	13.1%	11.0%	1.5%	8.2%	18.5%	10.3%
TOTAL OUTSIDE BOROUGH	**31.0%**	**78.0%**	**67.0%**	**34.7%**	**65.5%**	**53.3%**	**77.0%**	**65.7%**	**87.8%**	**61.1%**
Internet	28.7%	10.1%	11.9%	31.5%	13.6%	26.9%	16.4%	17.9%	9.8%	19.9%
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

APPENDIX 4: POPULATION AND EXPENDITURE PROJECTIONS

TABLE 1A: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2016) POPULATION & PROJECTIONS (to 2031)

ZONE:		2016	2021	2026	2031	GROWTH 2016 to 2031: %	2016-31
Zone 1	Isle of Dogs	51,346	56,688	60,821	64,422	25.5%	13,076
Zone 2	Wapping	14,510	15,759	16,689	17,303	19.2%	2,793
Zone 3	City Fringe	16,100	17,905	19,338	20,488	27.3%	4,388
Zone 4	Whitechapel	29,189	32,137	34,614	36,720	25.8%	7,531
Zone 5	Bethnal Green	20,383	22,182	23,506	24,582	20.6%	4,199
Zone 6	Stepney	76,228	82,752	87,964	92,806	21.7%	16,578
Zone 7	Roman Road	58,929	63,401	67,005	70,143	19.0%	11,214
Zone 8	Chrisp Street	59,495	64,972	69,650	74,334	24.9%	14,839
Zone 9	Stratford/ Canning Town	56,003	60,397	64,066	67,366	20.3%	11,363
Study Area		382,183	416,193	443,653	468,164	22.5%	85,981

Source: The base year (2016) population and projections to 2031have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 1B: TOWER HAMLETS GROWTH MODEL - BASE YEAR (2016) POPULATION & PROJECTIONS (to 2031)

ZONE:		2016	2021	2026	2031	GROWTH 2016 to 2031: %	2016-31
Zone 1	Isle of Dogs	46,450	55,247	60,668	62,438	34.4%	15,987
Zone 2	Wapping	13,181	15,677	17,216	17,718	34.4%	4,537
Zone 3	City Fringe	14,529	17,281	18,976	19,530	34.4%	5,001
Zone 4	Whitechapel	26,440	31,448	34,533	35,541	34.4%	9,100
Zone 5	Bethnal Green	18,500	22,003	24,162	24,867	34.4%	6,367
Zone 6	Stepney	69,288	82,410	90,497	93,136	34.4%	23,848
Zone 7	Roman Road	53,701	63,870	70,138	72,183	34.4%	18,483
Zone 8	Chrisp Street	54,031	64,263	70,569	72,627	34.4%	18,597
Zone 9	Stratford/ Canning Town	56,003	60,397	64,066	67,366	20.3%	11,363
Study Area		352,123	412,597	450,826	465,406	32.2%	113,283

Source: Population projections for Zones 1 to 8 are based on annual population growth rates identiifed in the Tower Hamlets Growth Model, as supplied by the Council. The annual growth rate was applied to a 2015 base year identified by Experian for each zone. Projections for Zone 8 are derived from Experian and are based on the ONS's 2012-based Sub National Population Projections (May 2014 release).

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

		2016 (incl SFT)	2016	2021	2026	2031	% GROWTH: 2016-31
EXPERIAN - SPECIAL FORMS OF TRADING (%):			**3.0%**	**4.4%**	**5.1%**	**5.8%**	93.3%
REVISED SPECIAL FORMS OF TRADING (%):			**1.3%**	**1.7%**	**2.1%**	**2.4%**	90.0%
Zone 1	Isle of Dogs	£1,980	£1,954	£1,956	£1,960	£1,964	0.5%
Zone 2	Wapping	£2,142	£2,115	£2,117	£2,121	£2,125	0.5%
Zone 3	City Fringe	£2,474	£2,442	£2,444	£2,449	£2,453	0.5%
Zone 4	Whitechapel	£1,726	£1,704	£1,705	£1,709	£1,712	0.5%
Zone 5	Bethnal Green	£1,826	£1,803	£1,804	£1,808	£1,811	0.5%
Zone 6	Stepney	£1,660	£1,639	£1,640	£1,644	£1,647	0.5%
Zone 7	Roman Road	£1,810	£1,787	£1,789	£1,792	£1,795	0.5%
Zone 8	Chrisp Street	£1,466	£1,448	£1,449	£1,452	£1,455	0.5%
Zone 9	Stratford/ Canning Town	£1,864	£1,840	£1,842	£1,845	£1,849	0.5%
Study Area		£1,848	£1,859	£1,861	£1,864	£1,868	0.5%

Source: Average spend per capita estimates (2014 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 13 published by Experian Business Strategies (October 2015).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2016) TO 2031 (£m)

		2016 (incl SFT)	2016	2021	2026	2031	GROWTH: 2016-31 %	GROWTH: 2016-31 £m
Zone 1	Isle of Dogs	£92.0	£90.8	£108.1	£118.9	£122.6	35.1%	£31.8
Zone 2	Wapping	£28.2	£27.9	£33.2	£36.5	£37.6	35.1%	£9.8
Zone 3	City Fringe	£35.9	£35.5	£42.2	£46.5	£47.9	35.1%	£12.4
Zone 4	Whitechapel	£45.6	£45.1	£53.6	£59.0	£60.8	35.1%	£15.8
Zone 5	Bethnal Green	£33.8	£33.3	£39.7	£43.7	£45.0	35.1%	£11.7
Zone 6	Stepney	£115.0	£113.6	£135.2	£148.7	£153.4	35.1%	£39.8
Zone 7	Roman Road	£97.2	£96.0	£114.2	£125.7	£129.6	35.1%	£33.6
Zone 8	Chrisp Street	£79.2	£78.2	£93.1	£102.4	£105.6	35.1%	£27.4
Zone 9	Stratford/ Canning Town	£104.4	£103.0	£111.2	£118.2	£124.5	20.9%	£21.5
Study Area		£631.4	£623.3	£730.6	£799.6	£827.2	32.7%	£203.9

Notes: Table 1b and Table 3

TABLE 4: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:		2016 (incl SFT)	2016	2021	2026	2031	% GROWTH: 2016-31
EXPERIAN - SPECIAL FORMS OF TRADING (%):			**12.4%**	**15.0%**	**15.0%**	**14.6%**	17.7%
REVISED SPECIAL FORMS OF TRADING (%):			**12.8%**	**15.4%**	**15.5%**	**15.2%**	18.5%
Zone 1	Isle of Dogs	£3,275	£2,856	£3,206	£3,745	£4,406	54.3%
Zone 2	Wapping	£3,541	£3,088	£3,466	£4,049	£4,763	54.3%
Zone 3	City Fringe	£4,085	£3,562	£3,999	£4,672	£5,496	54.3%
Zone 4	Whitechapel	£2,732	£2,382	£2,674	£3,124	£3,675	54.3%
Zone 5	Bethnal Green	£2,826	£2,465	£2,767	£3,233	£3,802	54.3%
Zone 6	Stepney	£2,560	£2,232	£2,506	£2,928	£3,444	54.3%
Zone 7	Roman Road	£2,878	£2,509	£2,817	£3,291	£3,871	54.3%
Zone 8	Chrisp Street	£2,260	£1,971	£2,212	£2,585	£3,040	54.3%
Zone 9	Stratford/ Canning Town	£2,909	£2,537	£2,848	£3,327	£3,914	54.3%
Study Area		£3,007	£2,569	£2,883	£3,369	£3,963	54.3%

Source: Average spend per capita estimates (2014 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 13 published by Experian Business Strategies (October 2015).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2016 - 2031 (£m)

ZONE:		2016 (incl SFT)	2016	2021	2026	2031	GROWTH: 2016-31 %	GROWTH: 2016-31 £m
Zone 1	Isle of Dogs	£152.1	£132.7	£177.1	£227.2	£275.1	80.4%	£142.4
Zone 2	Wapping	£46.7	£40.7	£54.3	£69.7	£84.4	80.4%	£43.7
Zone 3	City Fringe	£59.4	£51.8	£69.1	£88.7	£107.3	80.4%	£55.6
Zone 4	Whitechapel	£72.2	£63.0	£84.1	£107.9	£130.6	80.4%	£67.6
Zone 5	Bethnal Green	£52.3	£45.6	£60.9	£78.1	£94.6	80.4%	£49.0
Zone 6	Stepney	£177.4	£154.7	£206.5	£264.9	£320.7	80.4%	£166.1
Zone 7	Roman Road	£154.5	£134.8	£179.9	£230.8	£279.4	80.4%	£144.7
Zone 8	Chrisp Street	£122.1	£106.5	£142.2	£182.4	£220.8	80.4%	£114.3
Zone 9	Stratford/ Canning Town	£162.9	£142.1	£172.0	£213.2	£263.7	70.7%	£121.6
Study Area		£999.6	£871.7	£1,146.2	£1,462.9	£1,776.6	79.0%	£904.9

Notes: Table 1b and Table 4

APPENDIX 5: FORECAST CONVENIENCE GOODS TURNOVER

TABLE 1: ALL CONVENIENCE GOODS - 2015 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL
Canary Wharf										
Waitrose, Canada Square	17.1%	4.7%	0.4%	0.0%	0.0%	5.0%	2.7%	2.2%	1.0%	4.5%
M&S, Jubilee Place	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.0%	0.6%
Tesco Metro, Cabot Square	4.8%	0.5%	0.0%	0.3%	0.0%	0.0%	0.6%	0.1%	0.0%	0.8%
Other	1.1%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	1.7%	0.0%	0.4%
Sub-total	25.9%	5.5%	0.4%	0.3%	0.0%	5.2%	4.4%	4.2%	1.0%	6.4%
Bethnal Green										
Co-op, Globe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Iceland, Bethnal Green Road	0.0%	0.4%	0.0%	0.2%	5.7%	0.6%	0.2%	0.0%	0.0%	0.5%
Sainsbury's Local, Bethnal Green Road	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.6%	0.0%	0.0%	0.2%
Tesco Metro, Bethnal Green Road	0.0%	0.0%	0.1%	3.5%	25.6%	5.4%	4.2%	1.6%	0.0%	3.5%
Other	0.7%	0.0%	0.0%	2.5%	9.8%	3.8%	0.1%	0.0%	0.0%	1.5%
Sub-total	0.7%	0.4%	0.1%	6.1%	43.3%	10.0%	5.1%	1.6%	0.0%	5.7%
Brick Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	1.6%	1.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%
Bromley by Bow										
Sainsbury's Local, by station	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%
Tesco Superstore, Hancock Road	0.0%	4.1%	0.4%	0.4%	4.3%	4.6%	11.7%	15.0%	3.9%	5.6%
Other	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.4%	0.4%
Sub-total	0.9%	4.1%	0.4%	0.4%	4.3%	4.6%	11.7%	18.4%	4.3%	6.2%
Chrisp Street										
Co-op, Chrisp Street	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.3%
Iceland, Vesey Path	1.5%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	6.2%	0.1%	1.0%
Other	1.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.6%
Sub-total	2.9%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	12.0%	0.2%	2.0%
Crossharbour										
Asda, East Ferry Road	35.2%	4.2%	3.9%	3.9%	2.7%	10.6%	0.9%	22.5%	1.2%	11.1%
Tesco Express, Westward Parade	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.4%	0.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total	35.2%	4.2%	3.9%	3.9%	3.3%	11.3%	0.9%	22.5%	2.6%	11.4%
Roman Road East										
Iceland Roman Road	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	7.7%	0.3%	0.0%	1.3%
Tesco Metro, Vernon Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.1%	0.0%	1.6%
Sub-total	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	17.9%	0.4%	0.0%	2.9%
Roman Road West										
Globetown Market, Roman Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Simply Fresh, Romand Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	0.0%	0.0%	0.1%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%	0.0%	0.0%	0.3%
Watney Market										
Iceland, Watney Street	0.0%	12.0%	7.5%	9.5%	4.0%	2.7%	0.0%	0.9%	0.0%	2.5%
Other	0.0%	0.1%	0.3%	3.5%	0.0%	1.5%	0.3%	0.0%	0.0%	0.6%
Sub-total	0.0%	12.1%	7.8%	13.1%	4.0%	4.2%	0.3%	0.9%	0.0%	3.1%
Whitechapel										
Sainsbury's, Cambridge Heath Road	1.5%	5.5%	17.3%	32.4%	16.9%	19.3%	11.6%	2.9%	1.2%	10.6%
Budgens, Whitechapel Road	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.0%	0.4%	0.3%	7.2%	0.0%	3.0%	0.0%	0.4%	0.4%	1.2%
Sub-total	1.5%	5.9%	18.1%	40.4%	16.9%	22.3%	11.6%	3.3%	1.6%	11.9%
Neighbourhood Centres										
Waitrose, Thomas More Street	0.8%	33.7%	5.2%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	2.0%
Other	6.7%	13.0%	21.0%	7.0%	10.9%	17.0%	4.8%	14.3%	1.5%	9.7%
Sub-total	7.5%	46.7%	26.2%	7.4%	11.1%	17.0%	4.8%	14.3%	1.5%	11.7%
Out of Centre										
Asda, Anchor Retail Park	0.0%	0.0%	0.0%	2.0%	1.8%	2.8%	0.0%	0.0%	0.0%	0.8%
Lidl, Burdett Road	4.2%	1.7%	4.0%	0.4%	1.5%	6.3%	1.0%	4.8%	0.9%	3.1%
Sub-total	4.2%	1.7%	4.0%	2.4%	3.2%	9.1%	1.0%	4.8%	0.9%	3.8%
City Fringe CAZ	0.1%	3.2%	11.1%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
All other in Borough	8.0%	0.0%	1.3%	0.8%	0.0%	0.4%	4.2%	3.9%	0.8%	2.6%
TOTAL BOROUGH	**86.8%**	**84.3%**	**74.8%**	**88.2%**	**86.2%**	**85.0%**	**63.3%**	**86.2%**	**12.8%**	**69.8%**
Competing Centres										
Stratford	0.5%	2.8%	2.4%	0.4%	1.7%	0.4%	3.7%	4.9%	28.1%	6.3%
Hackney	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%	24.6%	0.0%	0.0%	4.2%
Surrey Quays	0.2%	2.5%	2.3%	0.4%	0.0%	5.4%	0.0%	0.0%	0.0%	1.3%
Other (including street markets)	12.5%	10.4%	20.5%	11.0%	10.6%	7.6%	8.5%	8.9%	59.1%	18.4%
TOTAL OUTSIDE BOROUGH	**13.2%**	**15.7%**	**25.2%**	**11.8%**	**13.8%**	**15.0%**	**36.7%**	**13.8%**	**87.2%**	**30.2%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: ALL CONVENIENCE GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£90.8	£27.9	£35.5	£45.1	£33.3	£113.6	£96.0	£78.2	£103.0	£623.3
Canary Wharf										
Waitrose, Canada Square	£15.52	£1.32	£0.13	£0.00	£0.00	£5.73	£2.63	£1.74	£1.03	£28.1
M&S, Jubilee Place	£2.63	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.13	£0.00	£3.8
Tesco Metro, Cabot Square	£4.33	£0.14	£0.00	£0.11	£0.00	£0.00	£0.59	£0.09	£0.00	£5.3
Other	£1.00	£0.07	£0.00	£0.00	£0.00	£0.17	£0.00	£1.29	£0.00	£2.5
Sub-total	£23.47	£1.53	£0.13	£0.11	£0.00	£5.90	£4.22	£3.25	£1.03	£39.6
Bethnal Green										
Co-op, Globe Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.2
Iceland, Bethnal Green Road	£0.00	£0.12	£0.00	£0.07	£1.91	£0.71	£0.21	£0.00	£0.00	£3.0
Sainsbury's Local, Bethnal Green Road	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.53	£0.00	£0.00	£1.3
Tesco Metro, Bethnal Green Road	£0.00	£0.00	£0.04	£1.57	£8.53	£6.15	£4.01	£1.25	£0.00	£21.5
Other	£0.60	£0.00	£0.00	£1.12	£3.26	£4.35	£0.13	£0.00	£0.00	£9.5
Sub-total	£0.60	£0.12	£0.04	£2.77	£14.45	£11.39	£4.87	£1.25	£0.00	£35.5
Brick Lane	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sub-total	£0.00	£0.00	£0.56	£0.71	£0.00	£0.40	£0.00	£0.00	£0.00	£1.7
Bromley by Bow										
Sainsbury's Local, by station	£0.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00	£1.3
Tesco Superstore, Hancock Road	£0.00	£1.14	£0.12	£0.17	£1.43	£5.18	£11.26	£11.73	£4.04	£35.1
Other	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93	£0.38	£2.5
Sub-total	£0.81	£1.14	£0.12	£0.17	£1.43	£5.18	£11.26	£14.36	£4.41	£38.9
Chrisp Street										
Co-op, Chrisp Street	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.90	£0.08	£2.1
Iceland, Vesey Path	£1.35	£0.08	£0.00	£0.00	£0.00	£0.11	£0.00	£4.86	£0.08	£6.5
Other	£1.20	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£2.64	£0.00	£3.9
Sub-total	£2.65	£0.12	£0.00	£0.00	£0.00	£0.11	£0.00	£9.39	£0.17	£12.4
Crossharbour										
Asda, East Ferry Road	£31.94	£1.18	£1.40	£1.78	£0.89	£12.03	£0.85	£17.57	£1.28	£68.9
Tesco Express, Westward Parade	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£1.39	£1.6
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.81	£0.00	£0.00	£0.00	£0.8
Sub-total	£31.94	£1.18	£1.40	£1.78	£1.12	£12.84	£0.85	£17.57	£2.68	£71.4
Roman Road East										
Iceland Roman Road	£0.00	£0.00	£0.00	£0.50	£0.00	£0.27	£7.36	£0.27	£0.00	£8.4
Tesco Metro, Vernon Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.85	£0.08	£0.00	£9.9
Sub-total	£0.00	£0.00	£0.00	£0.50	£0.00	£0.27	£17.21	£0.35	£0.00	£18.3
Roman Road West										
Globetown Market, Roman Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.00	£0.00	£0.7
Simply Fresh, Romand Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.71	£0.00	£0.00	£0.9
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£1.38	£0.00	£0.00	£1.6
Watney Market										
Iceland, Watney Street	£0.00	£3.33	£2.67	£4.29	£1.34	£3.05	£0.00	£0.67	£0.00	£15.4
Other	£0.00	£0.04	£0.10	£1.59	£0.00	£1.74	£0.28	£0.00	£0.00	£3.8
Sub-total	£0.00	£3.37	£2.77	£5.88	£1.34	£4.80	£0.28	£0.67	£0.00	£19.1
Whitechapel										
Sainsbury's, Cambridge Heath Road	£1.37	£1.54	£6.14	£14.61	£5.63	£21.97	£11.16	£2.29	£1.28	£66.0
Budgens, Whitechapel Road	£0.00	£0.00	£0.16	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.5
Other	£0.00	£0.11	£0.11	£3.24	£0.00	£3.41	£0.00	£0.29	£0.38	£7.6
Sub-total	£1.37	£1.66	£6.41	£18.18	£5.63	£25.38	£11.16	£2.58	£1.67	£74.0
Neighbourhood Centres										
Waitrose, Thomas More Street	£0.70	£9.40	£1.86	£0.19	£0.07	£0.00	£0.00	£0.00	£0.00	£12.2
Other	£6.10	£3.62	£7.45	£3.16	£3.64	£19.29	£4.56	£11.19	£1.50	£60.5
Sub-total	£6.79	£13.01	£9.31	£3.35	£3.72	£19.29	£4.56	£11.19	£1.50	£72.7
Out of Centre										
Asda, Anchor Retail Park	£0.00	£0.00	£0.00	£0.91	£0.59	£3.22	£0.00	£0.00	£0.00	£4.7
Lidl, Burdett Road	£3.81	£0.48	£1.41	£0.16	£0.49	£7.11	£0.94	£3.72	£0.96	£19.1
Sub-total	£3.81	£0.48	£1.41	£1.07	£1.07	£10.33	£0.94	£3.72	£0.96	£23.8
City Fringe CAZ	£0.11	£0.89	£3.93	£4.86	£0.00	£0.00	£0.00	£0.00	£0.00	£9.8
All other in Borough	£7.23	£0.00	£0.45	£0.36	£0.00	£0.44	£4.00	£3.07	£0.78	£16.3
TOTAL BOROUGH	**£78.80**	**£23.50**	**£26.53**	**£39.73**	**£28.75**	**£96.50**	**£60.74**	**£67.40**	**£13.19**	**£435.1**
Competing Centres										
Stratford	£0.45	£0.78	£0.84	£0.16	£0.56	£0.41	£3.52	£3.82	£28.98	£39.5
Hackney	£0.00	£0.00	£0.00	£0.02	£0.52	£1.87	£23.58	£0.00	£0.00	£26.0
Surrey Quays	£0.22	£0.69	£0.82	£0.16	£0.00	£6.11	£0.00	£0.04	£0.00	£8.0
Other (including street markets)	£11.31	£2.90	£7.29	£4.98	£3.52	£8.67	£8.12	£6.95	£60.87	£114.6
TOTAL OUTSIDE BOROUGH	**£11.98**	**£4.38**	**£8.94**	**£5.32**	**£4.60**	**£17.06**	**£35.22**	**£10.82**	**£89.85**	**£188.2**
TOTAL MARKET SHARE	£90.78	£27.87	£35.48	£45.05	£33.35	£113.56	£95.96	£78.22	£103.04	£623.3

TABLE 3: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£108.1	£33.2	£42.2	£53.6	£39.7	£135.2	£114.2	£93.1	£111.2	£730.6
Canary Wharf										
Waitrose, Canada Square	£18.47	£1.57	£0.16	£0.00	£0.00	£6.82	£3.13	£2.07	£1.11	£33.3
M&S, Jubilee Place	£3.13	£0.00	£0.00	£0.00	£0.00	£0.00	£1.19	£0.16	£0.00	£4.5
Tesco Metro, Cabot Square	£5.15	£0.16	£0.00	£0.13	£0.00	£0.00	£0.70	£0.10	£0.00	£6.2
Other	£1.19	£0.09	£0.00	£0.00	£0.00	£0.21	£0.00	£1.54	£0.00	£3.0
Sub-total	£27.94	£1.82	£0.16	£0.13	£0.00	£7.02	£5.02	£3.87	£1.11	£47.1
Bethnal Green										
Co-op, Globe Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.2
Iceland, Bethnal Green Road	£0.00	£0.14	£0.00	£0.09	£2.28	£0.85	£0.25	£0.00	£0.00	£3.6
Sainsbury's Local, Bethnal Green Road	£0.00	£0.00	£0.00	£0.00	£0.89	£0.00	£0.63	£0.00	£0.00	£1.5
Tesco Metro, Bethnal Green Road	£0.00	£0.00	£0.05	£1.87	£10.16	£7.32	£4.77	£1.48	£0.00	£25.7
Other	£0.72	£0.00	£0.00	£1.34	£3.88	£5.18	£0.15	£0.00	£0.00	£11.3
Sub-total	£0.72	£0.14	£0.05	£3.29	£17.20	£13.56	£5.80	£1.48	£0.00	£42.2
Brick Lane	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sub-total	£0.00	£0.00	£0.67	£0.84	£0.00	£0.47	£0.00	£0.00	£0.00	£2.0
Bromley by Bow										
Sainsbury's Local, by station	£0.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83	£0.00	£1.6
Tesco Superstore, Hancock Road	£0.00	£1.36	£0.15	£0.20	£1.70	£6.16	£13.40	£13.97	£4.36	£41.3
Other	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.29	£0.41	£2.9
Sub-total	£0.97	£1.36	£0.15	£0.20	£1.70	£6.16	£13.40	£17.09	£4.76	£45.8
Chrisp Street										
Co-op, Chrisp Street	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.26	£0.09	£2.5
Iceland, Vesey Path	£1.60	£0.10	£0.00	£0.00	£0.00	£0.13	£0.00	£5.79	£0.09	£7.7
Other	£1.43	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£3.14	£0.00	£4.6
Sub-total	£3.16	£0.14	£0.00	£0.00	£0.00	£0.13	£0.00	£11.18	£0.18	£14.8
Crossharbour										
Asda, East Ferry Road	£38.03	£1.40	£1.66	£2.11	£1.06	£14.33	£1.02	£20.92	£1.39	£81.9
Tesco Express, Westward Parade	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£1.50	£1.8
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.96	£0.00	£0.00	£0.00	£1.0
Sub-total	£38.03	£1.40	£1.66	£2.11	£1.33	£15.29	£1.02	£20.92	£2.89	£84.6
Roman Road East										
Iceland Roman Road	£0.00	£0.00	£0.00	£0.59	£0.00	£0.32	£8.77	£0.32	£0.00	£10.0
Tesco Metro, Vernon Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.72	£0.09	£0.00	£11.8
Sub-total	£0.00	£0.00	£0.00	£0.59	£0.00	£0.32	£20.49	£0.41	£0.00	£21.8
Roman Road West										
Globetown Market, Roman Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£0.00	£0.8
Simply Fresh, Romand Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.84	£0.00	£0.00	£1.1
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£1.64	£0.00	£0.00	£1.9
Watney Market										
Iceland, Watney Street	£0.00	£3.97	£3.18	£5.11	£1.59	£3.63	£0.00	£0.80	£0.00	£18.3
Other	£0.00	£0.05	£0.12	£1.89	£0.00	£2.08	£0.34	£0.00	£0.00	£4.5
Sub-total	£0.00	£4.01	£3.30	£7.00	£1.59	£5.71	£0.34	£0.80	£0.00	£22.7
Whitechapel										
Sainsbury's, Cambridge Heath Road	£1.63	£1.84	£7.31	£17.39	£6.71	£26.15	£13.29	£2.73	£1.39	£78.4
Budgens, Whitechapel Road	£0.00	£0.00	£0.19	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.6
Other	£0.00	£0.14	£0.14	£3.86	£0.00	£4.06	£0.00	£0.34	£0.41	£8.9
Sub-total	£1.63	£1.97	£7.63	£21.64	£6.71	£30.21	£13.29	£3.07	£1.80	£87.9
Neighbourhood Centres										
Waitrose, Thomas More Street	£0.83	£11.18	£2.21	£0.23	£0.09	£0.00	£0.00	£0.00	£0.00	£14.5
Other	£7.26	£4.30	£8.87	£3.76	£4.34	£22.97	£5.43	£13.32	£1.61	£71.9
Sub-total	£8.09	£15.49	£11.08	£3.99	£4.42	£22.97	£5.43	£13.32	£1.61	£86.4
Out of Centre										
Asda, Anchor Retail Park	£0.00	£0.00	£0.00	£1.08	£0.70	£3.84	£0.00	£0.00	£0.00	£5.6
Lidl, Burdett Road	£4.54	£0.58	£1.68	£0.19	£0.58	£8.46	£1.12	£4.43	£1.04	£22.6
Sub-total	£4.54	£0.58	£1.68	£1.28	£1.28	£12.30	£1.12	£4.43	£1.04	£28.2
City Fringe CAZ	£0.13	£1.06	£4.67	£5.79	£0.00	£0.00	£0.00	£0.00	£0.00	£11.6
All other in Borough	£8.61	£0.00	£0.54	£0.42	£0.00	£0.52	£4.76	£3.66	£0.84	£19.4
TOTAL BOROUGH	**£93.80**	**£27.97**	**£31.59**	**£47.30**	**£34.22**	**£114.88**	**£72.31**	**£80.24**	**£14.24**	**£516.5**
Competing Centres										
Stratford	£0.54	£0.93	£1.00	£0.19	£0.66	£0.49	£4.19	£4.55	£31.28	£43.8
Hackney	£0.00	£0.00	£0.00	£0.02	£0.62	£2.23	£28.07	£0.00	£0.00	£31.0
Surrey Quays	£0.27	£0.82	£0.97	£0.19	£0.00	£7.27	£0.00	£0.05	£0.00	£9.6
Other (including street markets)	£13.46	£3.46	£8.67	£5.93	£4.19	£10.32	£9.66	£8.28	£65.70	£129.7
TOTAL OUTSIDE BOROUGH	**£14.26**	**£5.21**	**£10.65**	**£6.33**	**£5.48**	**£20.30**	**£41.93**	**£12.88**	**£96.99**	**£214.0**
TOTAL MARKET SHARE	£108.07	£33.18	£42.23	£53.63	£39.70	£135.18	£114.23	£93.11	£111.23	£730.6

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£118.9	£36.5	£46.5	£59.0	£43.7	£148.7	£125.7	£102.4	£118.2	£799.6
Canary Wharf										
Waitrose, Canada Square	£20.32	£1.73	£0.17	£0.00	£0.00	£7.50	£3.45	£2.28	£1.18	£36.6
M&S, Jubilee Place	£3.45	£0.00	£0.00	£0.00	£0.00	£0.00	£1.31	£0.17	£0.00	£4.9
Tesco Metro, Cabot Square	£5.67	£0.18	£0.00	£0.15	£0.00	£0.00	£0.77	£0.11	£0.00	£6.9
Other	£1.31	£0.10	£0.00	£0.00	£0.00	£0.23	£0.00	£1.69	£0.00	£3.3
Sub-total	£30.75	£2.00	£0.17	£0.15	£0.00	£7.73	£5.52	£4.25	£1.18	£51.8
Bethnal Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Co-op, Globe Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.2
Iceland, Bethnal Green Road	£0.00	£0.16	£0.00	£0.10	£2.51	£0.93	£0.28	£0.00	£0.00	£4.0
Sainsbury's Local, Bethnal Green Road	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.69	£0.00	£0.00	£1.7
Tesco Metro, Bethnal Green Road	£0.00	£0.00	£0.05	£2.06	£11.17	£8.06	£5.25	£1.63	£0.00	£28.2
Other	£0.79	£0.00	£0.00	£1.47	£4.27	£5.70	£0.16	£0.00	£0.00	£12.4
Sub-total	£0.79	£0.16	£0.05	£3.62	£18.92	£14.92	£6.38	£1.63	£0.00	£46.5
Brick Lane	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sub-total	£0.00	£0.00	£0.74	£0.93	£0.00	£0.52	£0.00	£0.00	£0.00	£2.2
Bromley by Bow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sainsbury's Local, by station	£0.79	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£1.7
Tesco Superstore, Hancock Road	£0.00	£1.49	£0.16	£0.22	£1.87	£6.78	£14.75	£15.37	£4.63	£45.3
Other	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.52	£0.43	£3.2
Sub-total	£1.06	£1.49	£0.16	£0.22	£1.87	£6.78	£14.75	£18.81	£5.06	£50.2
Chrisp Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Co-op, Chrisp Street	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.48	£0.09	£2.7
Iceland, Vesey Path	£1.76	£0.11	£0.00	£0.00	£0.00	£0.14	£0.00	£6.37	£0.10	£8.5
Other	£1.57	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£3.45	£0.00	£5.1
Sub-total	£3.47	£0.16	£0.00	£0.00	£0.00	£0.14	£0.00	£12.30	£0.19	£16.3
Crossharbour	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Asda, East Ferry Road	£41.84	£1.54	£1.83	£2.33	£1.16	£15.76	£1.12	£23.02	£1.47	£90.1
Tesco Express, Westward Parade	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£1.60	£1.9
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.00	£0.00	£0.00	£1.1
Sub-total	£41.84	£1.54	£1.83	£2.33	£1.46	£16.82	£1.12	£23.02	£3.07	£93.0
Roman Road East	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Iceland Roman Road	£0.00	£0.00	£0.00	£0.65	£0.00	£0.35	£9.64	£0.35	£0.00	£11.0
Tesco Metro, Vernon Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.90	£0.10	£0.00	£13.0
Sub-total	£0.00	£0.00	£0.00	£0.65	£0.00	£0.35	£22.54	£0.45	£0.00	£24.0
Roman Road West	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Globetown Market, Roman Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.89	£0.00	£0.00	£0.9
Simply Fresh, Romand Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.92	£0.00	£0.00	£1.2
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£1.81	£0.00	£0.00	£2.0
Watney Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Iceland, Watney Street	£0.00	£4.37	£3.49	£5.62	£1.75	£4.00	£0.00	£0.88	£0.00	£20.1
Other	£0.00	£0.05	£0.13	£2.08	£0.00	£2.29	£0.37	£0.00	£0.00	£4.9
Sub-total	£0.00	£4.42	£3.63	£7.71	£1.75	£6.28	£0.37	£0.88	£0.00	£25.0
Whitechapel	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sainsbury's, Cambridge Heath Road	£1.79	£2.02	£8.04	£19.13	£7.38	£28.77	£14.62	£3.00	£1.47	£86.2
Budgens, Whitechapel Road	£0.00	£0.00	£0.20	£0.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.6
Other	£0.00	£0.15	£0.15	£4.25	£0.00	£4.47	£0.00	£0.38	£0.44	£9.8
Sub-total	£1.79	£2.17	£8.40	£23.81	£7.38	£33.24	£14.62	£3.38	£1.91	£96.7
Neighbourhood Centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Waitrose, Thomas More Street	£0.91	£12.31	£2.44	£0.25	£0.10	£0.00	£0.00	£0.00	£0.00	£16.0
Other	£7.98	£4.74	£9.75	£4.13	£4.77	£25.27	£5.97	£14.66	£1.72	£79.0
Sub-total	£8.90	£17.04	£12.19	£4.39	£4.87	£25.27	£5.97	£14.66	£1.72	£95.0
Out of Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Asda, Anchor Retail Park	£0.00	£0.00	£0.00	£1.19	£0.77	£4.22	£0.00	£0.00	£0.00	£6.2
Lidl, Burdett Road	£4.99	£0.63	£1.85	£0.21	£0.64	£9.31	£1.23	£4.87	£1.10	£24.8
Sub-total	£4.99	£0.63	£1.85	£1.40	£1.40	£13.53	£1.23	£4.87	£1.10	£31.0
City Fringe CAZ	£0.14	£1.16	£5.14	£6.37	£0.00	£0.00	£0.00	£0.00	£0.00	£12.8
All other in Borough	£9.47	£0.00	£0.59	£0.47	£0.00	£0.57	£5.24	£4.03	£0.89	£21.3
TOTAL BOROUGH	**£103.21**	**£30.78**	**£34.75**	**£52.04**	**£37.65**	**£126.40**	**£79.56**	**£88.28**	**£15.13**	**£567.8**
Competing Centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Stratford	£0.59	£1.02	£1.10	£0.21	£0.73	£0.54	£4.61	£5.01	£33.25	£47.1
Hackney	£0.00	£0.00	£0.00	£0.02	£0.69	£2.46	£30.89	£0.00	£0.00	£34.1
Surrey Quays	£0.29	£0.91	£1.07	£0.21	£0.00	£8.00	£0.00	£0.05	£0.00	£10.5
Other (including street markets)	£14.81	£3.80	£9.54	£6.52	£4.61	£11.35	£10.63	£9.11	£69.83	£140.2
TOTAL OUTSIDE BOROUGH	**£15.69**	**£5.73**	**£11.71**	**£6.97**	**£6.03**	**£22.34**	**£46.13**	**£14.17**	**£103.08**	**£231.9**
TOTAL MARKET SHARE	£118.90	£36.51	£46.47	£59.01	£43.68	£148.74	£125.69	£102.45	£118.21	£799.6

Carter Jonas

TABLE 5: ALL CONVENIENCE GOODS - 2032 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£122.6	£37.6	£47.9	£60.8	£45.0	£153.4	£129.6	£105.6	£124.5	£827.2
Canary Wharf										
Waitrose, Canada Square	£20.96	£1.78	£0.18	£0.00	£0.00	£7.73	£3.56	£2.35	£1.25	£37.8
M&S, Jubilee Place	£3.55	£0.00	£0.00	£0.00	£0.00	£0.00	£1.35	£0.18	£0.00	£5.1
Tesco Metro, Cabot Square	£5.84	£0.19	£0.00	£0.15	£0.00	£0.00	£0.79	£0.12	£0.00	£7.1
Other	£1.35	£0.10	£0.00	£0.00	£0.00	£0.24	£0.00	£1.75	£0.00	£3.4
Sub-total	£31.70	£2.07	£0.18	£0.15	£0.00	£7.97	£5.70	£4.39	£1.25	£53.4
Bethnal Green										
Co-op, Globe Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.2
Iceland, Bethnal Green Road	£0.00	£0.16	£0.00	£0.10	£2.58	£0.96	£0.28	£0.00	£0.00	£4.1
Sainsbury's Local, Bethnal Green Road	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£0.71	£0.00	£0.00	£1.7
Tesco Metro, Bethnal Green Road	£0.00	£0.00	£0.06	£2.12	£11.52	£8.31	£5.41	£1.68	£0.00	£29.1
Other	£0.82	£0.00	£0.00	£1.52	£4.40	£5.88	£0.17	£0.00	£0.00	£12.8
Sub-total	£0.82	£0.16	£0.06	£3.73	£19.51	£15.38	£6.58	£1.68	£0.00	£47.9
Brick Lane	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0
Sub-total	£0.00	£0.00	£0.76	£0.96	£0.00	£0.54	£0.00	£0.00	£0.00	£2.3
Bromley by Bow										
Sainsbury's Local, by station	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00	£1.8
Tesco Superstore, Hancock Road	£0.00	£1.54	£0.17	£0.23	£1.93	£6.99	£15.21	£15.85	£4.88	£46.8
Other	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.60	£0.45	£3.3
Sub-total	£1.10	£1.54	£0.17	£0.23	£1.93	£6.99	£15.21	£19.39	£5.33	£51.9
Chrisp Street										
Co-op, Chrisp Street	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.56	£0.10	£2.8
Iceland, Vesey Path	£1.82	£0.11	£0.00	£0.00	£0.00	£0.14	£0.00	£6.57	£0.10	£8.7
Other	£1.62	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£3.56	£0.00	£5.2
Sub-total	£3.58	£0.16	£0.00	£0.00	£0.00	£0.14	£0.00	£12.69	£0.20	£16.8
Crossharbour										
Asda, East Ferry Road	£43.14	£1.59	£1.89	£2.40	£1.20	£16.25	£1.15	£23.73	£1.55	£92.9
Tesco Express, Westward Parade	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£1.68	£2.0
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£1.09	£0.00	£0.00	£0.00	£1.1
Sub-total	£43.14	£1.59	£1.89	£2.40	£1.51	£17.35	£1.15	£23.73	£3.23	£96.0
Roman Road East										
Iceland Roman Road	£0.00	£0.00	£0.00	£0.67	£0.00	£0.36	£9.94	£0.36	£0.00	£11.3
Tesco Metro, Vernon Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13.30	£0.11	£0.00	£13.4
Sub-total	£0.00	£0.00	£0.00	£0.67	£0.00	£0.36	£23.25	£0.47	£0.00	£24.7
Roman Road West										
Globetown Market, Roman Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91	£0.00	£0.00	£0.9
Simply Fresh, Romand Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.95	£0.00	£0.00	£1.2
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£1.86	£0.00	£0.00	£2.1
Watney Market										
Iceland, Watney Street	£0.00	£4.50	£3.60	£5.80	£1.81	£4.12	£0.00	£0.91	£0.00	£20.7
Other	£0.00	£0.05	£0.14	£2.15	£0.00	£2.36	£0.38	£0.00	£0.00	£5.1
Sub-total	£0.00	£4.55	£3.74	£7.95	£1.81	£6.48	£0.38	£0.91	£0.00	£25.8
Whitechapel										
Sainsbury's, Cambridge Heath Road	£1.84	£2.08	£8.29	£19.73	£7.61	£29.67	£15.07	£3.10	£1.55	£89.0
Budgens, Whitechapel Road	£0.00	£0.00	£0.21	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.7
Other	£0.00	£0.15	£0.15	£4.38	£0.00	£4.61	£0.00	£0.39	£0.46	£10.1
Sub-total	£1.84	£2.24	£8.66	£24.55	£7.61	£34.28	£15.07	£3.48	£2.02	£99.8
Neighbourhood Centres										
Waitrose, Thomas More Street	£0.94	£12.69	£2.51	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£16.5
Other	£8.23	£4.88	£10.06	£4.26	£4.92	£26.06	£6.16	£15.11	£1.81	£81.5
Sub-total	£9.17	£17.57	£12.57	£4.52	£5.02	£26.06	£6.16	£15.11	£1.81	£98.0
Out of Centre										
Asda, Anchor Retail Park	£0.00	£0.00	£0.00	£1.23	£0.79	£4.35	£0.00	£0.00	£0.00	£6.4
Lidl, Burdett Road	£5.15	£0.65	£1.90	£0.22	£0.66	£9.60	£1.27	£5.03	£1.16	£25.6
Sub-total	£5.15	£0.65	£1.90	£1.45	£1.45	£13.95	£1.27	£5.03	£1.16	£32.0
City Fringe CAZ	£0.14	£1.20	£5.30	£6.57	£0.00	£0.00	£0.00	£0.00	£0.00	£13.2
All other in Borough	£9.77	£0.00	£0.61	£0.48	£0.00	£0.59	£5.40	£4.15	£0.94	£21.9
TOTAL BOROUGH	**£106.42**	**£31.73**	**£35.83**	**£53.66**	**£38.82**	**£130.33**	**£82.03**	**£91.03**	**£15.94**	**£585.8**
Competing Centres										
Stratford	£0.61	£1.05	£1.13	£0.22	£0.75	£0.55	£4.75	£5.16	£35.03	£49.3
Hackney	£0.00	£0.00	£0.00	£0.03	£0.71	£2.53	£31.85	£0.00	£0.00	£35.1
Surrey Quays	£0.30	£0.94	£1.11	£0.21	£0.00	£8.25	£0.00	£0.05	£0.00	£10.9
Other (including street markets)	£15.27	£3.92	£9.84	£6.72	£4.76	£11.70	£10.96	£9.39	£73.57	£146.1
TOTAL OUTSIDE BOROUGH	**£16.18**	**£5.91**	**£12.08**	**£7.18**	**£6.22**	**£23.03**	**£47.57**	**£14.61**	**£108.60**	**£241.4**
TOTAL MARKET SHARE	£122.60	£37.65	£47.91	£60.84	£45.04	£153.37	£129.60	£105.64	£124.54	£827.2

ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2016	2021	2026	2031
Canary Wharf	20%	£49.6	£58.9	£64.7	£66.7
Bethnal Green	5%	£37.4	£44.5	£48.9	£50.4
Brick Lane	10%	£1.9	£2.2	£2.4	£2.5
Bromley by Bow	5%	£40.9	£48.2	£52.8	£54.6
Chrisp Street	5%	£13.1	£15.6	£17.1	£17.7
Cross Harbour	5%	£75.1	£89.1	£97.9	£101.0
Roman Road East	5%	£19.3	£23.0	£25.3	£26.0
Roman Road West	5%	£1.6	£2.0	£2.2	£2.2
Watney Market	5%	£20.1	£23.9	£26.3	£27.2
Whitechapel	5%	£77.9	£92.6	£101.8	£105.0
Neighbourhood Centres	5%	£76.5	£90.9	£100.0	£103.2
City Fringe	10%	£26.4	£31.4	£34.5	£35.6
Out of Centre	5%	£10.3	£12.3	£13.5	£13.9
All other	5%	£17.2	£20.4	£22.4	£23.1
TOTAL:		**£467.4**	**£554.8**	**£609.8**	**£629.2**

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in the Borough who live outside the defined study area (i.e. beyond Zones 1-9).

APPENDIX 6: FORECAST COMPARISON GOODS TURNOVER

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
Canary Wharf	24.5%	7.2%	1.0%	1.5%	0.0%	5.2%	1.6%	3.6%	0.7%
Bethnal Green	0.6%	0.0%	1.6%	3.0%	14.8%	5.2%	1.9%	0.7%	0.0%
Brick Lane	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.8%	0.1%	0.0%
Bromley by Bow	0.0%	0.8%	0.0%	0.0%	0.0%	0.6%	2.6%	2.9%	0.1%
Chrisp Street	6.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
Crossharbour	13.4%	1.1%	0.2%	0.2%	0.5%	1.6%	0.1%	2.8%	0.3%
Roman Road East	0.0%	0.1%	0.1%	1.0%	1.1%	3.4%	6.8%	0.3%	0.0%
Roman Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watney Market	0.0%	1.1%	0.2%	3.2%	0.0%	1.2%	0.0%	1.1%	0.0%
Whitechapel	0.2%	0.7%	9.8%	16.0%	7.0%	6.9%	0.4%	2.0%	0.2%
City Fringe CAZ	0.0%	0.2%	3.0%	2.2%	1.5%	0.3%	0.0%	0.0%	0.1%
Neighbourhood Centres	0.8%	3.4%	2.2%	2.6%	3.3%	5.4%	0.3%	5.5%	0.1%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anchor Retail Park - Stepney Green	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%
All other in Borough	3.4%	2.5%	1.9%	4.0%	3.5%	4.7%	4.9%	3.8%	0.1%
TOTAL BOROUGH	**49.0%**	**17.3%**	**20.5%**	**34.2%**	**31.7%**	**34.7%**	**19.5%**	**25.7%**	**1.8%**
Competing Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	7.4%	35.0%	24.0%	12.3%	18.8%	6.7%	19.3%	3.0%	1.6%
Stratford - Westfield	14.5%	13.8%	25.9%	30.8%	26.3%	39.8%	33.1%	45.0%	38.6%
Stratford - other	0.4%	5.1%	4.0%	0.7%	1.8%	1.5%	5.1%	2.7%	21.1%
Beckton	16.8%	7.1%	6.8%	7.4%	5.0%	5.9%	3.0%	14.8%	19.5%
Bluewater	0.0%	2.1%	0.8%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
Hackney	0.0%	0.0%	0.5%	0.1%	0.3%	0.3%	6.5%	0.0%	0.0%
Surrey Quays	0.5%	2.7%	2.4%	1.3%	0.0%	3.1%	0.2%	0.0%	0.0%
Other (including street markets)	11.4%	16.8%	15.2%	13.1%	16.0%	7.7%	13.4%	8.4%	17.3%
TOTAL OUTSIDE BOROUGH	**51.0%**	**82.7%**	**79.5%**	**65.8%**	**68.3%**	**65.3%**	**80.5%**	**74.3%**	**98.2%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£132.7	£40.7	£51.8	£63.0	£45.6	£154.7	£134.8	£106.5	£142.1	£871.7
Canary Wharf	£32.4	£2.9	£0.5	£1.0	£0.0	£8.0	£2.1	£3.9	£1.0	£51.9
Bethnal Green	£0.8	£0.0	£0.8	£1.9	£6.8	£8.1	£2.6	£0.8	£0.0	£21.8
Brick Lane	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£1.1	£0.1	£0.0	£1.8
Bromley by Bow	£0.0	£0.3	£0.0	£0.0	£0.0	£0.9	£3.5	£3.0	£0.2	£8.0
Chrisp Street	£8.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£11.3
Crossharbour	£17.7	£0.4	£0.1	£0.1	£0.2	£2.5	£0.1	£3.0	£0.5	£24.7
Roman Road East	£0.0	£0.0	£0.1	£0.6	£0.5	£5.3	£9.1	£0.3	£0.0	£15.9
Roman Road West	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watney Market	£0.0	£0.4	£0.1	£2.0	£0.0	£1.8	£0.0	£1.2	£0.0	£5.6
Whitechapel	£0.3	£0.3	£5.0	£10.1	£3.2	£10.7	£0.6	£2.1	£0.3	£32.6
City Fringe CAZ	£0.0	£0.1	£1.5	£1.4	£0.7	£0.5	£0.0	£0.0	£0.1	£4.2
Neighbourhood Centres	£1.0	£1.4	£1.2	£1.6	£1.5	£8.4	£0.5	£5.9	£0.2	£21.7
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Anchor Retail Park - Stepney Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.4
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.4
All other in Borough	£4.6	£1.0	£1.0	£2.5	£1.6	£7.2	£6.6	£4.1	£0.2	£28.8
TOTAL BOROUGH	**£65.0**	**£7.1**	**£10.6**	**£21.5**	**£14.5**	**£53.7**	**£26.2**	**£27.4**	**£2.5**	**£228.5**
Competing Centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	£9.8	£14.3	£12.4	£7.7	£8.6	£10.4	£26.0	£3.2	£2.3	£94.7
Stratford - Westfield	£19.2	£5.6	£13.4	£19.4	£12.0	£61.5	£44.6	£47.9	£54.9	£278.6
Stratford - other	£0.6	£2.1	£2.1	£0.4	£0.8	£2.3	£6.9	£2.9	£29.9	£48.0
Beckton	£22.3	£2.9	£3.5	£4.7	£2.3	£9.2	£4.1	£15.8	£27.7	£92.4
Bluewater	£0.0	£0.8	£0.4	£0.0	£0.0	£0.3	£0.0	£0.3	£0.1	£1.9
Hackney	£0.0	£0.0	£0.2	£0.1	£0.1	£0.5	£8.7	£0.0	£0.0	£9.7
Surrey Quays	£0.6	£1.1	£1.2	£0.8	£0.0	£4.8	£0.3	£0.0	£0.0	£8.9
Other (including street markets)	£15.1	£6.8	£7.9	£8.3	£7.3	£12.0	£18.0	£9.0	£24.6	£109.0
TOTAL OUTSIDE BOROUGH	**£67.6**	**£33.6**	**£41.2**	**£41.5**	**£31.1**	**£101.0**	**£108.5**	**£79.1**	**£139.6**	**£643.2**
TOTAL MARKET SHARE	£132.7	£40.7	£51.8	£63.0	£45.6	£154.7	£134.8	£106.5	£142.1	£871.7

TABLE 3: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£177.1	£54.3	£69.1	£84.1	£60.9	£206.5	£179.9	£142.2	£172.0	£1,146.2
Canary Wharf	£43.3	£3.9	£0.7	£1.3	£0.0	£10.7	£2.8	£5.2	£1.2	£69.2
Bethnal Green	£1.1	£0.0	£1.1	£2.5	£9.0	£10.8	£3.5	£1.0	£0.0	£29.1
Brick Lane	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£1.5	£0.1	£0.0	£2.3
Bromley by Bow	£0.0	£0.4	£0.0	£0.0	£0.0	£1.2	£4.6	£4.1	£0.2	£10.6
Chrisp Street	£10.8	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£4.0	£0.0	£15.0
Crossharbour	£23.7	£0.6	£0.2	£0.2	£0.3	£3.3	£0.2	£3.9	£0.6	£32.9
Roman Road East	£0.0	£0.1	£0.1	£0.8	£0.7	£7.1	£12.2	£0.4	£0.0	£21.3
Roman Road West	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watney Market	£0.0	£0.6	£0.1	£2.7	£0.0	£2.5	£0.0	£1.6	£0.0	£7.5
Whitechapel	£0.4	£0.4	£6.7	£13.5	£4.2	£14.3	£0.8	£2.8	£0.4	£43.4
City Fringe CAZ	£0.0	£0.1	£2.1	£1.9	£0.9	£0.6	£0.0	£0.0	£0.1	£5.6
Neighbourhood Centres	£1.4	£1.9	£1.5	£2.2	£2.0	£11.2	£0.6	£7.8	£0.2	£28.9
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Anchor Retail Park - Stepney Green	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.2	£0.0	£0.5
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.2	£0.0	£0.5
All other in Borough	£6.1	£1.4	£1.3	£3.4	£2.1	£9.7	£8.9	£5.5	£0.3	£38.5
TOTAL BOROUGH	**£86.8**	**£9.4**	**£14.1**	**£28.7**	**£19.3**	**£71.7**	**£35.0**	**£36.5**	**£3.1**	**£304.8**
Competing Centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	£13.1	£19.0	£16.6	£10.3	£11.4	£13.9	£34.6	£4.3	£2.8	£126.1
Stratford - Westfield	£25.6	£7.5	£17.9	£25.9	£16.0	£82.2	£59.5	£64.0	£66.4	£365.1
Stratford - other	£0.8	£2.8	£2.8	£0.6	£1.1	£3.1	£9.2	£3.9	£36.2	£60.4
Beckton	£29.8	£3.9	£4.7	£6.3	£3.0	£12.2	£5.5	£21.0	£33.5	£119.9
Bluewater	£0.0	£1.1	£0.5	£0.0	£0.0	£0.4	£0.0	£0.4	£0.1	£2.6
Hackney	£0.0	£0.0	£0.3	£0.1	£0.2	£0.6	£11.7	£0.0	£0.0	£12.9
Surrey Quays	£0.8	£1.5	£1.6	£1.1	£0.0	£6.5	£0.4	£0.0	£0.0	£11.9
Other (including street markets)	£20.2	£9.1	£10.5	£11.0	£9.8	£16.0	£24.0	£12.0	£29.8	£142.4
TOTAL OUTSIDE BOROUGH	**£90.3**	**£44.9**	**£55.0**	**£55.4**	**£41.6**	**£134.8**	**£144.9**	**£105.6**	**£169.0**	**£841.4**
TOTAL MARKET SHARE	£177.1	£54.3	£69.1	£84.1	£60.9	£206.5	£179.9	£142.2	£172.0	£1,146.2

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£227.2	£69.7	£88.7	£107.9	£78.1	£264.9	£230.8	£182.4	£213.2	£1,462.9
Canary Wharf	£55.6	£5.0	£0.9	£1.7	£0.0	£13.7	£3.6	£6.6	£1.5	£88.7
Bethnal Green	£1.4	£0.0	£1.4	£3.2	£11.6	£13.9	£4.4	£1.3	£0.0	£37.3
Brick Lane	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£2.0	£0.2	£0.0	£3.0
Bromley by Bow	£0.0	£0.6	£0.0	£0.0	£0.0	£1.6	£5.9	£5.2	£0.3	£13.6
Chrisp Street	£13.9	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£5.1	£0.0	£19.3
Crossharbour	£30.4	£0.7	£0.2	£0.2	£0.4	£4.2	£0.2	£5.1	£0.7	£42.2
Roman Road East	£0.0	£0.1	£0.1	£1.0	£0.9	£9.1	£15.6	£0.5	£0.0	£27.3
Roman Road West	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watney Market	£0.0	£0.8	£0.1	£3.5	£0.0	£3.2	£0.0	£2.0	£0.0	£9.6
Whitechapel	£0.5	£0.5	£8.6	£17.3	£5.5	£18.3	£1.0	£3.6	£0.5	£55.7
City Fringe CAZ	£0.0	£0.1	£2.6	£2.4	£1.1	£0.8	£0.0	£0.0	£0.1	£7.2
Neighbourhood Centres	£1.8	£2.4	£2.0	£2.8	£2.6	£14.4	£0.8	£10.0	£0.3	£37.1
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Anchor Retail Park - Stepney Green	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£0.0	£0.7
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£0.0	£0.7
All other in Borough	£7.8	£1.7	£1.7	£4.3	£2.7	£12.4	£11.4	£7.0	£0.3	£49.4
TOTAL BOROUGH	**£111.4**	**£12.1**	**£18.2**	**£36.9**	**£24.8**	**£92.0**	**£44.9**	**£46.9**	**£3.8**	**£390.9**
Competing Centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	£16.8	£24.4	£21.3	£13.3	£14.7	£17.8	£44.5	£5.5	£3.5	£161.7
Stratford - Westfield	£32.8	£9.6	£22.9	£33.3	£20.6	£105.4	£76.3	£82.1	£82.3	£465.5
Stratford - other	£1.0	£3.6	£3.5	£0.7	£1.4	£3.9	£11.8	£5.0	£44.9	£75.9
Beckton	£38.2	£5.0	£6.0	£8.0	£3.9	£15.7	£7.0	£27.0	£41.6	£152.4
Bluewater	£0.0	£1.5	£0.7	£0.0	£0.0	£0.5	£0.0	£0.5	£0.1	£3.3
Hackney	£0.0	£0.0	£0.4	£0.1	£0.2	£0.8	£15.0	£0.0	£0.0	£16.5
Surrey Quays	£1.1	£1.9	£2.1	£1.5	£0.0	£8.3	£0.5	£0.0	£0.0	£15.3
Other (including street markets)	£25.9	£11.7	£13.5	£14.2	£12.5	£20.5	£30.9	£15.4	£36.9	£181.4
TOTAL OUTSIDE BOROUGH	**£115.9**	**£57.6**	**£70.5**	**£71.0**	**£53.3**	**£172.9**	**£185.9**	**£135.5**	**£209.4**	**£1,072.1**
TOTAL MARKET SHARE	£227.2	£69.7	£88.7	£107.9	£78.1	£264.9	£230.8	£182.4	£213.2	£1,462.9

TABLE 5: ALL COMPARISON GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£275.1	£84.4	£107.3	£130.6	£94.6	£320.7	£279.4	£220.8	£263.7	£1,776.6
Canary Wharf	£67.3	£6.1	£1.1	£2.0	£0.0	£16.6	£4.4	£8.0	£1.9	£107.4
Bethnal Green	£1.7	£0.0	£1.7	£3.9	£14.0	£16.8	£5.4	£1.6	£0.0	£45.1
Brick Lane	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£2.4	£0.2	£0.0	£3.6
Bromley by Bow	£0.0	£0.7	£0.0	£0.0	£0.0	£1.9	£7.2	£6.3	£0.3	£16.5
Chrisp Street	£16.8	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£6.2	£0.0	£23.3
Crossharbour	£36.8	£0.9	£0.2	£0.2	£0.5	£5.1	£0.2	£6.1	£0.9	£51.1
Roman Road East	£0.0	£0.1	£0.1	£1.2	£1.0	£11.0	£18.9	£0.6	£0.0	£33.0
Roman Road West	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watney Market	£0.0	£0.9	£0.2	£4.2	£0.0	£3.8	£0.0	£2.5	£0.0	£11.6
Whitechapel	£0.6	£0.6	£10.5	£20.9	£6.6	£22.2	£1.2	£4.3	£0.6	£67.4
City Fringe CAZ	£0.0	£0.2	£3.2	£2.9	£1.4	£0.9	£0.0	£0.0	£0.2	£8.8
Neighbourhood Centres	£2.2	£2.9	£2.4	£3.4	£3.2	£17.4	£1.0	£12.2	£0.4	£44.9
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Anchor Retail Park - Stepney Green	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.3	£0.0	£0.8
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.3	£0.0	£0.8
All other in Borough	£9.4	£2.1	£2.0	£5.2	£3.3	£15.0	£13.8	£8.5	£0.4	£59.8
TOTAL BOROUGH	**£134.8**	**£14.6**	**£22.0**	**£44.6**	**£30.0**	**£111.4**	**£54.4**	**£56.7**	**£4.7**	**£473.3**
Competing Centres:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	£20.3	£29.6	£25.8	£16.0	£17.7	£21.5	£53.8	£6.7	£4.3	£195.8
Stratford - Westfield	£39.8	£11.7	£27.8	£40.3	£24.9	£127.6	£92.4	£99.4	£101.8	£565.7
Stratford - other	£1.2	£4.3	£4.3	£0.9	£1.7	£4.8	£14.3	£6.0	£55.5	£93.1
Beckton	£46.3	£6.0	£7.3	£9.7	£4.7	£19.0	£8.5	£32.7	£51.4	£185.6
Bluewater	£0.0	£1.8	£0.8	£0.0	£0.0	£0.6	£0.0	£0.6	£0.2	£4.0
Hackney	£0.0	£0.0	£0.5	£0.1	£0.3	£1.0	£18.1	£0.0	£0.0	£20.0
Surrey Quays	£1.3	£2.3	£2.5	£1.8	£0.0	£10.1	£0.6	£0.0	£0.0	£18.5
Other (including street markets)	£31.3	£14.2	£16.3	£17.1	£15.2	£24.8	£37.3	£18.6	£45.7	£220.6
TOTAL OUTSIDE BOROUGH	**£140.2**	**£69.8**	**£85.4**	**£86.0**	**£64.5**	**£209.4**	**£225.1**	**£164.1**	**£259.0**	**£1,303.4**
TOTAL MARKET SHARE	£275.1	£84.4	£107.3	£130.6	£94.6	£320.7	£279.4	£220.8	£263.7	£1,776.6

TABLE 6: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2016	2021	2026	2031
Canary Wharf	40%	£86.5	£115.3	£147.8	£179.0
Bethnal Green	5%	£22.9	£30.6	£39.2	£47.5
Brick Lane	20%	£2.2	£2.9	£3.8	£4.5
Bromley by Bow	5%	£8.4	£11.2	£14.3	£17.3
Chrisp Street	5%	£11.9	£15.8	£20.3	£24.6
Cross Harbour	5%	£26.0	£34.6	£44.4	£53.8
Roman Road East	5%	£16.8	£22.4	£28.7	£34.8
Roman Road West	5%	£0.0	£0.0	£0.0	£0.0
Watney Market	5%	£5.9	£7.8	£10.1	£12.2
Whitechapel	5%	£34.3	£45.7	£58.6	£71.0
City Fringe CAZ	20%	£5.3	£7.0	£9.0	£10.9
Neighbourhood Centres	5%	£22.8	£30.4	£39.0	£47.2
All other	5%	£30.8	£41.1	£52.7	£63.8
TOTAL:		**£273.6**	**£364.9**	**£467.9**	**£566.6**

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Borough's main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-9).

APPENDIX 7: COMMITTED RETAIL FLOORSPACE

TABLE 1: COMMITTED CONVENIENCE FLOORSPACE

Zone	Scheme	Location	Centre	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)			
								2016	2021	2026	2031
1	Hertsmere House	2 Hertsmere Road	Canary Wharf	PA/08/02709	556	389	£10,000	£3.9	£3.9	£3.9	£3.9
6	The Colt	58-64 Three Colts Lane	Bethnal Green	PA/11/03785	306	214	£10,000	£2.1	£2.1	£2.1	£2.1
1	Redevelopment of Asda	East Ferry Road	Crossharbour	PA/11/03670	1461	1023	£13,400	£13.7	£13.6	£13.6	£13.6
1	Retail units	47 Millharbour	Crossharbour	PA/10/01177	203	142	£10,000	£1.4	£1.4	£1.4	£1.4
	Baltimore Tower	36 Limeharbour	Crossharbour	PA/08/00504	750	525	£10,000	£5.3	£5.2	£5.2	£5.2
3	Apart hotel and retail units	154 Cannon Street Road	Watney Market	PA/14/03107	207	145	£10,000	£1.4	£1.4	£1.4	£1.4
8	Aberfeldy Village	Aberfeldy Estate, nr Poplar High St	Neighbourhood Centres	PA/11/02716	266	186	£12,500	£2.3	£2.3	£2.3	£2.3
3	Goodmans Fields	Alie Street, Aldgate	City Fringe	PA/14/02817	698	488	£12,500	£6.1	£6.1	£6.1	£6.1
3	Aldgate Place	Commercial Road & Leman Street	City Fringe	PA/13/00218	334	233	£10,000	£2.3	£2.3	£2.3	£2.3
3	Retail units	2-10 Cobb Street	City Fringe	PA/14/01752	162	113	£10,000	£1.1	£1.1	£1.1	£1.1
1	South Quay Plaza	Marsh Wall, nr Canary Wharf	Other	PA/14/00944	570	500	£10,000	£5.0	£5.0	£5.0	£5.0
2	London Docks	Viriginia Street, nr Wapping	Other	PA/13/01276	1,861	1303		£8.1	£8.1	£8.1	£8.1
	Convenience store				550	385	£12,500	£4.8	£4.8	£4.8	£4.8
	Other convenience				1,311	943	£3,500	£3.3	£3.3	£3.3	£3.3
8	Blackwall Reach	Poplar High Street	Other	PA/14/02480	211	148	£10,000	£1.5	£1.5	£1.5	£1.5
TOTAL					**7,582**	**5,409**	**128,400**	**£54.3**	**£54.1**	**£54.0**	**£54.0**

TABLE 2: COMMITTED COMPARISON FLOORSPACE

Zone	Scheme	Location	Centre	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)			
								2016	2021	2026	2031
1	Wood Wharf	Prestons Road, nr Canary Wharf	Canary Wharf	PA/13/02966	14,000	10500	£8,000	£84.0	£92.6	£102.1	£112.7
1	Hertsmere House	2 Hertsmere Road	Canary Wharf	PA/08/02709	556	389	£6,000	£2.3	£2.6	£2.8	£3.1
6	The Colt	58-64 Three Colts Lane	Bethnal Green	PA/11/03785	306	214	£6,000	£1.3	£1.4	£1.6	£1.7
3	The Fusion	Cygnet Street	Brick Lane	PA/13/02529	195	136	£6,000	£0.8	£0.9	£1.0	£1.1
1	Redevelopment of Asda	East Ferry Road	Crossharbour	PA/11/03670	1,844	1,291	£7,000	£9.0	£10.0	£11.0	£12.1
1	Retail units, redevelopment of Asda	East Ferry Road	Crossharbour	PA/11/03670	6,886	4,820	£6,000	£28.9	£31.9	£35.2	£38.8
1	Retail units	47 Millharbour	Crossharbour	PA/10/01177	203	142	£6,000	£0.9	£0.9	£1.0	£1.1
1	Baltimore Tower	36 Limeharbour	Crossharbour	PA/08/00504	750	525	£6,000	£3.2	£3.5	£3.8	£4.2
4	Apart-hotel and retail units	154 Cannon Street Road	Watney Market	PA/14/03107	207	145	£6,000	£0.9	£1.0	£1.1	£1.2
3	Aldgate Place	Commercial Road & Leman Street, Aldga	City Fringe	PA/13/00218	334	233	£6,000	£1.4	£1.5	£1.7	£1.9
3	Goodmans Fields	Alie Street, Aldgate	City Fringe	PA/14/02817	698	488	£6,000	£2.9	£3.2	£3.6	£3.9
3	Retail units	2-10 Cobb Street	City Fringe	PA/14/01752	162	113	£6,000	£0.7	£0.7	£0.8	£0.9
3	Retail unit	58-60 Redchurch Street	City Fringe	PA/15/00022	277	222	£6,000	£1.3	£1.5	£1.6	£1.8
1	South Quay Plaza	Marsh Wall, nr Canary Wharf	Other	PA/14/00944	570	500	£8,000	£4.0	£4.4	£4.9	£5.4
2	London Docks	Viriginia Street, nr Wapping	Other	PA/13/01276	2,186	1,574	£6,000	£9.4	£10.4	£11.5	£12.7
TOTAL					**29,171**	**21,292**		**£151.0**	**£166.4**	**£183.6**	**£202.7**

APPENDIX 8: FORECAST CONVENIENCE GOODS CAPACITY

TABLE 1: LONDON BOROUGH OF TOWER HAMLETS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£467.4	£554.8	£609.8	£629.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) (1):	£467.4	£465.0	£464.6	£464.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£89.8	£145.3	£164.6
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£54.3	£54.1	£54.0	£54.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£35.7**	**£91.3**	**£110.6**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**2,929**	**7,495**	**9,085**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	4,184	10,707	12,978
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**5,520**	**14,125**	**17,121**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		7,886	20,179	24,459

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 2: CANARY WHARF DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CANARY WHARF (£m):	£49.6	£58.9	£64.7	£66.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CANARY WHARF (£m):	£49.6	£49.3	£49.3	£49.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£9.5	£15.4	£17.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£3.9	£3.9	£3.9	£3.9
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£5.7**	**£11.6**	**£13.6**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**465**	**950**	**1,119**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	665	1,358	1,598
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**877**	**1,791**	**2,108**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,253	2,559	3,012

TABLE 3: BETHNAL GREEN DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BETHNAL GREEN (£m):	£37.4	£44.5	£48.9	£50.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BETHNAL GREEN (£m):	£37.4	£37.2	£37.1	£37.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.3	£11.8	£13.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£2.1	£2.1	£2.1	£2.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£5.2**	**£9.7**	**£11.2**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**424**	**794**	**919**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	606	1,134	1,313
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**799**	**1,496**	**1,732**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,142	2,137	2,474

TABLE 4: BRICK LANE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BRICK LANE (£m):	£1.9	£2.2	£2.4	£2.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BRICK LANE (£m):	£1.9	£1.8	£1.8	£1.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£0.6	£0.7
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.4**	**£0.6**	**£0.7**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**30**	**48**	**54**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	42	69	78
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**56**	**91**	**102**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		80	130	146

TABLE 5: BROMLEY BY BOW DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BROMLEY BY BOW (£m):	£40.9	£48.2	£52.8	£54.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BROMLEY BY BOW (£m):	£40.9	£40.7	£40.7	£40.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.5	£12.2	£13.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£7.5**	**£12.2**	**£13.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**614**	**999**	**1,144**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	877	1,428	1,635
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,157**	**1,883**	**2,157**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,653	2,690	3,081

TABLE 6: CHRISP STREET DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CHRISP ST (£m):	£13.1	£15.6	£17.1	£17.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CHRISP ST (£m):	£13.1	£13.0	£13.0	£13.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.5	£4.1	£4.6
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£2.5**	**£4.1**	**£4.6**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**208**	**337**	**381**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	298	482	545
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**393**	**636**	**719**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		561	908	1,027

TABLE 7: CROSSHARBOUR DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CROSSHARBOUR (£m):	£75.1	£89.1	£97.9	£101.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CROSSHARBOUR (£m):	£75.1	£74.7	£74.7	£74.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£14.4	£23.3	£26.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£20.4	£20.3	£20.2	£20.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£5.9**	**£3.0**	**£6.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**-484**	**247**	**504**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-692	353	719
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**-913**	**466**	**949**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,304	666	1,356

TABLE 8: ROMAN ROAD EAST DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ROMAN ROAD EAST (£m):	£19.3	£23.0	£25.3	£26.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ROMAN ROAD EAST (£m):	£19.3	£19.2	£19.2	£19.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.8	£6.1	£6.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.8**	**£6.1**	**£6.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**309**	**500**	**565**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	442	714	807
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**583**	**943**	**1,064**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		833	1,346	1,520

TABLE 9: **ROMAN ROAD WEST DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ROMAN ROAD WEST (£m):	£1.6	£2.0	£2.2	£2.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ROMAN ROAD WEST (£m):	£1.6	£1.6	£1.6	£1.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.5	£0.6
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.3**	**£0.5**	**£0.6**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**26**	**43**	**48**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	38	61	69
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**50**	**81**	**91**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		71	115	130

TABLE 10: **WATNEY MARKET DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - WATNEY MARKET (£m):	£20.1	£23.9	£26.3	£27.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - WATNEY MARKET (£m):	£20.1	£20.0	£20.0	£20.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.9	£6.4	£7.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£1.4	£1.4	£1.4	£1.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£2.5**	**£4.9**	**£5.7**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**204**	**403**	**471**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	292	576	672
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**385**	**760**	**887**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		550	1,086	1,267

TABLE 11: **WHITECHAPEL DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - WHITECHAPEL (£m):	£77.9	£92.6	£101.8	£105.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - WHITECHAPEL (£m):	£77.9	£77.5	£77.5	£77.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£15.0	£24.3	£27.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£15.0**	**£24.3**	**£27.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,234**	**1,998**	**2,262**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	1,762	2,854	3,231
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**2,325**	**3,765**	**4,262**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		3,321	5,378	6,089

TABLE 12: ALL NEIGHBOURHOOD CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEIGHBOURHOOD CENTRES (£m):	£76.5	£90.9	£100.0	£103.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEIGHBOURHOOD CENTRES (£m):	£76.5	£76.2	£76.1	£76.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£14.8	£23.9	£27.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£2.3	£2.3	£2.3	£2.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£12.5**	**£21.6**	**£24.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Option 1: Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,023**	**1,774**	**2,033**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	1,461	2,534	2,904
	Option 2: Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,928**	**3,343**	**3,831**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,754	4,776	5,473

TABLE 13: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£53.9	£64.0	£70.3	£72.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£53.9	£53.7	£53.6	£53.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.3	£16.7	£19.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£24.2	£24.0	£24.0	£24.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£13.7**	**-£7.3**	**-£5.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,125**	**-599**	**-415**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,606	-855	-592
	Local Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,119**	**-1,128**	**-782**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,028	-1,612	-1,117

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APPENDIX 9: FORECAST COMPARISON GOODS CAPACITY

TABLE 1: LONDON BOROUGH OF TOWER HAMLETS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BOROUGH (£m):	£273.6	£364.9	£467.9	£566.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BOROUGH (£m) [(1)]:	£273.6	£301.5	£332.5	£367.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£63.4	£135.4	£199.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£151.0	£166.4	£183.6	£202.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£103.1**	**-£48.2**	**-£3.2**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**-15,587**	**-6,608**	**-402**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-22,267	-9,440	-574

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 2 Appendix 7. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 2: CANARY WHARF DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CANARY WHARF (£m):	£86.5	£115.3	£147.8	£179.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CANARY WHARF (£m):	£86.5	£95.3	£105.1	£116.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£20.0	£42.7	£62.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£86.3	£95.1	£104.9	£115.9
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£86.3**	**-£75.2**	**-£62.3**	**-£52.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**-11,370**	**-8,537**	**-6,573**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-16,242	-12,196	-9,390

TABLE 3: BETHNAL GREEN DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BETHNAL GREEN (£m):	£22.9	£30.6	£39.2	£47.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BETHNAL GREEN (£m):	£22.9	£25.2	£27.8	£30.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.3	£11.4	£16.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£1.3	£1.4	£1.6	£1.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£1.3**	**£3.9**	**£9.8**	**£15.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**594**	**1,349**	**1,868**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	849	1,927	2,669

TABLE 4: BRICK LANE DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BRICK LANE (£m):	£2.2	£2.9	£3.8	£4.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BRICK LANE (£m):	£2.2	£2.4	£2.7	£2.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.1	£1.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.8	£0.9	£1.0	£1.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£0.8**	**-£0.4**	**£0.1**	**£0.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**-59**	**13**	**63**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-85	19	89

TABLE 5: BROMLEY BY BOW DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BROMLEY BY BOW (£m):	£8.4	£11.2	£14.3	£17.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BROMELY BY BOW (£m):	£8.4	£9.2	£10.2	£11.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.9	£4.1	£6.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£1.9**	**£4.1**	**£6.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**292**	**566**	**756**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	417	808	1,080

TABLE 6: CHRISP STREET DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CHRISP ST (£m):	£11.9	£15.8	£20.3	£24.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CHRISP ST (£m):	£11.9	£13.1	£14.4	£15.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.8	£5.9	£8.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£2.8**	**£5.9**	**£8.7**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**418**	**808**	**1,077**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	597	1,154	1,538

TABLE 7: CROSSHARBOUR DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CROSS HARBOUR (£m):	£26.0	£34.6	£44.4	£53.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CROSS HARBOUR (£m):	£26.0	£28.6	£31.6	£34.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£6.0	£12.8	£18.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£42.0	£46.2	£51.0	£56.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£42.0**	**-£40.2**	**-£38.2**	**-£37.4**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**-6,086**	**-5,236**	**-4,646**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-8,695	-7,480	-6,638

TABLE 8: ROMAN ROAD EAST AND WEST DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ROMAN ROAD EAST (£m):	£16.8	£22.4	£28.7	£34.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE -ROMAN ROAD EAST (£m):	£16.8	£18.5	£20.4	£22.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.9	£8.3	£12.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.9**	**£8.3**	**£12.3**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**591**	**1,143**	**1,523**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	845	1,633	2,176

TABLE 10: WATNEY MARKET DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - WATNEY MARKET (£m):	£5.9	£7.8	£10.1	£12.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - WATNEY MARKET (£m):	£5.9	£6.5	£7.1	£7.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.4	£2.9	£4.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.9	£1.0	£1.1	£1.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£0.9**	**£0.4**	**£1.9**	**£3.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**62**	**256**	**389**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	89	366	556

TABLE 11: WHITECHAPEL DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - WHITECHAPEL (£m):	£34.3	£45.7	£58.6	£71.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - WHITECHAPEL (£m):	£34.3	£37.8	£41.7	£46.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.9	£17.0	£25.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£7.9**	**£17.0**	**£25.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,202**	**2,328**	**3,105**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	1,718	3,326	4,436

TABLE 12: ALL NEIGHBOURHOOD CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEIGHBOURHOOD CENTRES (£m):	£22.8	£30.4	£39.0	£47.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEIGHBOURHOOD CENTRES (£m):	£22.8	£25.1	£27.7	£30.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.3	£11.3	£16.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£5.3**	**£11.3**	**£16.6**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**800**	**1,549**	**2,066**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	1,143	2,213	2,952

TABLE 13: REST OF BOROUGH (incl CITY FRINGE) - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£36.1	£48.1	£61.7	£74.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£36.1	£39.7	£43.8	£48.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£8.4	£17.9	£26.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£19.8	£21.8	£24.0	£26.5
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£13.4**	**-£6.2**	**-£0.2**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,611	£7,292	£8,051
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,031**	**-847**	**-29**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,902	-1,210	-41

APPENDIX 10: GP AND DENTAL PRACTICES

GP Practice	Address
Aberfeldy Practice	Ettrick Street
Albion Health Centre	Whitechapel Road
All Saints Practice	Newby Place Poplar
Barkantine Practice	Westferry Road
Bethnal Green Health Centre	Florida Street
Blithehale Health Centre	Dunbridge Street
Brayford Square Surgery	Brayford Square
Bromley by Bow Health Centre	St. Leonards Street Bow
Chrisp Street Health Centre	100 Chrisp Street
City Wellbeing Practice	Cannon Street Road
Docklands Medical Centre	Spindrift Avenue
East One Health	Deancross Street
East One Health Cable Street Surgery	Cable Street
Globe Town Surger	Roman Road
Gough Walk Practice	Newby Place Health & Wellbeing Centre, Newby Place
Grove Road Surgery	Ivanhoe House, 130 Grove Road
Harford Health Centre	Harford Street
Harley Grove Medical Centre	Harley Grove Bow
Health E1 Homeless Medical Centre	Brick Lane
Island Health Medical Centre	Roserton Street
Island Health	East Ferry Road
Jubilee Street Practice	Commercial Road
Limehouse Practice	Gill Street Health Centre 11 Gill Street
Merchant Street Practice	Merchant Street Bow
Pollard Row Practice	Pollard Row
Ruston Street Clinic	Ruston Street
Spitalfields Practice	Old Montague Street
St Andrew's Health Centre	Hannaford Walk Bow
St Katherine's Dock Practice	Nightingale House, 50 Thomas More Street
St Paul's Way Medical Centre	St Pauls Way Bow
St Stephen's Health Centre	Bow Community Hall William Place
Stroudley Walk Centre	Stroudley Walk
Strouts Place Medical Centre	Strouts Place
The Mission Practice	Cambridge Heath Road
Tredegar Practice	St. Stephens Road
Wapping Group Practice	Wapping Health Centre 22 Wapping Lane
Whitechapel Health Centre	Hessel Street
XX Place, Mile End Hospital	Alderney Building, Mile End Hospital

Dental Practice	Address
Bow Dental Surgery	Bow Road
Williams Place NSH Dental Practice	William Place
Docklands Smile Studio	Bow Common Lane
Family Dental Care	Roman Road
Mile End Road Dental Practice	Mile End Road
Salmon Lane Dental Care	Salmon Lane
BROGAN A MRS	Burdett Road
Chrisp Street Dental Centre	Market Way
Puresmile	Roman Road
East India Dock Road Dental Practice	East India Dock Road
Al Attar & Associates	Old Ford Road
Spencer-Brown & Srotyr	East India Dock Road

Carter Jonas

APPENDIX 11: HOUSEHOLD SURVEY (WEIGHTED) RESULTS

NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
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Tel 01642 37 33 55
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London Borough of Tower Hamlets
Town Centre Retail Capacity Review
for
Carter Jonas

July 2016

Job Ref: 110416

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Introduction:

Introduction

1.1 Research Background & Objectives

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

1.2 Research Methodology

A total of 899 telephone interviews were conducted between Wednesday 18th May 2016 and Sunday 5th June 2016. 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 9 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	E14 3, E14 4, E14 8, E14 9	100
2	E1W 1, E1W 2, E1W 3, EC3N 4	93
3	E1 6, E1 7, E1 8	74
4	E1 1, E1 2, E1 5	102
5	E2 6, E2 7	81
6	E1 0, E1 3, E1 4, E2 0, E2 9, E14 7	103
7	E3 2, E3 5, E9 5, E9 7	100
8	E3 3, E3 4, E14 0, E14 2, E14 6,	100
9	E15 2, E15 3, E16 1, E16 4	146
Total		**899**

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	43.62%	132	2.7854
35-44	25.80%	150	1.4208
45-54	11.82%	156	0.6661
55-64	9.55%	153	0.5082
65+	9.21%	275	0.3107
(Refused)	n/a	33	1.0000
Total		**899**	

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
1	45,074	100	79	1.0755
2	12,544	93	69	0.8107
3	11,257	74	878	0.5540
4	25,379	102	125	0.8784
5	18,529	81	69	1.1690
6	66,391	103	136	0.9145
7	52,728	100	77	1.2835
8	50,586	100	111	0.8546
9	25,380	146	148	1.3761
Total	**329,433**	**899**		

* 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 899 answers "Yes" to a question, we can be 95% sure that between 46.7% and 53.3% of the population holds the same opinion (i.e. +/- 3.3%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.0%
20%	±2.6%
30%	±3.0%
40%	±3.2%
50%	±3.3%

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

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	2.1%	19	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.6%	17
Asda, East Ferry Road, ISLE OF DOGS	11.7%	105	53.0%	53	6.5%	6	5.4%	4	2.0%	2	1.2%	1	10.7%	11	2.0%	2	25.0%	25	0.7%	1
Asda, Marshall Road, LEYTON	1.3%	12	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.2%	1	1.9%	2	1.0%	1	1.0%	1	2.7%	4
Asda, Anchor Retail Park, STEPNEY GREEN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Co-Op, Mile End Road, BOW	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.9%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.1%	6
Co-Op, Cassilis Road, ISLE OF DOGS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-Op, Chrisp Street, POPLAR	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Co-Op, Shooters Hill Road, SHOOTERS HILL	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.6%	14
Iceland, High Street North, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, Wood Grange Road, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Vesey Path, POPLAR	1.0%	9	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Iceland, Watney Street Market, STEPNEY	2.0%	18	0.0%	0	4.3%	4	1.4%	1	7.8%	8	3.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Tollgate Road, BECKTON	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Lidl, Burdett Road, LIMEHOUSE	2.9%	26	3.0%	3	1.1%	1	2.7%	2	1.0%	1	1.2%	1	6.8%	7	3.0%	3	6.0%	6	1.4%	2
Lidl, Stratford Centre, STRATFORD	0.6%	5	0.0%	0	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Marks & Spencer, Jubilee Place, CANARY WHARF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.7%	4
Morrisons, The Grove, STRATFORD	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	2	2.0%	2	13.7%	20
Sainsbury's Local,	1.0%	9	0.0%	0	2.2%	2	5.4%	4	0.0%	0	2.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN																				
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	0.6%	5	0.0%	0	0.0%	0	1.4%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	3
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.4%	2
Sainsbury's Superstore, Claps Gate Lane, BECKTON	1.9%	17	3.0%	3	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	5.5%	8
Sainsbury's Superstore, Dalston Cross Shopping Centre, DALSTON	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road [New Cross Gate Superstore], NEW CROSS GATE	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	5
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	13.2%	119	1.0%	1	8.6%	8	23.0%	17	46.1%	47	13.6%	11	22.3%	23	8.0%	8	3.0%	3	0.7%	1
Tesco Express, Merchants Quarter, BOW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Tesco Express, Violet Road, BOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, High Street South, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, High Street, STRATFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Romford Road, STRATFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Marine Wharf, SURREY QUAYS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Extra, Gallions Reach, BECKTON	2.0%	18	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.5%	2	1.0%	1	1.0%	1	1.0%	1	7.5%	11
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	0.9%	8	0.0%	0	3.2%	3	2.7%	2	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.7%	6	3.0%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	4.9%	44	0.0%	0	2.2%	2	1.4%	1	0.0%	0	6.2%	5	4.9%	5	10.0%	10	17.0%	17	2.7%	4
Waitrose, Canada Square, CANARY WHARF	3.4%	31	19.0%	19	2.2%	2	1.4%	1	0.0%	0	0.0%	0	3.9%	4	2.0%	2	3.0%	3	0.0%	0
Waitrose, Westfield, STRATFORD CITY	0.4%	4	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Bethnal Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.3%	3	0.0%	0	0.0%	0	2.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central London	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Crossharbour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Poplar High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roman Road East, Bow (Roman Road market)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stratford City (Westfield)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Stratford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Surrey Quays	0.3%	3	0.0%	0	0.0%	0	2.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda, Merrielands Crescent, Dagenham	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.6%	5	0.0%	0	1.1%	1	0.0%	0	1.0%	1	2.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Well Street, Hackney	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	5.0%	5	0.0%	0	0.0%	0
London Fields Sunday Market, Perry Court, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, Hackney																				
Tesco Express, Aldgate East Tube, Aldgate	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Kingsland Road, Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Landmark Tower, Westferry Road, 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	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.4%	4	0.0%	0	0.0%	0	1.4%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	4.1%	37	0.0%	0	0.0%	0	0.0%	0	2.9%	3	27.2%	22	8.7%	9	2.0%	2	1.0%	1	0.0%	0
Tesco Metro, Bishopsgate, London	1.1%	10	0.0%	0	0.0%	0	9.5%	7	1.0%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Tesco Superstore, Morning Lane, Hackney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	5.9%	53	1.0%	1	47.3%	44	8.1%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	6.0%	54	4.0%	4	5.4%	5	5.4%	4	5.9%	6	9.9%	8	8.7%	9	10.0%	10	3.0%	3	3.4%	5
(Don't know)	1.7%	15	0.0%	0	1.1%	1	2.7%	2	0.0%	0	3.7%	3	4.9%	5	1.0%	1	1.0%	1	1.4%	2
(Varies)	2.1%	19	1.0%	1	1.1%	1	4.1%	3	2.0%	2	2.5%	2	1.9%	2	1.0%	1	1.0%	1	4.1%	6
Base:		899		100		93		74		102		81		103		100		100		146

Q01AWhich retailer do you purchase your main food internet / home delivery shopping from?

Those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Iceland	7.4%	4	0.0%	0	0.0%	0	0.0%	0	16.7%	1	12.5%	1	11.1%	1	0.0%	0	0.0%	0	20.0%	1
Morrisons	5.6%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	35.2%	19	0.0%	0	60.0%	3	25.0%	1	16.7%	1	37.5%	3	44.4%	4	50.0%	5	33.3%	1	20.0%	1
Sainsbury’s	16.7%	9	25.0%	1	20.0%	1	25.0%	1	16.7%	1	12.5%	1	0.0%	0	10.0%	1	33.3%	1	40.0%	2
Tesco	29.6%	16	50.0%	2	20.0%	1	50.0%	2	50.0%	3	0.0%	0	44.4%	4	30.0%	3	33.3%	1	0.0%	0
Waitrose	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:		54		4		5		4		6		8		9		10		3		5

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Nothing / very little	3.9%	32	7.4%	7	0.0%	0	6.2%	4	2.1%	2	1.5%	1	4.6%	4	8.0%	7	6.3%	6	0.8%	1
Attractive environment / nice place	3.2%	26	8.4%	8	5.8%	5	1.5%	1	1.1%	1	1.5%	1	0.0%	0	1.1%	1	1.1%	1	6.0%	8
Close to friends or relatives	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to home	49.1%	398	60.0%	57	53.5%	46	58.5%	38	59.6%	56	55.9%	38	47.1%	41	48.9%	43	38.9%	37	31.6%	42
Close to work	2.6%	21	1.1%	1	2.3%	2	4.6%	3	0.0%	0	2.9%	2	2.3%	2	4.5%	4	2.1%	2	3.8%	5
Compact	1.0%	8	3.2%	3	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.6%	5	0.0%	0	1.2%	1	3.1%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easy to get to by car	1.4%	11	1.1%	1	0.0%	0	3.1%	2	1.1%	1	0.0%	0	1.1%	1	2.3%	2	0.0%	0	3.0%	4
Easy to park	3.7%	30	5.3%	5	2.3%	2	3.1%	2	1.1%	1	2.9%	2	6.9%	6	3.4%	3	4.2%	4	3.8%	5
Good facilities	1.6%	13	2.1%	2	1.2%	1	6.2%	4	0.0%	0	1.5%	1	1.1%	1	0.0%	0	1.1%	1	2.3%	3
Good food stores	2.6%	21	5.3%	5	1.2%	1	6.2%	4	0.0%	0	1.5%	1	3.4%	3	1.1%	1	4.2%	4	1.5%	2
Good prices / value	18.0%	146	15.8%	15	10.5%	9	12.3%	8	10.6%	10	10.3%	7	23.0%	20	14.8%	13	27.4%	26	28.6%	38
Good pubs, cafés or restaurants	0.4%	3	0.0%	0	1.2%	1	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.9%	15	0.0%	0	3.5%	3	0.0%	0	2.1%	2	2.9%	2	1.1%	1	1.1%	1	2.1%	2	3.0%	4
Makes a change from other places	0.4%	3	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Quality of goods	10.7%	87	10.5%	10	17.4%	15	9.2%	6	8.5%	8	8.8%	6	5.7%	5	14.8%	13	11.6%	11	9.8%	13
Quiet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Range of goods	21.0%	170	10.5%	10	23.3%	20	15.4%	10	27.7%	26	23.5%	16	29.9%	26	14.8%	13	21.1%	20	21.8%	29
Safe and secure	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Traditional	0.5%	4	1.1%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there / staff discount	0.7%	6	1.1%	1	0.0%	0	1.5%	1	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.5%	20	1.1%	1	3.5%	3	0.0%	0	2.1%	2	2.9%	2	2.3%	2	2.3%	2	1.1%	1	5.3%	7
Good customer service / friendly staff	2.0%	16	1.1%	1	5.8%	5	1.5%	1	2.1%	2	2.9%	2	1.1%	1	1.1%	1	1.1%	1	1.5%	2
Good layout	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1	2.3%	2	0.0%	0	1.1%	1	1.5%	2
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Good loyalty scheme	0.2%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.2%	26	1.1%	1	3.5%	3	1.5%	1	3.2%	3	4.4%	3	2.3%	2	3.4%	3	3.2%	3	5.3%	7
Base:		811		95		86		65		94		68		87		88		95		133

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	26.9%	218	37.9%	36	23.3%	20	23.1%	15	12.8%	12	17.6%	12	35.6%	31	18.2%	16	33.7%	32	33.1%	44
Car / van (as passenger)	7.9%	64	5.3%	5	5.8%	5	4.6%	3	4.3%	4	4.4%	3	8.0%	7	12.5%	11	9.5%	9	12.8%	17
Bus, minibus or coach	13.4%	109	10.5%	10	11.6%	10	10.8%	7	7.4%	7	10.3%	7	11.5%	10	23.9%	21	16.8%	16	15.8%	21
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.5%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Walk	42.4%	344	30.5%	29	50.0%	43	46.2%	30	67.0%	63	61.8%	42	36.8%	32	39.8%	35	29.5%	28	31.6%	42
Taxi	1.4%	11	1.1%	1	0.0%	0	7.7%	5	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	1.5%	2
Underground	1.5%	12	1.1%	1	2.3%	2	1.5%	1	1.1%	1	0.0%	0	2.3%	2	0.0%	0	2.1%	2	2.3%	3
Overground	2.1%	17	5.3%	5	2.3%	2	4.6%	3	1.1%	1	1.5%	1	2.3%	2	0.0%	0	2.1%	2	0.8%	1
Other rail	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	10	2.1%	2	2.3%	2	0.0%	0	2.1%	2	1.5%	1	1.1%	1	1.1%	1	0.0%	0	0.8%	1
Mobility scooter / wheelchair	0.2%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.2%	18	4.2%	4	1.2%	1	1.5%	1	3.2%	3	1.5%	1	1.1%	1	3.4%	3	2.1%	2	1.5%	2
Base:		811		95		86		65		94		68		87		88		95		133

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes - non-food shopping	8.6%	70	11.6%	11	8.1%	7	3.1%	2	6.4%	6	5.9%	4	2.3%	2	13.6%	12	7.4%	7	14.3%	19
Yes - other food shopping	6.2%	50	7.4%	7	2.3%	2	3.1%	2	3.2%	3	11.8%	8	5.7%	5	11.4%	10	7.4%	7	4.5%	6
Yes - bars / pubs	0.7%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.0%	4
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Yes - cafés	3.2%	26	2.1%	2	4.7%	4	1.5%	1	3.2%	3	4.4%	3	4.6%	4	1.1%	1	2.1%	2	4.5%	6
Yes - cinemas	0.4%	3	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Yes - get petrol	1.1%	9	3.2%	3	2.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Yes - go to park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.1%	9	3.2%	3	1.2%	1	4.6%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - library	1.6%	13	0.0%	0	2.3%	2	4.6%	3	3.2%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.3%	3
Yes - markets	1.5%	12	0.0%	0	1.2%	1	1.5%	1	3.2%	3	0.0%	0	0.0%	0	3.4%	3	1.1%	1	2.3%	3
Yes - meeting family	0.6%	5	0.0%	0	1.2%	1	0.0%	0	2.1%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Yes - meeting friends	0.6%	5	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.8%	1
Yes - museums / art gallery	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.8%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.7%	6	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.8%	1
Yes - restaurants	0.4%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Yes - swimming	0.5%	4	2.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.1%	9	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.3%	2	1.1%	1	2.3%	3
Yes - work	2.5%	20	3.2%	3	4.7%	4	6.2%	4	1.1%	1	2.9%	2	0.0%	0	2.3%	2	1.1%	1	2.3%	3
Yes - school run	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Yes - other leisure	0.7%	6	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.8%	1
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	72.4%	587	72.6%	69	73.3%	63	70.8%	46	74.5%	70	70.6%	48	79.3%	69	65.9%	58	83.2%	79	63.9%	85
(Don’t know)	1.0%	8	0.0%	0	0.0%	0	1.5%	1	1.1%	1	2.9%	2	1.1%	1	1.1%	1	0.0%	0	1.5%	2
Base:		811		95		86		65		94		68		87		88		95		133

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Beckton	8.3%	18	11.5%	3	4.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	6.3%	1	26.1%	12
Bethnal Green	8.8%	19	0.0%	0	13.0%	3	0.0%	0	8.7%	2	55.6%	10	11.8%	2	6.9%	2	0.0%	0	0.0%	0
Bromley-by-Bow	1.9%	4	0.0%	0	4.3%	1	5.6%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Canary Wharf	7.9%	17	34.6%	9	4.3%	1	0.0%	0	8.7%	2	0.0%	0	11.8%	2	3.4%	1	12.5%	2	0.0%	0
Canning Town	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	8
Central London	4.2%	9	0.0%	0	8.7%	2	16.7%	3	4.3%	1	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Chrisp Street	0.9%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Crossharbour	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
East Ham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hackney Central	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	7	0.0%	0	0.0%	0
Ilford	0.9%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Limehouse Station	1.4%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	6.3%	1	0.0%	0
London West End	0.9%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.9%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	3	0.0%	0
Roman Road East, Bow (Roman Road market)	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	5.9%	1	13.8%	4	0.0%	0	0.0%	0
Stratford City (Westfield)	2.8%	6	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	3	6.3%	1	2.2%	1
Stratford Town Centre	7.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	6.3%	1	32.6%	15
Surrey Quays	2.3%	5	0.0%	0	4.3%	1	11.1%	2	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Thomas More	0.9%	2	0.0%	0	4.3%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	1.9%	4	0.0%	0	13.0%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.2%	1
Whitechapel	11.1%	24	0.0%	0	13.0%	3	16.7%	3	60.9%	14	5.6%	1	11.8%	2	0.0%	0	0.0%	0	2.2%	1
Bethnal Green Road	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Clapton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Harrow	0.5%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Isle of Dogs	6.0%	13	26.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3	6.9%	2	6.3%	1	0.0%	0
Islington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Leyton Mills	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Leytonstone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Mare Street	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Pitsea	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Richmond	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.5%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.5%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
West India Quay	0.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.2%	22	15.4%	4	17.4%	4	16.7%	3	8.7%	2	5.6%	1	5.9%	1	6.9%	2	18.8%	3	4.3%	2
Base:		216		26		23		18		23		18		17		29		16		46

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

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.9%	8	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Asda, East Ferry Road, ISLE OF DOGS	4.7%	42	14.0%	14	4.3%	4	1.4%	1	3.9%	4	1.2%	1	5.8%	6	2.0%	2	10.0%	10	0.0%	0
Asda, Marshall Road, LEYTON	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	2	2.0%	2	0.0%	0	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-Op, Chrisp Street, POPLAR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Roman Road, BOW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Iceland, Wood Grange Road, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Vesey Path, POPLAR	0.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0
Iceland, Watney Street Market, STEPNEY	2.1%	19	0.0%	0	7.5%	7	6.8%	5	5.9%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Tollgate Road, BECKTON	0.6%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Lidl, Burdett Road, LIMEHOUSE	1.6%	14	1.0%	1	2.2%	2	1.4%	1	1.0%	1	0.0%	0	3.9%	4	1.0%	1	4.0%	4	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Marks & Spencer, Trafalgar Road, GREENWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Westfield,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
STRATFORD CITY																				
Morrisons, The Grove, STRATFORD	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	5.5%	8
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	0.4%	4	0.0%	0	0.0%	0	2.7%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.7%	6	1.0%	1	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's Superstore, Charlton Riverside, CHARLTON	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Myrtle Road, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Riverdale/ Lewisham Centre, LEWISHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, The Mall, STRATFORD	1.3%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.2%	9
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	5.8%	52	3.0%	3	6.5%	6	4.1%	3	12.7%	13	9.9%	8	11.7%	12	5.0%	5	2.0%	2	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Manchester Road, ISLE OF DOGS	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, South Quay Plaza, ISLE OF DOGS	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.6%	5	0.0%	0	2.2%	2	0.0%	0	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Tesco Express, High Street, STRATFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Marine Wharf, SURREY QUAYS	0.6%	5	1.0%	1	2.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Gallions Reach, BECKTON	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.1%	3
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	0.3%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.6%	5	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	1.2%	11	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	5.0%	5	1.4%	2
Waitrose, Canada Square, CANARY WHARF	2.8%	25	9.0%	9	3.2%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	4	2.0%	2	4.0%	4	2.1%	3
Waitrose, Westfield, STRATFORD CITY	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Aldgate	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Crossharbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lewisham	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road East, Bow (Roman Road market)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	2
Stratford Town Centre	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Surrey Quays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.3%	3	0.0%	0	0.0%	0	1.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Kent Road, Southwark	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Middlesex Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods Food Hall, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Beckton Retail Park, Alpine Way, Beckton	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Bethnal Green Road, Bethnall Green	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Iceland, East Street, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Elephant & Castle Shopping Centre, Elephant & Castle	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Isle of Dogs	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Makro, Anchor & Hope Lane, Charlton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Morrisons, Aylesham Centre, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sainsbury's Local, Bethnal Green Road, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, New Bridge Street, Blackfriars	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Woodford Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Metro, Bethnal Green Road, Bethnal Green	1.4%	13	0.0%	0	0.0%	0	1.4%	1	2.0%	2	9.9%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Metro, Bishopsgate, London	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Tooley Street, Southwark	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	0.0%	0
Tesco Metro, Well Street, Hackney	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Tesco Superstore, Dunton Road, Southwark	0.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Gainsborough Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Morning Lane, Hackney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Waitrose, Baker Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Cherry Tree Walk Centre, Whitecross Street, Barbican, London	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.8%	7	0.0%	0	2.2%	2	5.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whole Foods Market, The Barkers Building, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	2.3%	21	0.0%	0	2.2%	2	1.4%	1	2.9%	3	2.5%	2	2.9%	3	5.0%	5	1.0%	1	2.7%	4
(Don’t know)	4.0%	36	0.0%	0	2.2%	2	2.7%	2	7.8%	8	4.9%	4	2.9%	3	4.0%	4	0.0%	0	8.9%	13
(Varies)	5.7%	51	3.0%	3	2.2%	2	9.5%	7	3.9%	4	7.4%	6	5.8%	6	4.0%	4	3.0%	3	11.0%	16
(Nowhere else)	37.6%	338	46.0%	46	44.1%	41	31.1%	23	34.3%	35	46.9%	38	37.9%	39	37.0%	37	35.0%	35	30.1%	44
Base:		899		100		93		74		102		81		103		100		100		146

Q06A Which internet / home delivery retailer do you also use for your main food shopping?

Those who shop online at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Ocado	33.3%	7	0.0%	0	100.0%	2	0.0%	0	33.3%	1	0.0%	0	33.3%	1	60.0%	3	0.0%	0	0.0%	0
Sainsbury’s	23.8%	5	0.0%	0	0.0%	0	0.0%	0	33.3%	1	100.0%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	75.0%	3
Waitrose	4.8%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	4.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Organic	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Base:		21		0		2		1		3		2		3		5		1		4

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Asda, East Ferry Road, ISLE OF DOGS	1.9%	17	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newport Avenue, VIRGINIA QUAY (EAST INDIA)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-Op, Mile End Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-Op, Barking Road, CANNING TOWN	1.1%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Co-Op, Chrisp Street, POPLAR	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.7%	1
Co-Op, Mile End Road, STEPNEY GREEN	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17
Iceland, Wood Grange Road, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Barking Road, PLAISTOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Iceland, Vesey Path, POPLAR	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Iceland, Watney Street Market, STEPNEY	2.6%	23	0.0%	0	9.7%	9	4.1%	3	7.8%	8	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Iceland, Beresford Square, WOOLWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Tollgate Road, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Burdett Road, LIMEHOUSE	1.3%	12	3.0%	3	0.0%	0	1.4%	1	1.0%	1	0.0%	0	4.9%	5	0.0%	0	2.0%	2	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
STRATFORD CITY																				
Morrisons, The Grove, STRATFORD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	0.9%	8	0.0%	0	0.0%	0	2.7%	2	1.0%	1	3.7%	3	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Sainsbury's Local, Bromley-by-Bow Sation [Block D, The Plaza, Devas Street], BROMLEY BY BOW	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Local, Greenwich High Road, GREENWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.7%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	0.7%	6	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.7%	4
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	2.4%	22	0.0%	0	0.0%	0	2.7%	2	7.8%	8	2.5%	2	7.8%	8	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Violet Road, BOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Barking Road, GREEN GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Manchester Road, ISLE OF DOGS	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.4%	4	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	1.3%	12	1.0%	1	0.0%	0	4.1%	3	2.0%	2	2.5%	2	2.9%	3	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Mile End Road, MILE END	0.4%	4	0.0%	0	0.0%	0	2.7%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Express, High Street, STRATFORD	0.4%	4	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Marine Wharf, SURREY QUAYS	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Gallions Reach, BECKTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Metro, Cabot Square, CANARY WHARF	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.0%	3	5.0%	5	0.7%	1
Waitrose, Canada Square, CANARY WHARF	1.1%	10	4.0%	4	2.2%	2	1.4%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Aberfeldy Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	0.3%	3	1.0%	1	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkantine Estate	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ben Jonson Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	2.6%	23	1.0%	1	0.0%	0	0.0%	0	4.9%	5	16.0%	13	2.9%	3	1.0%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.7%	6	0.0%	0	0.0%	0	1.4%	1	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.7%	1
Canary Wharf	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Canning Town	1.7%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	8.2%	12
Chrisp Street	0.7%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Columbia Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hackney Central	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Lewisham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Plaistow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Poplar High Street	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Roman Road East, Bow (Roman Road market)	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	0.0%	0	0.0%	0
Roman Road West, Bow (Globe Town Market)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Salmon Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Stratford Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.1%	6
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	1.6%	14	0.0%	0	15.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.6%	5	0.0%	0	0.0%	0	1.4%	1	2.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Westferry Road	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.6%	14	0.0%	0	1.1%	1	0.0%	0	8.8%	9	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Filling Station), Vallance Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Genoa Building, Short Blue Place, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bethnal Green Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, Globe Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Junction Road, Archway, Highgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Middlesex Street, Aldgate	0.7%	6	0.0%	0	0.0%	0	6.8%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl's Court	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hoxton Street, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.8%	7	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.0%	3	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Fenchurch Street Place, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Milk Yard, Wapping	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Lane, Whitechapel	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.4%	4	0.0%	0	1.1%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.3%	3	0.0%	0	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stratton Street, Mayfair	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.3%	3	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Bethnal Green Road, Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Bethnal Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, High Street, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tower Bridge Road, Bermondsey	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	15	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.8%	7	0.0%	0	3.2%	3	4.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Upton Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Victoria Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	2.7%	24	0.0%	0	20.4%	19	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know)	4.2%	38	0.0%	0	4.3%	4	4.1%	3	9.8%	10	4.9%	4	3.9%	4	5.0%	5	0.0%	0	5.5%	8
(Varies)	7.2%	65	4.0%	4	1.1%	1	16.2%	12	9.8%	10	6.2%	5	3.9%	4	6.0%	6	8.0%	8	10.3%	15
(Don't do this type of shopping)	24.2%	218	31.0%	31	22.6%	21	20.3%	15	18.6%	19	23.5%	19	26.2%	27	18.0%	18	33.0%	33	24.0%	35
Base:		899		100		93		74		102		81		103		100		100		146

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?

Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't know / varies)	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Base:		1		0		0		0		0		0		0		1		0		0

Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
0 - 10%	1.2%	8	1.4%	1	1.4%	1	1.7%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2	1.5%	1	0.9%	1
11 - 20%	2.1%	14	1.4%	1	4.2%	3	0.0%	0	2.4%	2	0.0%	0	1.3%	1	3.7%	3	1.5%	1	2.7%	3
21 - 30%	3.8%	26	2.9%	2	5.6%	4	3.4%	2	2.4%	2	3.2%	2	3.9%	3	7.3%	6	3.0%	2	2.7%	3
31 - 40%	1.9%	13	1.4%	1	0.0%	0	1.7%	1	1.2%	1	4.8%	3	2.6%	2	2.4%	2	1.5%	1	1.8%	2
41 - 50%	9.0%	61	4.3%	3	16.7%	12	8.5%	5	9.6%	8	3.2%	2	9.2%	7	12.2%	10	3.0%	2	10.8%	12
51 - 60%	6.0%	41	1.4%	1	8.3%	6	3.4%	2	6.0%	5	11.3%	7	13.2%	10	4.9%	4	4.5%	3	2.7%	3
61 - 70%	13.1%	89	14.5%	10	13.9%	10	11.9%	7	8.4%	7	12.9%	8	18.4%	14	8.5%	7	14.9%	10	14.4%	16
71 - 80%	22.5%	153	24.6%	17	19.4%	14	28.8%	17	20.5%	17	22.6%	14	17.1%	13	22.0%	18	17.9%	12	27.9%	31
81 - 90%	12.6%	86	18.8%	13	13.9%	10	8.5%	5	12.0%	10	11.3%	7	10.5%	8	11.0%	9	14.9%	10	12.6%	14
91 - 100%	4.4%	30	4.3%	3	4.2%	3	1.7%	1	3.6%	3	1.6%	1	1.3%	1	1.2%	1	7.5%	5	10.8%	12
(Don't know / varies)	23.2%	158	24.6%	17	12.5%	9	28.8%	17	32.5%	27	29.0%	18	22.4%	17	24.4%	20	28.4%	19	12.6%	14
(Refused)	0.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Mean:		*68.86*		*73.35*		*65.19*		*69.37*		*69.00*		*69.59*		*66.24*		*62.26*		*72.96*		*72.03*
Base:		681		69		72		59		83		62		76		82		67		111

Q09 **In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?**
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Asda, East Ferry Road, ISLE OF DOGS	0.4%	3	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Marshall Road, LEYTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Anchor Retail Park, STEPNEY GREEN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Co-Op, Mile End Road, BOW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Co-Op, Chrisp Street, POPLAR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	1.5%	1	1.8%	2
Iceland, Roman Road, BOW	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Iceland, High Street North, EAST HAM	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Iceland, Vesey Path, POPLAR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Watney Street Market, STEPNEY	1.5%	10	0.0%	0	0.0%	0	5.1%	3	4.8%	4	1.6%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Green Street, UPTON PARK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Burdett Road, LIMEHOUSE	1.0%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	1.5%	1	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Marks & Spencer, Jubilee Place, CANARY WHARF	0.4%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	2
Morrisons, The Grove, STRATFORD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.7%	3
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN																				
Sainsbury's Local, Mile End Road, MILE END	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.9%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, The Mall, STRATFORD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	2.6%	2	2.4%	2	3.0%	2	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.4%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Romford Road, STRATFORD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Extra, Gallions Reach, BECKTON	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Metro, Cabot Square, CANARY WHARF	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Waitrose, Canada Square, CANARY WHARF	1.5%	10	8.7%	6	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Waitrose, Westfield, STRATFORD CITY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Bethnal Green	1.8%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	11.3%	7	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Canning Town	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Central London	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
East Ham	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Limehouse Station	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.0%	2	0.0%	0
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Poplar High Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1
Roman Road East, Bow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Roman Road market)																				
Salmon Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Town Centre	0.7%	5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Surrey Quays	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.9%	6	0.0%	0	6.9%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2	0.0%	0	1.5%	1	0.9%	1
Borough Market, Southwark	0.4%	3	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, The Highway, Shadwell	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Costcutter, Commercial Road, Stepney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Globetown Market, Roman Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamouth	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cannon Street, City of London	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hackney Road, Allgood Street, Hackney	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old Street, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Mansell	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, Whitechapel																				
Tesco Express, St Katharines Way, St Katharine Docks	0.3%	2	0.0%	0	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Romford	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.3%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don’t know)	4.7%	32	1.4%	1	4.2%	3	3.4%	2	12.0%	10	4.8%	3	2.6%	2	6.1%	5	1.5%	1	4.5%	5
(Varies)	10.3%	70	7.2%	5	8.3%	6	20.3%	12	12.0%	10	11.3%	7	1.3%	1	4.9%	4	3.0%	2	20.7%	23
(Nowhere else)	52.0%	354	56.5%	39	58.3%	42	52.5%	31	54.2%	45	43.5%	27	52.6%	40	58.5%	48	61.2%	41	36.9%	41
Base:		681		69		72		59		83		62		76		82		67		111

Q09AWhich internet / home delivery retailer do you also use for your top-up food shopping?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Ocado	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Base:		2		0		1		0		0		0		0		1		0		0

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.3%	12	6.0%	6	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.7%	1
John Lewis, Oxford Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	1.4%	13	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.1%	6
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gallions Reach Shopping Park, Beckton	1.7%	15	3.0%	3	1.1%	1	2.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	4.8%	7
Leyton Mills, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Beckton	1.2%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	4.8%	7
Bethnal Green	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.2%	5	1.9%	2	1.0%	1	0.0%	0	0.0%	0
Bluewater	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Brick Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	3.0%	27	12.0%	12	6.5%	6	1.4%	1	1.0%	1	0.0%	0	2.9%	3	2.0%	2	2.0%	2	0.0%	0
Canning Town	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Central London	12.0%	108	3.0%	3	25.8%	24	16.2%	12	11.8%	12	18.5%	15	10.7%	11	21.0%	21	6.0%	6	2.7%	4
Charlton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.6%	5	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
East Ham	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	2
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hackney Central	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Ilford	0.9%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1	2.0%	2	0.7%	1
Lakeside	1.6%	14	1.0%	1	2.2%	2	0.0%	0	0.0%	0	1.2%	1	3.9%	4	1.0%	1	1.0%	1	2.7%	4
Lewisham	0.9%	8	4.0%	4	1.1%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London West End	2.2%	20	3.0%	3	7.5%	7	2.7%	2	2.0%	2	6.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mile End	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Poplar High Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Roman Road, Bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Romford	0.8%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	1.0%	1	2.0%	2	0.7%	1
Shoreditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.9%	8	0.0%	0	0.0%	0	4.1%	3	3.9%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	33.8%	304	20.0%	20	14.0%	13	28.4%	21	40.2%	41	29.6%	24	45.6%	47	35.0%	35	49.0%	49	37.0%	54
Stratford Town Centre	3.1%	28	1.0%	1	1.1%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	3.0%	3	5.0%	5	10.3%	15
Surrey Quays	0.9%	8	1.0%	1	0.0%	0	4.1%	3	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.3%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
West Ham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.4%	13	0.0%	0	1.1%	1	4.1%	3	2.9%	3	3.7%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Abroad	0.4%	4	1.0%	1	1.1%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borough Market, Southwark Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheshunt	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Finsbury Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hammersmith	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highbury Corner, Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Isle of Dogs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Lewisham	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	12.7%	114	16.0%	16	15.1%	14	18.9%	14	9.8%	10	9.9%	8	11.7%	12	11.0%	11	11.0%	11	12.3%	18
(Don’t know)	1.2%	11	1.0%	1	1.1%	1	2.7%	2	1.0%	1	1.2%	1	0.0%	0	2.0%	2	0.0%	0	2.1%	3
(Varies)	4.4%	40	8.0%	8	3.2%	3	4.1%	3	5.9%	6	4.9%	4	2.9%	3	5.0%	5	3.0%	3	3.4%	5
(Don't do this type of shopping)	4.6%	41	9.0%	9	4.3%	4	4.1%	3	1.0%	1	4.9%	4	7.8%	8	4.0%	4	4.0%	4	2.7%	4
Base:		899		100		93		74		102		81		103		100		100		146

Q10AWhich internet / home delivery retailer do you use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who shop online at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	11.4%	13	6.3%	1	7.1%	1	14.3%	2	10.0%	1	0.0%	0	16.7%	2	18.2%	2	0.0%	0	22.2%	4
ASOS	4.4%	5	0.0%	0	7.1%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2
Debenhams	0.9%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	6.1%	7	6.3%	1	7.1%	1	7.1%	1	10.0%	1	0.0%	0	0.0%	0	9.1%	1	9.1%	1	5.6%	1
John Lewis	2.6%	3	12.5%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	2.6%	3	6.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Next	7.0%	8	0.0%	0	7.1%	1	14.3%	2	0.0%	0	0.0%	0	25.0%	3	0.0%	0	9.1%	1	5.6%	1
Tesco	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Other	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Ambrose Wilson	1.8%	2	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Cotton Traders	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Damart	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	9.1%	1	0.0%	0	0.0%	0
Dorothy Perkins	0.9%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion World	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Fifty Plus	0.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finisterre	0.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Meade	0.9%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Turner	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeleine	0.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Ward	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Matalan	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mothercare	0.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Samuel Windsor	0.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Simply Be	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Sports Direct	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
(Don't know / varies)	43.0%	49	50.0%	8	35.7%	5	35.7%	5	60.0%	6	62.5%	5	33.3%	4	36.4%	4	54.5%	6	33.3%	6
Base:		114		16		14		14		10		8		12		11		11		18

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who gave a destination at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	19.3%	134	19.7%	13	14.1%	10	15.4%	8	17.9%	15	9.4%	6	25.0%	20	16.7%	13	24.4%	20	25.0%	29
Car / van (as passenger)	4.5%	31	9.1%	6	2.8%	2	1.9%	1	3.6%	3	3.1%	2	6.3%	5	3.8%	3	3.7%	3	5.2%	6
Bus, minibus or coach	21.1%	146	13.6%	9	9.9%	7	15.4%	8	19.0%	16	23.4%	15	16.3%	13	34.6%	27	29.3%	24	23.3%	27
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.4%	72	13.6%	9	5.6%	4	11.5%	6	9.5%	8	14.1%	9	6.3%	5	14.1%	11	6.1%	5	12.9%	15
Taxi	0.7%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	1.3%	1	1.3%	1	0.0%	0	0.9%	1
Underground	24.5%	170	16.7%	11	43.7%	31	40.4%	21	29.8%	25	32.8%	21	21.3%	17	20.5%	16	12.2%	10	15.5%	18
Overground	8.2%	57	16.7%	11	9.9%	7	3.8%	2	8.3%	7	4.7%	3	10.0%	8	1.3%	1	12.2%	10	6.9%	8
Other rail	5.9%	41	9.1%	6	8.5%	6	5.8%	3	10.7%	9	4.7%	3	7.5%	6	0.0%	0	7.3%	6	1.7%	2
Bicycle	1.0%	7	1.5%	1	0.0%	0	1.9%	1	0.0%	0	1.6%	1	2.5%	2	0.0%	0	0.0%	0	1.7%	2
Mobility scooter / wheelchair	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.4%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	3.6%	25	0.0%	0	0.0%	0	3.8%	2	1.2%	1	3.1%	2	3.8%	3	6.4%	5	4.9%	4	6.9%	8
Base:		693		66		71		52		84		64		80		78		82		116

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.9%	8	7.0%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	0.4%	4	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1
Gallions Reach Shopping Park, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Bethnal Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Canary Wharf	1.1%	10	4.0%	4	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	1	1.0%	1	0.0%	0
Central London	3.3%	30	0.0%	0	7.5%	7	5.4%	4	2.9%	3	6.2%	5	1.9%	2	7.0%	7	1.0%	1	0.7%	1
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	2
Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	6.3%	57	0.0%	0	3.2%	3	4.1%	3	6.9%	7	7.4%	6	4.9%	5	4.0%	4	13.0%	13	11.0%	16
Stratford Town Centre	0.7%	6	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	2
Surrey Quays	0.3%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Street	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.7%	6	0.0%	0	0.0%	0	2.7%	2	2.0%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Currys, Anchor House, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Petticoat Lane Market,	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Middlesex Street, London																				
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	21.0%	189	16.0%	16	33.3%	31	31.1%	23	20.6%	21	27.2%	22	20.4%	21	28.0%	28	12.0%	12	10.3%	15
(Don’t know)	0.8%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	2.7%	4
(Varies)	1.9%	17	1.0%	1	4.3%	4	2.7%	2	2.9%	3	0.0%	0	1.9%	2	2.0%	2	0.0%	0	2.1%	3
(Don't do this type of shopping)	58.2%	523	70.0%	70	46.2%	43	37.8%	28	59.8%	61	51.9%	42	65.0%	67	49.0%	49	66.0%	66	66.4%	97
Base:		899		100		93		74		102		81		103		100		100		146

Q12A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who shop online at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	82.0%	155	81.3%	13	87.1%	27	87.0%	20	81.0%	17	77.3%	17	95.2%	20	75.0%	21	91.7%	11	60.0%	9
Argos	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	3.7%	7	6.3%	1	6.5%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
AbeBooks	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	1.1%	2	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Juno Records	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
iTunes	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
(Don't know / varies)	10.1%	19	12.5%	2	3.2%	1	4.3%	1	9.5%	2	9.1%	2	4.8%	1	14.3%	4	8.3%	1	33.3%	5
Base:		189		16		31		23		21		22		21		28		12		15

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.7%	6	3.0%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	1.1%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.0%	5	1.0%	1	1.4%	2
Currys PC World, Mile End Road, Mile End Road	13.6%	122	8.0%	8	18.3%	17	12.2%	9	20.6%	21	21.0%	17	23.3%	24	11.0%	11	13.0%	13	1.4%	2
Currys PC World, Old Kent Road, Old Kent Road	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	4.9%	44	0.0%	0	15.1%	14	6.8%	5	11.8%	12	6.2%	5	2.9%	3	2.0%	2	0.0%	0	2.1%	3
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	2.6%	23	3.0%	3	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	7.5%	11
Claps Gate Lane Retail Park, Beckton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Gallions Reach Shopping Park, Beckton	1.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.8%	7
Gateway Retail Park, Claps Gate Lane, Beckton	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Beckton	0.8%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	4
Bethnal Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canary Wharf	1.2%	11	6.0%	6	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Central London	3.7%	33	0.0%	0	7.5%	7	9.5%	7	2.0%	2	3.7%	3	4.9%	5	6.0%	6	3.0%	3	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hackney Central	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lakeside	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.7%	6	0.0%	0	2.2%	2	1.4%	1	0.0%	0	2.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mile End	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.2%	1	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Spitalfields	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.9%	3	0.0%	0	3.0%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Stratford City (Westfield)	6.9%	62	2.0%	2	3.2%	3	2.7%	2	2.0%	2	6.2%	5	9.7%	10	11.0%	11	11.0%	11	11.0%	16
Stratford Town Centre	2.1%	19	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	9.6%	14
Surrey Quays	0.3%	3	0.0%	0	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.7%	15	0.0%	0	1.1%	1	2.7%	2	5.9%	6	0.0%	0	3.9%	4	1.0%	1	1.0%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Currys, Ravensbourne Retail Park, Bromley Road, Catford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Bluewater, Greenhithe	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	19.1%	172	17.0%	17	20.4%	19	35.1%	26	22.5%	23	29.6%	24	19.4%	20	13.0%	13	10.0%	10	13.7%	20
(Don’t know)	2.8%	25	3.0%	3	4.3%	4	4.1%	3	2.9%	3	2.5%	2	2.9%	3	4.0%	4	1.0%	1	1.4%	2
(Varies)	3.6%	32	4.0%	4	0.0%	0	2.7%	2	5.9%	6	2.5%	2	1.9%	2	4.0%	4	4.0%	4	5.5%	8
(Don't do this type of shopping)	26.8%	241	46.0%	46	17.2%	16	13.5%	10	18.6%	19	18.5%	15	20.4%	21	31.0%	31	37.0%	37	31.5%	46
Base:		899		100		93		74		102		81		103		100		100		146

Q13A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?

Those who shop online at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	37.2%	64	29.4%	5	47.4%	9	61.5%	16	43.5%	10	20.8%	5	20.0%	4	15.4%	2	40.0%	4	45.0%	9
AO.com	2.9%	5	5.9%	1	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	5.0%	1
Argos	2.9%	5	0.0%	0	0.0%	0	3.8%	1	0.0%	0	8.3%	2	5.0%	1	0.0%	0	0.0%	0	5.0%	1
ASOS	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	7.6%	13	0.0%	0	10.5%	2	3.8%	1	4.3%	1	8.3%	2	20.0%	4	0.0%	0	10.0%	1	10.0%	2
Ebay	4.1%	7	11.8%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	15.4%	2	20.0%	2	0.0%	0
John Lewis	7.0%	12	11.8%	2	5.3%	1	7.7%	2	8.7%	2	4.2%	1	5.0%	1	15.4%	2	0.0%	0	5.0%	1
PC World	1.7%	3	5.9%	1	0.0%	0	3.8%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	2.3%	4	5.9%	1	5.3%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Apple	2.3%	4	0.0%	0	0.0%	0	3.8%	1	4.3%	1	4.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Appliances online	0.6%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dabs Direct	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Dell	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
EE	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Jessops	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	1.2%	2	0.0%	0	5.3%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	10.0%	1	0.0%	0
(Don't know / varies)	25.0%	43	23.5%	4	15.8%	3	15.4%	4	26.1%	6	33.3%	8	45.0%	9	30.8%	4	0.0%	0	25.0%	5
Base:		172		17		19		26		23		24		20		13		10		20

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.2%	11	7.0%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	1.6%	14	2.0%	2	0.0%	0	2.7%	2	1.0%	1	0.0%	0	0.0%	0	7.0%	7	1.0%	1	0.7%	1
Currys PC World, Mile End Road, Mile End Road	16.4%	147	9.0%	9	20.4%	19	17.6%	13	23.5%	24	19.8%	16	34.0%	35	14.0%	14	16.0%	16	0.7%	1
Currys PC World, Old Kent Road, Old Kent Road	0.6%	5	0.0%	0	3.2%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Tottenham/Edmonton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Oxford Street	6.1%	55	0.0%	0	15.1%	14	10.8%	8	11.8%	12	12.3%	10	2.9%	3	5.0%	5	1.0%	1	1.4%	2
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Beckton Triangle Retail Park, Beckton, Beckton	2.9%	26	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.0%	8	7.5%	11
Claps Gate Lane Retail Park, Beckton	1.1%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.8%	7
Gallions Reach Shopping Park, Beckton	1.0%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.1%	6
Gateway Retail Park, Claps Gate Lane, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1
Leyton Mills, Leyton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.4%	2
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton	1.0%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.0%	3	2.1%	3
Bethnal Green	1.2%	11	0.0%	0	1.1%	1	1.4%	1	1.0%	1	4.9%	4	1.9%	2	2.0%	2	0.0%	0	0.0%	0
Bluewater	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canary Wharf	2.4%	22	13.0%	13	4.3%	4	1.4%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central London	1.4%	13	0.0%	0	1.1%	1	2.7%	2	2.0%	2	2.5%	2	0.0%	0	3.0%	3	2.0%	2	0.7%	1
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Ilford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lakeside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	2
Lewisham	0.4%	4	0.0%	0	1.1%	1	1.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.2%	11	1.0%	1	0.0%	0	1.4%	1	2.9%	3	2.5%	2	2.9%	3	0.0%	0	1.0%	1	0.0%	0
Roman Road, Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.0%	3	1.0%	1	0.0%	0
Stepney Green	1.0%	9	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.2%	1	2.9%	3	0.0%	0	3.0%	3	0.0%	0
Stratford City (Westfield)	6.9%	62	2.0%	2	1.1%	1	2.7%	2	2.9%	3	3.7%	3	5.8%	6	13.0%	13	17.0%	17	10.3%	15
Stratford Town Centre	4.0%	36	0.0%	0	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2	17.1%	25
Surrey Quays	0.4%	4	0.0%	0	2.2%	2	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.3%	3	0.0%	0	0.0%	0	1.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Whitechapel	3.6%	32	0.0%	0	2.2%	2	5.4%	4	7.8%	8	8.6%	7	4.9%	5	0.0%	0	6.0%	6	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Abbey Retail Park, Barking	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda, Marshall Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys PC World, De Mandeville Gate, Southbury Road, Enfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Oxford Street, London	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Anchor House, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Dalston Cross Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	18.7%	168	24.0%	24	22.6%	21	28.4%	21	23.5%	24	17.3%	14	21.4%	22	13.0%	13	8.0%	8	14.4%	21
(Don’t know)	2.7%	24	0.0%	0	7.5%	7	4.1%	3	0.0%	0	2.5%	2	1.0%	1	5.0%	5	0.0%	0	4.1%	6
(Varies)	4.0%	36	0.0%	0	2.2%	2	1.4%	1	4.9%	5	6.2%	5	2.9%	3	3.0%	3	4.0%	4	8.9%	13
(Don't do this type of shopping)	13.3%	120	30.0%	30	9.7%	9	8.1%	6	7.8%	8	9.9%	8	9.7%	10	14.0%	14	16.0%	16	13.0%	19
Base:		899		100		93		74		102		81		103		100		100		146

Q14A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who shop online at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	20.2%	34	25.0%	6	14.3%	3	23.8%	5	29.2%	7	14.3%	2	0.0%	0	7.7%	1	37.5%	3	33.3%	7
AO.com	12.5%	21	12.5%	3	28.6%	6	9.5%	2	4.2%	1	7.1%	1	9.1%	2	0.0%	0	37.5%	3	14.3%	3
Argos	6.0%	10	12.5%	3	0.0%	0	4.8%	1	0.0%	0	21.4%	3	9.1%	2	0.0%	0	12.5%	1	0.0%	0
Asda	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
ASOS	0.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.6%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	10.1%	17	4.2%	1	14.3%	3	4.8%	1	12.5%	3	21.4%	3	13.6%	3	15.4%	2	0.0%	0	4.8%	1
Ebay	2.4%	4	4.2%	1	4.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
John Lewis	19.6%	33	12.5%	3	19.0%	4	23.8%	5	20.8%	5	14.3%	2	18.2%	4	46.2%	6	12.5%	1	14.3%	3
Littlewoods	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Sainsbury’s	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Appliances online	1.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bosch	1.2%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Gumtree	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical	0.6%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.8%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	7.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	20.8%	35	25.0%	6	4.8%	1	19.0%	4	29.2%	7	21.4%	3	40.9%	9	15.4%	2	0.0%	0	14.3%	3
Base:		168		24		21		21		24		14		22		13		8		21

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	2.0%	18	10.0%	10	2.2%	2	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
John Lewis, Oxford Street	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Gallions Reach Shopping Park, Beckton	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Beckton	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.1%	3
Bethnal Green	2.9%	26	1.0%	1	0.0%	0	1.4%	1	1.0%	1	17.3%	14	2.9%	3	5.0%	5	1.0%	1	0.0%	0
Brick Lane	0.6%	5	0.0%	0	0.0%	0	1.4%	1	2.9%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	4.3%	39	21.0%	21	4.3%	4	1.4%	1	1.0%	1	0.0%	0	5.8%	6	3.0%	3	3.0%	3	0.0%	0
Canning Town	1.1%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.5%	8
Central London	6.7%	60	0.0%	0	17.2%	16	12.2%	9	9.8%	10	7.4%	6	7.8%	8	8.0%	8	1.0%	1	1.4%	2
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chrisp Street	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
East Greenwich	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Ham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hackney Central	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.3%	3	0.0%	0	1.1%	1	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.6%	5	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Mile End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Romford	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	8.6%	77	4.0%	4	3.2%	3	2.7%	2	10.8%	11	4.9%	4	10.7%	11	11.0%	11	18.0%	18	8.9%	13
Stratford Town Centre	3.3%	30	0.0%	0	2.2%	2	4.1%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	5.0%	5	11.0%	16
Stroudley Walk	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays	0.3%	3	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.9%	8	0.0%	0	1.1%	1	1.4%	1	1.0%	1	0.0%	0	3.9%	4	0.0%	0	1.0%	1	0.0%	0
West Ham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Westferry Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Whitechapel	2.0%	18	0.0%	0	2.2%	2	5.4%	4	5.9%	6	1.2%	1	3.9%	4	0.0%	0	1.0%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Borough Market, Southwark Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheapside	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.6%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liverpool Street	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Southwark	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walthamstow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	23.6%	212	17.0%	17	32.3%	30	31.1%	23	24.5%	25	30.9%	25	25.2%	26	28.0%	28	17.0%	17	14.4%	21
(Don’t know)	1.9%	17	3.0%	3	5.4%	5	0.0%	0	1.0%	1	1.2%	1	2.9%	3	0.0%	0	1.0%	1	2.1%	3
(Varies)	6.0%	54	6.0%	6	4.3%	4	4.1%	3	7.8%	8	4.9%	4	1.9%	2	7.0%	7	8.0%	8	8.2%	12
(Don't do this type of shopping)	26.7%	240	28.0%	28	21.5%	20	16.2%	12	31.4%	32	18.5%	15	26.2%	27	25.0%	25	30.0%	30	34.9%	51
Base:		899		100		93		74		102		81		103		100		100		146

Q15A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopedias,, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who shop online at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	76.4%	162	82.4%	14	76.7%	23	87.0%	20	84.0%	21	64.0%	16	73.1%	19	82.1%	23	64.7%	11	71.4%	15
Ebay	0.9%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	1.4%	3	0.0%	0	0.0%	0	4.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
AbeBooks	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.9%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookreader	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mills & Boon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Play.com	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	9.5%	2
The People's Friend	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Viking Direct	1.4%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Waterstones	1.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.7%	29	5.9%	1	10.0%	3	4.3%	1	12.0%	3	20.0%	5	19.2%	5	14.3%	4	23.5%	4	14.3%	3
Base:		212		17		30		23		25		25		26		28		17		21

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.1%	10	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
John Lewis, Oxford Street	0.6%	5	0.0%	0	2.2%	2	0.0%	0	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	2
Beckton Triangle Retail Park, Beckton, Beckton	0.9%	8	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.1%	3
Claps Gate Lane Retail Park, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gallions Reach Shopping Park, Beckton	1.8%	16	3.0%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.2%	9
Leyton Mills, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.7%	15	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	2	0.0%	0	1.0%	1	6.2%	9
Bethnal Green	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Canary Wharf	1.0%	9	4.0%	4	2.2%	2	0.0%	0	1.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Central London	1.9%	17	0.0%	0	6.5%	6	4.1%	3	2.0%	2	4.9%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Charlton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chrisp Street	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
East Ham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Eltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mile End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Poplar High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roman Road, Bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Romford	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Shoreditch	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	7.2%	65	1.0%	1	3.2%	3	6.8%	5	9.8%	10	6.2%	5	13.6%	14	8.0%	8	8.0%	8	7.5%	11
Stratford Town Centre	2.4%	22	1.0%	1	1.1%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	2.0%	2	10.3%	15
Surrey Quays	1.1%	10	0.0%	0	5.4%	5	0.0%	0	1.0%	1	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Whitechapel	2.2%	20	1.0%	1	1.1%	1	4.1%	3	6.9%	7	2.5%	2	3.9%	4	1.0%	1	1.0%	1	0.0%	0
Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Isle of Dogs	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pets at Home, Cantium Retail Park, Old Kent Road, Southwark	0.3%	3	0.0%	0	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	11.0%	99	10.0%	10	15.1%	14	14.9%	11	9.8%	10	12.3%	10	12.6%	13	14.0%	14	6.0%	6	7.5%	11
(Don’t know)	1.0%	9	0.0%	0	4.3%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	1.0%	1	0.7%	1
(Varies)	4.8%	43	6.0%	6	1.1%	1	5.4%	4	5.9%	6	8.6%	7	2.9%	3	5.0%	5	2.0%	2	6.2%	9
(Don't do this type of shopping)	52.5%	472	57.0%	57	52.7%	49	58.1%	43	50.0%	51	44.4%	36	44.7%	46	53.0%	53	67.0%	67	47.9%	70
Base:		899		100		93		74		102		81		103		100		100		146

Q16A Which internet / home delivery retailer do you use for your household’s shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Those who shop online at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	52.5%	52	40.0%	4	50.0%	7	54.5%	6	30.0%	3	60.0%	6	53.8%	7	57.1%	8	50.0%	3	72.7%	8
Argos	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Ebay	5.1%	5	20.0%	2	7.1%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
John Lewis	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Maplin	1.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	2.0%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
All Jigsaw Puzzles	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	1.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nike	2.0%	2	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Wicked Uncle	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Wiggle	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	30.3%	30	30.0%	3	42.9%	6	18.2%	2	60.0%	6	20.0%	2	46.2%	6	21.4%	3	0.0%	0	18.2%	2
Base:		99		10		14		11		10		10		13		14		6		11

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	1.0%	9	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.4%	2
B&Q, Leyton Mills, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carpetright/Wickes, Canning Town	1.8%	16	1.0%	1	1.1%	1	2.7%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.8%	7
Homebase, Green Lanes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Ilford	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.3%	3	0.0%	0	1.1%	1	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	1.2%	11	1.0%	1	3.2%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.4%	2
Ikea, Tottenham/Edmonton	2.2%	20	1.0%	1	1.1%	1	2.7%	2	2.0%	2	3.7%	3	1.0%	1	7.0%	7	0.0%	0	2.1%	3
John Lewis, Oxford Street	4.4%	40	2.0%	2	11.8%	11	8.1%	6	3.9%	4	7.4%	6	1.9%	2	5.0%	5	3.0%	3	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	3.6%	32	2.0%	2	1.1%	1	1.4%	1	1.0%	1	2.5%	2	9.7%	10	2.0%	2	7.0%	7	4.1%	6
Claps Gate Lane Retail Park, Beckton	1.2%	11	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	2	1.0%	1	1.0%	1	2.7%	4
Gallions Reach Shopping Park, Beckton	2.1%	19	2.0%	2	5.4%	5	4.1%	3	2.9%	3	1.2%	1	1.0%	1	0.0%	0	2.0%	2	1.4%	2
Gateway Retail Park, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton	1.3%	12	1.0%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.0%	3	3.4%	5
Bethnal Green	2.2%	20	2.0%	2	0.0%	0	1.4%	1	2.0%	2	3.7%	3	8.7%	9	1.0%	1	2.0%	2	0.0%	0
Bromley-by-bow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Canary Wharf	0.9%	8	0.0%	0	0.0%	0	2.7%	2	1.0%	1	0.0%	0	1.9%	2	2.0%	2	0.0%	0	0.7%	1
Canning Town	1.0%	9	1.0%	1	0.0%	0	1.4%	1	1.0%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Central London	3.8%	34	4.0%	4	8.6%	8	6.8%	5	2.9%	3	4.9%	4	3.9%	4	6.0%	6	0.0%	0	0.0%	0
Charlton	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.7%	1
Chrisp Street	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Green Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.7%	1
Hackney Central	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Ilford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Lakeside	1.3%	12	0.0%	0	5.4%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	5
Lewisham	0.6%	5	0.0%	0	2.2%	2	1.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.6%	5	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.2%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Manor Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Roman Road, Bow	2.0%	18	0.0%	0	1.1%	1	0.0%	0	2.9%	3	1.2%	1	2.9%	3	8.0%	8	2.0%	2	0.0%	0
Romford	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.7%	1
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	3.8%	34	3.0%	3	1.1%	1	1.4%	1	1.0%	1	6.2%	5	2.9%	3	5.0%	5	5.0%	5	6.8%	10
Stratford Town Centre	1.4%	13	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	2	2.0%	2	4.8%	7
Surrey Quays	0.4%	4	0.0%	0	2.2%	2	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0
Whitechapel	1.0%	9	0.0%	0	0.0%	0	1.4%	1	2.9%	3	2.5%	2	1.9%	2	0.0%	0	0.0%	0	0.7%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bluewater Retail Park, Greenhithe	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carpetright, Holloway Road, Holloway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Carpetright, Kent Park Industrial Estate, Old Kent Road, Southwark	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadworth Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Great Cambridge Road, Enfield	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Tottenham Court Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Friern Barnet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hoxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leyton	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Mare Street, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Newham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	10.6%	95	15.0%	15	11.8%	11	13.5%	10	10.8%	11	9.9%	8	17.5%	18	7.0%	7	3.0%	3	8.2%	12
(Don't know)	7.2%	65	3.0%	3	6.5%	6	5.4%	4	8.8%	9	2.5%	2	10.7%	11	7.0%	7	11.0%	11	8.2%	12
(Varies)	8.9%	80	12.0%	12	5.4%	5	5.4%	4	12.7%	13	11.1%	9	6.8%	7	4.0%	4	5.0%	5	14.4%	21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't do this type of shopping)	25.9%	233	42.0%	42	24.7%	23	17.6%	13	21.6%	22	27.2%	22	21.4%	22	30.0%	30	28.0%	28	21.2%	31
Base:		899		100		93		74		102		81		103		100		100		146

Q17A Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	10.5%	10	20.0%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	11.1%	2	14.3%	1	33.3%	1	16.7%	2
Argos	6.3%	6	0.0%	0	0.0%	0	10.0%	1	18.2%	2	25.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Ebay	4.2%	4	6.7%	1	0.0%	0	10.0%	1	9.1%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Habitat	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Ikea	5.3%	5	6.7%	1	0.0%	0	10.0%	1	0.0%	0	12.5%	1	11.1%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis	14.7%	14	26.7%	4	18.2%	2	30.0%	3	9.1%	1	12.5%	1	11.1%	2	14.3%	1	0.0%	0	0.0%	0
Marks & Spencer	1.1%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	8.3%	1
Carpetright	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
DFS	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Dreams	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Harveys	1.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ideal World	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	1.1%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	45.3%	43	33.3%	5	72.7%	8	30.0%	3	54.5%	6	25.0%	2	27.8%	5	57.1%	4	33.3%	1	75.0%	9
Base:		95		15		11		10		11		8		18		7		3		12

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	14.2%	128	18.0%	18	20.4%	19	8.1%	6	9.8%	10	4.9%	4	12.6%	13	2.0%	2	18.0%	18	26.0%	38
B&Q, Leyton Mills, Leyton	9.0%	81	4.0%	4	1.1%	1	1.4%	1	7.8%	8	14.8%	12	13.6%	14	30.0%	30	3.0%	3	5.5%	8
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	3.1%	28	4.0%	4	2.2%	2	1.4%	1	2.0%	2	3.7%	3	4.9%	5	6.0%	6	5.0%	5	0.0%	0
B&Q, Old Kent Road , Old Kent Road	1.8%	16	0.0%	0	9.7%	9	5.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carpetright/Wickes, Canning Town	0.7%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.1%	3
Homebase, Green Lanes	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Homebase, High Road, Ilford	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Tottenham/Edmonton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wickes, Greenwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Beckton Triangle Retail Park, Beckton, Beckton	2.1%	19	6.0%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	1	6.0%	6	2.1%	3
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gallions Reach Shopping Park, Beckton	0.8%	7	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.7%	1
Gateway Retail Park, Claps Gate Lane, Beckton	0.2%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton Mills, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Beckton	1.4%	13	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.9%	2	0.0%	0	3.0%	3	2.7%	4
Bethnal Green	2.8%	25	0.0%	0	0.0%	0	0.0%	0	3.9%	4	21.0%	17	1.9%	2	1.0%	1	1.0%	1	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Canary Wharf	0.9%	8	5.0%	5	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canning Town	1.2%	11	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Central London	0.6%	5	0.0%	0	0.0%	0	2.7%	2	1.0%	1	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Charlton	0.4%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chrisp Street	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Columbia Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crossharbour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
East Ham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hackney Wick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Lewisham	0.2%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.3%	3	1.0%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plaistow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Poplar High Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Roman Road, Bow	0.9%	8	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Salmon Lane	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	1.2%	11	0.0%	0	0.0%	0	12.2%	9	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.7%	6	0.0%	0	1.1%	1	1.4%	1	2.0%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	2.0%	2	3.0%	3	0.7%	1
Stratford Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	7.5%	11
Surrey Quays	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.9%	8	0.0%	0	1.1%	1	0.0%	0	2.9%	3	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0
Whitechapel	1.3%	12	0.0%	0	0.0%	0	5.4%	4	5.9%	6	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Deacon Industrial Estate, Cabinet Way, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tottenham Hale Retail Park, Broad Lane, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Burdock Road, Tottenham Hale	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Growing Concerns, Wick Lane, Victoria Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Highway Trading Estate, Heckford Street, Limehouse	0.4%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rayleigh	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sscrewfix, Maverton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickes, Manor Road, Canning Town	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	5
Internet / catalogue	2.8%	25	6.0%	6	4.3%	4	2.7%	2	4.9%	5	3.7%	3	2.9%	3	0.0%	0	2.0%	2	0.0%	0
(Don’t know)	4.7%	42	1.0%	1	3.2%	3	4.1%	3	6.9%	7	2.5%	2	9.7%	10	4.0%	4	6.0%	6	4.1%	6
(Varies)	4.0%	36	4.0%	4	3.2%	3	1.4%	1	3.9%	4	6.2%	5	5.8%	6	4.0%	4	3.0%	3	4.1%	6
(Don't do this type of shopping)	30.7%	276	35.0%	35	37.6%	35	41.9%	31	30.4%	31	23.5%	19	26.2%	27	30.0%	30	29.0%	29	26.7%	39
Base:		899		100		93		74		102		81		103		100		100		146

Q18A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Those who shop online at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	28.0%	7	50.0%	3	25.0%	1	0.0%	0	20.0%	1	0.0%	0	33.3%	1	0.0%	0	50.0%	1	0.0%	0
Argos	4.0%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	28.0%	7	0.0%	0	50.0%	2	0.0%	0	40.0%	2	33.3%	1	33.3%	1	0.0%	0	50.0%	1	0.0%	0
Garden Organic	4.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	4.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	32.0%	8	33.3%	2	25.0%	1	50.0%	1	20.0%	1	66.7%	2	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		25		6		4		2		5		3		3		0		2		0

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	5.5%	49	32.0%	32	2.2%	2	1.4%	1	0.0%	0	1.2%	1	2.9%	3	1.0%	1	9.0%	9	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
BOXPARK, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	0.3%	3	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	1.0%	9	0.0%	0	4.3%	4	0.0%	0	1.0%	1	2.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.6%	5	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gallions Reach Shopping Park, Beckton	1.9%	17	2.0%	2	1.1%	1	0.0%	0	2.9%	3	1.2%	1	1.0%	1	0.0%	0	1.0%	1	5.5%	8
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.4%	4	0.0%	0	0.0%	0	2.7%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1	0.0%	0	8.2%	12
Bethnal Green	3.2%	29	0.0%	0	0.0%	0	1.4%	1	3.9%	4	23.5%	19	3.9%	4	1.0%	1	0.0%	0	0.0%	0
Bluewater	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bromley-by-bow	1.4%	13	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	3	3.0%	3	6.0%	6	0.0%	0
Cambridge Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	4.4%	40	18.0%	18	8.6%	8	0.0%	0	1.0%	1	0.0%	0	5.8%	6	2.0%	2	4.0%	4	0.7%	1
Canning Town	1.4%	13	0.0%	0	2.2%	2	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Central London	8.0%	72	1.0%	1	18.3%	17	29.7%	22	13.7%	14	7.4%	6	3.9%	4	6.0%	6	1.0%	1	0.7%	1
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chrisp Street	1.1%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Devons Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Ham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.1%	3
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hackney Central	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Ilford	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lakeside	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	1.2%	11	3.0%	3	1.1%	1	2.7%	2	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.6%	5	2.0%	2	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Mile End	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.2%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Roman Road, Bow	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	15.0%	15	0.0%	0	0.0%	0
Romford	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shoreditch	0.3%	3	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.4%	4	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	11.5%	103	2.0%	2	4.3%	4	6.8%	5	5.9%	6	7.4%	6	21.4%	22	17.0%	17	22.0%	22	13.0%	19
Stratford Town Centre	6.8%	61	2.0%	2	4.3%	4	4.1%	3	1.0%	1	2.5%	2	1.9%	2	5.0%	5	6.0%	6	24.7%	36
Surrey Quays	1.3%	12	0.0%	0	5.4%	5	2.7%	2	1.0%	1	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.9%	8	0.0%	0	1.1%	1	0.0%	0	4.9%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Whitechapel	5.1%	46	0.0%	0	1.1%	1	14.9%	11	18.6%	19	7.4%	6	5.8%	6	1.0%	1	2.0%	2	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Bow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Broadway Market, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elephant & Castle Shopping Centre, London	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Liverpool Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London Stansted Airport, Stansted	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
One New Change Shopping Centre, St Paul's	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.9%	8	0.0%	0	0.0%	0	1.4%	1	4.9%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Thomas More	0.3%	3	0.0%	0	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, St Katharine Docks, London																				
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	6.8%	61	10.0%	10	12.9%	12	5.4%	4	4.9%	5	8.6%	7	5.8%	6	3.0%	3	5.0%	5	6.2%	9
(Don’t know)	2.4%	22	2.0%	2	3.2%	3	2.7%	2	2.0%	2	1.2%	1	3.9%	4	1.0%	1	1.0%	1	4.1%	6
(Varies)	8.1%	73	7.0%	7	3.2%	3	2.7%	2	13.7%	14	11.1%	9	3.9%	4	12.0%	12	6.0%	6	11.0%	16
(Don't do this type of shopping)	10.3%	93	12.0%	12	12.9%	12	6.8%	5	5.9%	6	11.1%	9	9.7%	10	17.0%	17	10.0%	10	8.2%	12
Base:		899		100		93		74		102		81		103		100		100		146

Q19A Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who shop online at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	27.9%	17	30.0%	3	25.0%	3	75.0%	3	0.0%	0	14.3%	1	16.7%	1	33.3%	1	20.0%	1	44.4%	4
Asda	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	11.1%	1
Boots	3.3%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.9%	3	10.0%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
John Lewis	4.9%	3	10.0%	1	0.0%	0	25.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
Tesco	3.3%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Avon	3.3%	2	10.0%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benefit	1.6%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	3.3%	2	0.0%	0	8.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Origins	1.6%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Savers	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Superdrug	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
The Perfume Shop	1.6%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.5%	18	10.0%	1	41.7%	5	0.0%	0	60.0%	3	28.6%	2	50.0%	3	33.3%	1	20.0%	1	22.2%	2
Base:		61		10		12		4		5		7		6		3		5		9

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	2.9%	26	15.0%	15	1.1%	1	0.0%	0	1.0%	1	0.0%	0	3.9%	4	0.0%	0	4.0%	4	0.7%	1
B&Q, Claps Gate Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Beckton	0.8%	7	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.7%	4
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberfeldy Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldgate	1.0%	9	0.0%	0	3.2%	3	6.8%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1	1.0%	1	4.8%	7
Ben Jonson Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	7.7%	69	1.0%	1	0.0%	0	0.0%	0	7.8%	8	56.8%	46	9.7%	10	4.0%	4	0.0%	0	0.0%	0
Brick Lane	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	2.1%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	4	12.0%	12	0.7%	1
Cambridge Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	4.6%	41	21.0%	21	5.4%	5	0.0%	0	1.0%	1	0.0%	0	7.8%	8	0.0%	0	5.0%	5	0.7%	1
Canning Town	5.0%	45	0.0%	0	1.1%	1	1.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	41
Central London	7.7%	69	2.0%	2	20.4%	19	29.7%	22	9.8%	10	6.2%	5	2.9%	3	5.0%	5	0.0%	0	2.1%	3
Chrisp Street	2.7%	24	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	19.0%	19	0.7%	1
Columbia Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Ham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	3
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Green Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Hackney Central	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	21.0%	21	0.0%	0	0.0%	0
Ilford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.8%	7	2.0%	2	1.1%	1	2.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.7%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.3%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.9%	2	3.0%	3	4.0%	4	0.0%	0
North Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Plaistow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Poplar High Street	1.6%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	12.0%	12	0.0%	0
Roman Road, Bow	4.4%	40	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.8%	7	30.0%	30	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Shoreditch	0.4%	4	0.0%	0	1.1%	1	1.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.4%	4	0.0%	0	0.0%	0	2.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	2.2%	20	0.0%	0	3.2%	3	2.7%	2	1.0%	1	0.0%	0	12.6%	13	0.0%	0	1.0%	1	0.0%	0
Stratford City (Westfield)	5.2%	47	2.0%	2	4.3%	4	2.7%	2	2.9%	3	1.2%	1	4.9%	5	8.0%	8	8.0%	8	9.6%	14
Stratford Town Centre	4.8%	43	1.0%	1	3.2%	3	6.8%	5	1.0%	1	0.0%	0	1.9%	2	0.0%	0	2.0%	2	19.9%	29
Surrey Quays	1.0%	9	0.0%	0	4.3%	4	4.1%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	2.7%	24	0.0%	0	24.7%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.9%	17	0.0%	0	1.1%	1	0.0%	0	10.8%	11	0.0%	0	2.9%	3	0.0%	0	2.0%	2	0.0%	0
Wentworth Street	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	6.1%	55	0.0%	0	2.2%	2	14.9%	11	27.5%	28	6.2%	5	8.7%	9	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Burdett Road, Poplar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cambridge Heath Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East India Dock, Poplar	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hoxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	2.0%	18	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Limehouse	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mare Street, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Waitrose, Thomas More Street, St Katharine Docks, London	0.3%	3	0.0%	0	2.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesley Avenue, Silvertown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
White Horse Lane, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	1.3%	12	2.0%	2	3.2%	3	2.7%	2	1.0%	1	1.2%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don’t know)	2.0%	18	2.0%	2	1.1%	1	2.7%	2	2.0%	2	1.2%	1	2.9%	3	0.0%	0	3.0%	3	2.7%	4
(Varies)	6.0%	54	2.0%	2	6.5%	6	5.4%	4	10.8%	11	3.7%	3	5.8%	6	7.0%	7	5.0%	5	6.8%	10
(Don't do this type of shopping)	8.8%	79	16.0%	16	6.5%	6	2.7%	2	2.9%	3	9.9%	8	13.6%	14	11.0%	11	9.0%	9	6.8%	10
Base:		899		100		93		74		102		81		103		100		100		146

Q20A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Those who shop online at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	8.3%	1	50.0%	1	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	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodybuilding.com	8.3%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	16.7%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Holland & Barrett	8.3%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Superdrug	16.7%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
(Don't know / varies)	25.0%	3	50.0%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		12		2		3		2		1		1		0		2		1		0

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.6%	5	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Ikea, Lakeside	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.4%	2
Ikea, Tottenham/Edmonton	0.3%	3	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	1.8%	16	0.0%	0	5.4%	5	5.4%	4	2.0%	2	2.5%	2	1.0%	1	0.0%	0	1.0%	1	0.7%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gallions Reach Shopping Park, Beckton	1.1%	10	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	4.1%	6
Aldgate	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	3
Bethnal Green	1.2%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.9%	4	3.9%	4	1.0%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cambridge Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	3.3%	30	14.0%	14	6.5%	6	1.4%	1	1.0%	1	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.7%	1
Canning Town	0.6%	5	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Central London	4.4%	40	1.0%	1	10.8%	10	9.5%	7	2.9%	3	9.9%	8	2.9%	3	7.0%	7	0.0%	0	0.7%	1
Chrisp Street	0.7%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Columbia Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Green Street	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Greenwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ilford	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Lakeside	0.9%	8	0.0%	0	2.2%	2	1.4%	1	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	2.1%	3
Lewisham	0.4%	4	0.0%	0	1.1%	1	2.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.8%	7	1.0%	1	2.2%	2	2.7%	2	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Roman Road, Bow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shoreditch	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.6%	5	0.0%	0	0.0%	0	1.4%	1	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stepney Green	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	11.1%	100	6.0%	6	3.2%	3	4.1%	3	5.9%	6	9.9%	8	15.5%	16	16.0%	16	21.0%	21	14.4%	21
Stratford Town Centre	3.2%	29	0.0%	0	3.2%	3	5.4%	4	0.0%	0	1.2%	1	1.9%	2	1.0%	1	4.0%	4	9.6%	14
Surrey Quays	0.7%	6	1.0%	1	1.1%	1	2.7%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	2.3%	21	0.0%	0	0.0%	0	5.4%	4	10.8%	11	2.5%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Abroad	0.4%	4	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central Street, Finsbury	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, Thurrock	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Jubilee Place, Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	7.9%	71	9.0%	9	5.4%	5	5.4%	4	12.7%	13	8.6%	7	14.6%	15	6.0%	6	7.0%	7	3.4%	5
(Don’t know)	3.2%	29	2.0%	2	2.2%	2	4.1%	3	4.9%	5	2.5%	2	2.9%	3	2.0%	2	4.0%	4	4.1%	6
(Varies)	8.5%	76	8.0%	8	5.4%	5	5.4%	4	13.7%	14	7.4%	6	8.7%	9	4.0%	4	5.0%	5	14.4%	21
(Don't do this type of shopping)	38.7%	348	47.0%	47	43.0%	40	28.4%	21	33.3%	34	38.3%	31	29.1%	30	53.0%	53	41.0%	41	34.9%	51
Base:		899		100		93		74		102		81		103		100		100		146

Q21A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

Those who shop online at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	18.3%	13	11.1%	1	60.0%	3	0.0%	0	7.7%	1	14.3%	1	13.3%	2	16.7%	1	42.9%	3	20.0%	1
Argos	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Ebay	8.5%	6	22.2%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	13.3%	2	0.0%	0	14.3%	1	0.0%	0
John Lewis	9.9%	7	11.1%	1	20.0%	1	50.0%	2	7.7%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Next	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.4%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Awards	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Gems TV	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Monsoon	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	2.8%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
The Jewellery Channel	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watch Shop	4.2%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	43.7%	31	55.6%	5	0.0%	0	25.0%	1	46.2%	6	42.9%	3	46.7%	7	66.7%	4	28.6%	2	60.0%	3
Base:		71		9		5		4		13		7		15		6		7		5

Q22 Which of these centres do you visit most often for your non-food shopping? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	21.4%	192	55.0%	55	37.6%	35	10.8%	8	13.7%	14	3.7%	3	20.4%	21	17.0%	17	15.0%	15	16.4%	24
Petticoat Lane / Wentworth Street	1.0%	9	0.0%	0	2.2%	2	2.7%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	2
Whitechapel	11.0%	99	2.0%	2	8.6%	8	25.7%	19	29.4%	30	4.9%	4	21.4%	22	5.0%	5	4.0%	4	3.4%	5
Bethnal Green	7.1%	64	2.0%	2	3.2%	3	2.7%	2	5.9%	6	38.3%	31	10.7%	11	6.0%	6	1.0%	1	1.4%	2
Roman Road East, Bow (Roman Road market)	6.3%	57	0.0%	0	0.0%	0	1.4%	1	1.0%	1	4.9%	4	2.9%	3	33.0%	33	10.0%	10	3.4%	5
Roman Road West, Bow (Globe Town Market)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Witney Market	3.9%	35	0.0%	0	7.5%	7	4.1%	3	9.8%	10	1.2%	1	10.7%	11	0.0%	0	3.0%	3	0.0%	0
Chris Street	6.5%	58	9.0%	9	3.2%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	37.0%	37	4.1%	6
Cross harbour	0.3%	3	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	5.5%	49	2.0%	2	2.2%	2	12.2%	9	11.8%	12	12.3%	10	1.9%	2	4.0%	4	2.0%	2	4.1%	6
Bromley by Bow	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.0%	2	5.0%	5	3.4%	5
(None of these)	35.2%	316	30.0%	30	34.4%	32	39.2%	29	25.5%	26	32.1%	26	26.2%	27	33.0%	33	22.0%	22	62.3%	91
Base:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a year]: Daily = 365, 4-6 days a week = 260, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 4, Once a year = 1, Less often = 0.5

Q23 How often do you or your household visit (CENTRE FROM Q22) for your non food shopping?
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Daily	8.9%	52	8.6%	6	1.6%	1	2.2%	1	10.5%	8	16.4%	9	7.9%	6	9.0%	6	12.8%	10	9.1%	5
4-6 days a week	3.1%	18	5.7%	4	4.9%	3	2.2%	1	0.0%	0	3.6%	2	2.6%	2	1.5%	1	5.1%	4	1.8%	1
2-3 days a week	16.8%	98	15.7%	11	1.6%	1	6.7%	3	26.3%	20	14.5%	8	17.1%	13	22.4%	15	28.2%	22	9.1%	5
One day a week	26.2%	153	32.9%	23	18.0%	11	22.2%	10	25.0%	19	23.6%	13	30.3%	23	25.4%	17	30.8%	24	23.6%	13
Every two weeks	14.1%	82	8.6%	6	26.2%	16	17.8%	8	14.5%	11	20.0%	11	11.8%	9	14.9%	10	3.8%	3	14.5%	8
Monthly	14.6%	85	11.4%	8	31.1%	19	20.0%	9	7.9%	6	7.3%	4	17.1%	13	14.9%	10	9.0%	7	16.4%	9
Once every two months	5.8%	34	5.7%	4	8.2%	5	8.9%	4	6.6%	5	1.8%	1	5.3%	4	6.0%	4	3.8%	3	7.3%	4
Three-four times a year	4.3%	25	1.4%	1	6.6%	4	15.6%	7	5.3%	4	3.6%	2	1.3%	1	3.0%	2	1.3%	1	5.5%	3
Once a year	1.5%	9	1.4%	1	1.6%	1	2.2%	1	0.0%	0	1.8%	1	0.0%	0	1.5%	1	0.0%	0	7.3%	4
Less often	1.0%	6	5.7%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don’t know)	1.0%	6	1.4%	1	0.0%	0	0.0%	0	2.6%	2	1.8%	1	1.3%	1	0.0%	0	0.0%	0	1.8%	1
(Varies)	2.6%	15	1.4%	1	0.0%	0	2.2%	1	0.0%	0	5.5%	3	5.3%	4	1.5%	1	3.8%	3	3.6%	2
Mean:		*84.78*		*90.10*		*41.05*		*42.83*		*93.09*		*114.65*		*84.44*		*86.00*		*119.68*		*72.11*
Base:		583		70		61		45		76		55		76		67		78		55

Q24 What do you like about (CENTRE FROM Q22)? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Attractive environment / nice place	14.8%	86	24.3%	17	21.3%	13	8.9%	4	10.5%	8	9.1%	5	9.2%	7	14.9%	10	16.7%	13	16.4%	9
Close to friends or relatives	0.9%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.6%	2	1.8%	1
Close to home	38.1%	222	44.3%	31	36.1%	22	33.3%	15	47.4%	36	49.1%	27	42.1%	32	31.3%	21	39.7%	31	12.7%	7
Close to work	3.4%	20	5.7%	4	4.9%	3	2.2%	1	2.6%	2	1.8%	1	1.3%	1	0.0%	0	1.3%	1	12.7%	7
Compact	2.4%	14	7.1%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	2	7.5%	5	0.0%	0	1.8%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	2.4%	14	4.3%	3	4.9%	3	2.2%	1	2.6%	2	1.8%	1	0.0%	0	4.5%	3	0.0%	0	1.8%	1
Easy to get to by car	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Easy to park	2.7%	16	4.3%	3	8.2%	5	0.0%	0	1.3%	1	0.0%	0	2.6%	2	3.0%	2	3.8%	3	0.0%	0
Good facilities	2.2%	13	0.0%	0	3.3%	2	2.2%	1	3.9%	3	1.8%	1	3.9%	3	0.0%	0	1.3%	1	3.6%	2
Good food stores	7.7%	45	7.1%	5	13.1%	8	6.7%	3	9.2%	7	9.1%	5	5.3%	4	7.5%	5	5.1%	4	7.3%	4
Good pubs, cafés or restaurants	2.7%	16	5.7%	4	3.3%	2	4.4%	2	0.0%	0	3.6%	2	1.3%	1	1.5%	1	1.3%	1	5.5%	3
Good range of non-food shops	26.9%	157	31.4%	22	23.0%	14	24.4%	11	31.6%	24	20.0%	11	28.9%	22	26.9%	18	28.2%	22	23.6%	13
Makes a change from other places	0.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Quiet	2.1%	12	1.4%	1	1.6%	1	2.2%	1	0.0%	0	1.8%	1	2.6%	2	3.0%	2	3.8%	3	1.8%	1
Safe and secure	1.0%	6	1.4%	1	3.3%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
The market	9.3%	54	8.6%	6	9.8%	6	20.0%	9	10.5%	8	9.1%	5	3.9%	3	7.5%	5	6.4%	5	12.7%	7
Traditional	2.9%	17	4.3%	3	1.6%	1	2.2%	1	2.6%	2	0.0%	0	0.0%	0	7.5%	5	2.6%	2	5.5%	3
Traffic free shopping centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1
Other - including a specific shop / attraction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.9%	11	1.4%	1	0.0%	0	0.0%	0	1.3%	1	12.7%	7	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Familiarity / habit	1.5%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	2	3.6%	2	0.0%	0	0.0%	0	3.8%	3	3.6%	2
Good library	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.8%	1
Good prices / value	2.6%	15	0.0%	0	3.3%	2	2.2%	1	3.9%	3	5.5%	3	1.3%	1	4.5%	3	0.0%	0	3.6%	2
Easy to get to be train / tube	1.5%	9	2.9%	2	4.9%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Good layout	0.7%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Good range of leisure facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1
Good quality items available	0.7%	4	0.0%	0	3.3%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	7.0%	41	2.9%	2	3.3%	2	11.1%	5	3.9%	3	5.5%	3	6.6%	5	10.4%	7	14.1%	11	5.5%	3
(Don't know)	3.4%	20	2.9%	2	1.6%	1	4.4%	2	3.9%	3	5.5%	3	5.3%	4	1.5%	1	2.6%	2	3.6%	2
Base:		583		70		61		45		76		55		76		67		78		55

Q25 What could be improved about (CENTRE FROM Q22) that would make you visit more often? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Better access by road	1.9%	11	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	2	3.0%	2	5.1%	4	1.8%	1
Better public transport	2.6%	15	1.4%	1	1.6%	1	6.7%	3	0.0%	0	3.6%	2	0.0%	0	3.0%	2	5.1%	4	3.6%	2
Better signposting	0.9%	5	0.0%	0	4.9%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cleaner streets	6.3%	37	5.7%	4	0.0%	0	15.6%	7	14.5%	11	7.3%	4	6.6%	5	3.0%	2	5.1%	4	0.0%	0
Facilities which would assist you if shopping with children	1.0%	6	0.0%	0	0.0%	0	6.7%	3	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.8%	1
Free car parking	1.5%	9	1.4%	1	6.6%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.3%	1	1.8%	1
Jewellery / food markets / other events	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.1%	47	8.6%	6	4.9%	3	2.2%	1	7.9%	6	14.5%	8	9.2%	7	9.0%	6	11.5%	9	1.8%	1
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.4%	8	1.4%	1	1.6%	1	2.2%	1	1.3%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	3.6%	2
More / better food shops	3.6%	21	1.4%	1	3.3%	2	2.2%	1	3.9%	3	7.3%	4	2.6%	2	4.5%	3	6.4%	5	0.0%	0
More / better parking	2.1%	12	2.9%	2	1.6%	1	0.0%	0	2.6%	2	1.8%	1	2.6%	2	1.5%	1	1.3%	1	3.6%	2
More / better pedestrianised streets	1.9%	11	0.0%	0	3.3%	2	2.2%	1	2.6%	2	3.6%	2	3.9%	3	0.0%	0	0.0%	0	1.8%	1
More / better public conveniences	0.9%	5	1.4%	1	1.6%	1	4.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	1.0%	6	1.4%	1	1.6%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1
More / better services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	7.5%	44	10.0%	7	3.3%	2	6.7%	3	6.6%	5	7.3%	4	5.3%	4	14.9%	10	5.1%	4	9.1%	5
Protection from the weather (i.e.. covered shopping malls)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of independent shops	1.5%	9	0.0%	0	3.3%	2	0.0%	0	1.3%	1	1.8%	1	2.6%	2	1.5%	1	1.3%	1	1.8%	1
Better market	3.1%	18	1.4%	1	0.0%	0	6.7%	3	3.9%	3	3.6%	2	2.6%	2	3.0%	2	5.1%	4	1.8%	1
Better prices	1.0%	6	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.6%	2
Less congestion / too busy	2.1%	12	0.0%	0	1.6%	1	0.0%	0	2.6%	2	1.8%	1	2.6%	2	4.5%	3	0.0%	0	5.5%	3
Better security / policing	1.9%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.5%	3	2.6%	2	0.0%	0	3.8%	3	3.6%	2
Improve the environment / refurbish	2.2%	13	0.0%	0	1.6%	1	2.2%	1	2.6%	2	7.3%	4	0.0%	0	4.5%	3	2.6%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More pedestrian crossings	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	48.7%	284	54.3%	38	55.7%	34	48.9%	22	44.7%	34	34.5%	19	52.6%	40	49.3%	33	50.0%	39	45.5%	25
(Don’t know)	9.4%	55	11.4%	8	9.8%	6	6.7%	3	7.9%	6	16.4%	9	6.6%	5	7.5%	5	6.4%	5	14.5%	8
Base:		583		70		61		45		76		55		76		67		78		55

Q26 In addition to ... (centre mentioned at Q22), which of these other centres do you regularly visit ? [MR/PR]

Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	7.4%	43	4.3%	3	6.6%	4	8.9%	4	10.5%	8	7.3%	4	11.8%	9	4.5%	3	6.4%	5	5.5%	3
Wentworth Street/Petticoat Lane	5.1%	30	1.4%	1	1.6%	1	11.1%	5	13.2%	10	3.6%	2	3.9%	3	1.5%	1	2.6%	2	9.1%	5
Whitechapel	11.5%	67	2.9%	2	3.3%	2	22.2%	10	14.5%	11	16.4%	9	13.2%	10	10.4%	7	16.7%	13	5.5%	3
Bethnal Green	10.6%	62	4.3%	3	3.3%	2	6.7%	3	27.6%	21	14.5%	8	13.2%	10	9.0%	6	9.0%	7	3.6%	2
Roman Road East, Bow (Roman Road market)	7.5%	44	4.3%	3	3.3%	2	2.2%	1	9.2%	7	14.5%	8	10.5%	8	10.4%	7	9.0%	7	1.8%	1
Roman Road West, Bow (Globe Town Market)	3.3%	19	2.9%	2	0.0%	0	2.2%	1	2.6%	2	3.6%	2	7.9%	6	4.5%	3	3.8%	3	0.0%	0
Witney Market	11.7%	68	10.0%	7	13.1%	8	13.3%	6	23.7%	18	5.5%	3	21.1%	16	4.5%	3	6.4%	5	3.6%	2
Chris Street	6.2%	36	7.1%	5	1.6%	1	4.4%	2	9.2%	7	1.8%	1	13.2%	10	3.0%	2	7.7%	6	3.6%	2
Cross harbour	3.6%	21	7.1%	5	3.3%	2	2.2%	1	3.9%	3	1.8%	1	5.3%	4	3.0%	2	2.6%	2	1.8%	1
Brick Lane	9.9%	58	1.4%	1	8.2%	5	17.8%	8	18.4%	14	25.5%	14	10.5%	8	6.0%	4	3.8%	3	1.8%	1
Bromley by Bow	3.3%	19	1.4%	1	0.0%	0	2.2%	1	3.9%	3	3.6%	2	5.3%	4	1.5%	1	3.8%	3	7.3%	4
(None of these)	53.0%	309	68.6%	48	59.0%	36	44.4%	20	34.2%	26	36.4%	20	39.5%	30	64.2%	43	57.7%	45	74.5%	41
Base:		583		70		61		45		76		55		76		67		78		55

Q27 Do you or your household visit any of the following leisure attractions? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bingo / casino / bookmaker	4.4%	40	3.0%	3	2.2%	2	4.1%	3	2.9%	3	6.2%	5	1.9%	2	4.0%	4	3.0%	3	10.3%	15
Cinema	42.8%	385	31.0%	31	51.6%	48	45.9%	34	47.1%	48	43.2%	35	44.7%	46	49.0%	49	36.0%	36	39.7%	58
Gym / health club / sports facility	24.0%	216	16.0%	16	28.0%	26	27.0%	20	26.5%	27	27.2%	22	23.3%	24	25.0%	25	22.0%	22	23.3%	34
Theatre/ concert / music venue	36.6%	329	36.0%	36	59.1%	55	48.6%	36	35.3%	36	35.8%	29	24.3%	25	47.0%	47	23.0%	23	28.8%	42
Museum / gallery or place of historical / cultural interest	39.4%	354	44.0%	44	54.8%	51	50.0%	37	44.1%	45	46.9%	38	37.9%	39	41.0%	41	20.0%	20	26.7%	39
Pub / bar / nightclub	34.0%	306	33.0%	33	57.0%	53	45.9%	34	30.4%	31	30.9%	25	25.2%	26	39.0%	39	14.0%	14	34.9%	51
Restaurant / café	68.5%	616	66.0%	66	79.6%	74	78.4%	58	71.6%	73	66.7%	54	66.0%	68	70.0%	70	54.0%	54	67.8%	99
Family entertainment (e.g. tenpin bowling, skating rink)	14.1%	127	12.0%	12	4.3%	4	5.4%	4	26.5%	27	13.6%	11	18.4%	19	7.0%	7	17.0%	17	17.8%	26
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	18.2%	164	19.0%	19	8.6%	8	16.2%	12	19.6%	20	17.3%	14	17.5%	18	18.0%	18	32.0%	32	15.8%	23
Base:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q28 How often do you go to bingo / casino / bookmaker?
Those who go to bingo / a casino or bookmaker at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	27.5%	11	33.3%	1	50.0%	1	0.0%	0	33.3%	1	20.0%	1	0.0%	0	0.0%	0	100.0%	3	26.7%	4
Once a week	32.5%	13	0.0%	0	0.0%	0	0.0%	0	33.3%	1	60.0%	3	100.0%	2	25.0%	1	0.0%	0	40.0%	6
Once a fortnight	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Once a month	25.0%	10	33.3%	1	0.0%	0	66.7%	2	33.3%	1	20.0%	1	0.0%	0	75.0%	3	0.0%	0	13.3%	2
Once every two months	7.5%	3	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less often	2.5%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.98*		*0.80*		*1.00*		*0.23*		*1.10*		*1.06*		*1.00*		*0.48*		*2.00*		*1.05*
Base:		40		3		2		3		3		5		2		4		3		15

Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who go to bingo / a casino or bookmaker at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Gala Bingo, Stratford	22.5%	9	66.7%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	50.0%	1	25.0%	1	33.3%	1	20.0%	3
Gala Bingo, Surrey Quays	2.5%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Fairlop Road, Ilford	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Mecca, Dagenham Leisure Park, Cook Road, Dagenham	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	6.7%	1
The London Palace, Elephant & Castle Shopping Centre, London	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspers Casino, Westfield Stratford City, London	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Bow	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Canning Town	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Coral, High Street, Poplar	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Gala Bingo, Southernhay, Basildon	2.5%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, East India Dock Road, London	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Mecca, Arlington Road, Camden Town	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddy Power, Bethnal Green Road, Bethnal Green	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Westfield Stratford City	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
William Hill, Mile End Road, Stepney Green	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
William Hill, Sidney Street, Whitechapel	2.5%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	25.0%	10	0.0%	0	100.0%	2	66.7%	2	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	5
Base:		40		3		2		3		3		5		2		4		3		15

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q30 How often do you go to the cinema?
Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Once a week	6.2%	24	3.2%	1	2.1%	1	2.9%	1	6.3%	3	8.6%	3	8.7%	4	6.1%	3	0.0%	0	13.8%	8
Once a fortnight	14.5%	56	6.5%	2	12.5%	6	26.5%	9	18.8%	9	22.9%	8	10.9%	5	10.2%	5	8.3%	3	15.5%	9
Once a month	33.2%	128	48.4%	15	43.8%	21	29.4%	10	31.3%	15	31.4%	11	34.8%	16	36.7%	18	27.8%	10	20.7%	12
Once every two months	26.0%	100	22.6%	7	25.0%	12	26.5%	9	27.1%	13	20.0%	7	15.2%	7	26.5%	13	38.9%	14	31.0%	18
Once every six months	11.7%	45	6.5%	2	12.5%	6	11.8%	4	8.3%	4	8.6%	3	21.7%	10	14.3%	7	8.3%	3	10.3%	6
Once a year or less often	2.6%	10	6.5%	2	2.1%	1	0.0%	0	2.1%	1	0.0%	0	6.5%	3	4.1%	2	2.8%	1	0.0%	0
(Don't know / varies)	5.2%	20	6.5%	2	2.1%	1	2.9%	1	6.3%	3	5.7%	2	2.2%	1	2.0%	1	13.9%	5	6.9%	4
Mean:		*0.29*		*0.25*		*0.24*		*0.28*		*0.30*		*0.39*		*0.27*		*0.25*		*0.19*		*0.37*
Base:		385		31		48		34		48		35		46		49		36		58

Q31 Where do you or members of your household normally go to the cinema?

Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Barbican, Silk Street, London	3.4%	13	0.0%	0	4.2%	2	11.8%	4	6.3%	3	5.7%	2	0.0%	0	2.0%	1	0.0%	0	1.7%	1
Bfi IMAX, Charlie Chaplin Walk, Waterloo	0.8%	3	0.0%	0	4.2%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Clements Road, Ilford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0
Cineworld, The O2, Greenwich	2.6%	10	6.5%	2	0.0%	0	0.0%	0	2.1%	1	2.9%	1	4.3%	2	0.0%	0	0.0%	0	6.9%	4
Cineworld, West India Quay/Canary Wharf	18.2%	70	54.8%	17	29.2%	14	5.9%	2	14.6%	7	5.7%	2	28.3%	13	8.2%	4	27.8%	10	1.7%	1
Close-Up Cinema, 97 Sclater Street, London	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon Bloomsbury	1.3%	5	0.0%	0	4.2%	2	2.9%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0
Everyman Cinema, Lower Mall- 2 Crossrail Place, Canary Wharf	1.8%	7	9.7%	3	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Genesis, Mile End Road, Whitechapel	20.3%	78	0.0%	0	12.5%	6	41.2%	14	39.6%	19	11.4%	4	39.1%	18	16.3%	8	22.2%	8	1.7%	1
Odeon IMAX, Bugsby Way, Greenwich	1.8%	7	0.0%	0	2.1%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	3.4%	2
Odeon, 135 Shaftesbury Avenue, London WEST END	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Odeon, 24-26 Leicester Square, London WEST END	1.6%	6	0.0%	0	6.3%	3	0.0%	0	2.1%	1	0.0%	0	2.2%	1	0.0%	0	2.8%	1	0.0%	0
Odeon, Redriff Road, Surrey Quays	1.3%	5	3.2%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Greenwich High Road, Greenwich	1.6%	6	3.2%	1	2.1%	1	2.9%	1	0.0%	0	2.9%	1	0.0%	0	2.0%	1	2.8%	1	0.0%	0
Picturehouse, Mare Street, Hackney,	5.5%	21	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.7%	2	4.3%	2	30.6%	15	0.0%	0	1.7%	1
Premiere Cinema, Mercury Mall, Mercury Gardens, Romford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Rich Mix, Bethnal Green Road	7.5%	29	0.0%	0	2.1%	1	11.8%	4	8.3%	4	45.7%	16	2.2%	1	6.1%	3	0.0%	0	0.0%	0
Showcase, Bluewater	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Jenkins Lane, Barking	2.6%	10	6.5%	2	2.1%	1	2.9%	1	2.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	6.9%	4
Showcase, Wood Green	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Stratford Picture House, Stratford Town Centre	2.9%	11	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	13.8%	8
Vue, Angel Central, 36	0.8%	3	0.0%	0	2.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Parkfield Street, Islington																				
Vue, Dagenham Leisure Park, Dagenham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Vue, Lakeside Shopping Centre, Thurrock	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Vue, The Brewery, Romford	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Westfield, Stratford City	13.2%	51	6.5%	2	2.1%	1	5.9%	2	4.2%	2	2.9%	1	6.5%	3	18.4%	9	25.0%	9	37.9%	22
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Institute of Contemprary Arts, Trafalgar Square	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Tottenham Lane, Crouch End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Vue, Denmark Street, Altrincham	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.8%	34	6.5%	2	12.5%	6	5.9%	2	6.3%	3	11.4%	4	2.2%	1	8.2%	4	8.3%	3	15.5%	9
Base:		385		31		48		34		48		35		46		49		36		58

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q32 How often do you go to a gym / health club / sports facility?
Those who use a gym / health club / sports facility at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	63.0%	136	50.0%	8	65.4%	17	55.0%	11	51.9%	14	68.2%	15	66.7%	16	84.0%	21	45.5%	10	70.6%	24
Once a week	22.7%	49	37.5%	6	19.2%	5	25.0%	5	29.6%	8	27.3%	6	16.7%	4	8.0%	2	31.8%	7	17.6%	6
Once a fortnight	4.2%	9	0.0%	0	7.7%	2	10.0%	2	3.7%	1	4.5%	1	0.0%	0	0.0%	0	9.1%	2	2.9%	1
Once a month	3.2%	7	0.0%	0	3.8%	1	10.0%	2	0.0%	0	0.0%	0	8.3%	2	4.0%	1	4.5%	1	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.4%	3	0.0%	0	3.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Once a year or less often	0.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	11	6.3%	1	0.0%	0	0.0%	0	11.1%	3	0.0%	0	8.3%	2	4.0%	1	4.5%	1	8.8%	3
Mean:		*1.60*		*1.47*		*1.55*		*1.43*		*1.52*		*1.66*		*1.66*		*1.85*		*1.35*		*1.76*
Base:		216		16		26		20		27		22		24		25		22		34

Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who use a gym / health club / sports facility at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Active Newham, Atherton leisure Centre, Romford Road, Stratford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Balaam Leisure Centre, Balaam Street, Paistow	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Better Gym, North Greenwich	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Bodylines Fitness, Bethnal Green Road, Bethnal Green	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Health Club, Canary Wharf	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Columbo Centre, Colombo Street, London Marylebone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
David Lloyd Leisure Club, 1 Alie Street, London Whitechapel	1.4%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
David Lloyd Leisure Club, Kidbrooke Park Road, Kidbrooke	0.9%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
East Ham Leisure Centre, Barking Road, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Fit4Less, Violet Road, Bow	1.4%	3	6.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Fitness First, Leyton Mills Retail Park, Marshall Road, Leyton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Fitness4Less, Barking Road, Canning Town	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Gymbox, Chestnut Place, Westfield Stratford City	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
John Orwell Sports Centre, Tench Street, Wapping,	3.7%	8	0.0%	0	26.9%	7	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Hall Gym, The Piazza, Covent Garden	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
LA Fitness, West India Quay/Canary Wharf	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Leytonstone Leisure Centre, Cathall Road, Leytonstone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Mile End Climbing Wall, Haverfield Road, Mile End	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	4.0%	1	4.5%	1	0.0%	0
Mile End Leisure Centre & Stadium, Burdett Road, Mile End	8.8%	19	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	37.5%	9	4.0%	1	31.8%	7	2.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham ABC, Old Bath House, Church Street, Stratford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Nuffield Health, 4 Cousin Lane, London MONUMENT	0.9%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 20 Little Britain, St Paul's, London BARBICAN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 5 Hertsmere Road, West India Quay / Canary Wharf	1.4%	3	12.5%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reebok Sports Club, Canada Square/Canary Wharf	0.9%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
St Georges Leisure Centre, The Highway, Wapping	1.9%	4	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Sovereign Close, Wapping	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiller Leisure Centre, Tiller Road, Tower Hamlets	0.9%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, 5 Old Broad Street, London LIVERPOOL STREET	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, Tower Bridge, Ibex House, 1 Haydon Street, London ALDGATE	0.9%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Broadgate, One Exchange Place, London LIVERPOOL STREET	0.9%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ability Bow, St. Paul's Church, St. Stephen's Road, Bow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Anytime Fitness, Alie Street, Whitechapel	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Bethnal Green	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Bromley-by-Bow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Canary Wharf	1.4%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	4.0%	1	0.0%	0	0.0%	0
Central London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowne Plaza, Royal Victoria Dock, Western Gateway	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Dagenham	0.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
EasyGym, Winston Way, Ilford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Fit4Less, Coventry Road, Bethnal Green	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Mansell Street, Tower Hill	0.9%	2	0.0%	0	3.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Baker Street, London	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Frying Pan Alley, Spitalfields Tower, Aldgate East	0.9%	2	0.0%	0	0.0%	0	5.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Liverpool Street, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Thomas More Square, Wapping	1.9%	4	0.0%	0	11.5%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4Less, Cambridge Heath Road, Cambridge Heath	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Frame, New Inn Yard, East London	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Lane Leisure Centre, Barbican Centre, Silk Street	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Tower Bridge Hotel, Prescot Street, London	1.4%	3	0.0%	0	0.0%	0	5.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Gymbox, St Martin's Lane, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Hayaa Fitness, Fieldgate Street London	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironmonger Row Baths, Norman Street, London	0.9%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Isle of Dogs	0.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KO Muay Thai Gym, The Arches, Globe Road, Bethnal Green	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Kings College, London	0.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linklaters, Silk Street, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Fields Fitness Studio, Mentmore Terrace, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Mulberry School for Girls, Richard Street, Commercial Road, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Newham Leisure Centre, Prince Regents Lane,	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham																				
Notting Hill	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, South Quay Plaza, Marsh Wall, Canary Wharf	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Qmotion Health and Fitness Centre, Godward Square, Mile End	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Re Spa, Canada Square, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revolution Personal Training Studio, Upper Street, Angel Islington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Ruggieri Dance Academy, Sovereign Close, Wapping	0.9%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho Gym, Bow Wharf, Grove Road	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0	0.0%	0
The Copper Box, Queen Elizabeth Olympic Park, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Upton Park	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Urban Fitness, Hooper Street, London	0.9%	2	0.0%	0	0.0%	0	5.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Aldersgate Street, Barbican	0.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Woolston Hall, Abridge Road, Chigwell	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Wapping	0.9%	2	6.3%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel Sports Centre, Durward Street, Whitechapel	2.3%	5	0.0%	0	0.0%	0	10.0%	2	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yoga Place, Bethnal Green Road, Bethnal Green	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Hall, Old Ford Road, Bethnal Green	5.6%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	1	27.3%	6	12.5%	3	8.0%	2	0.0%	0	0.0%	0
(Don't know / varies)	21.8%	47	31.3%	5	7.7%	2	20.0%	4	14.8%	4	22.7%	5	20.8%	5	20.0%	5	22.7%	5	35.3%	12
Base:		216		16		26		20		27		22		24		25		22		34

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q34 How often do you go to the theatre / concert / music venue?
Those who go to a theatre/ concert / music venue at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.6%	2	0.0%	0	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	3.0%	10	5.6%	2	1.8%	1	5.6%	2	2.8%	1	3.4%	1	0.0%	0	4.3%	2	0.0%	0	2.4%	1
Once a fortnight	6.4%	21	2.8%	1	18.2%	10	13.9%	5	8.3%	3	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Once a month	16.7%	55	25.0%	9	14.5%	8	19.4%	7	13.9%	5	20.7%	6	8.0%	2	12.8%	6	21.7%	5	16.7%	7
Once every two months	28.0%	92	33.3%	12	36.4%	20	30.6%	11	25.0%	9	37.9%	11	16.0%	4	23.4%	11	21.7%	5	21.4%	9
Once every six months	25.2%	83	16.7%	6	12.7%	7	19.4%	7	27.8%	10	24.1%	7	36.0%	9	31.9%	15	34.8%	8	33.3%	14
Once a year or less often	11.9%	39	2.8%	1	9.1%	5	8.3%	3	11.1%	4	6.9%	2	24.0%	6	17.0%	8	13.0%	3	16.7%	7
(Don't know / varies)	8.2%	27	13.9%	5	5.5%	3	0.0%	0	11.1%	4	6.9%	2	16.0%	4	6.4%	3	8.7%	2	9.5%	4
Mean:		*0.17*		*0.21*		*0.24*		*0.27*		*0.15*		*0.14*		*0.05*		*0.13*		*0.10*		*0.11*
Base:		329		36		55		36		36		29		25		47		23		42

Q35 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who go to a theatre/ concert / music venue at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Apollo Victoria Theatre, Wilton Road, Westminster, London	1.5%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	4.0%	1	0.0%	0	8.7%	2	2.4%	1
Dominion Theatre, Tottenham Court Road, Camden, London	0.9%	3	0.0%	0	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Lyceum Theatre, Wellington Street, Westminster, London	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	4.3%	1	2.4%	1
O2 Academy, Brixton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Arena, Peninsula Square, Greenwich	5.2%	17	8.3%	3	5.5%	3	11.1%	4	8.3%	3	0.0%	0	0.0%	0	4.3%	2	0.0%	0	4.8%	2
O2 Empire, Shepherd's Bush	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Albert Hall, London	1.2%	4	5.6%	2	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The London Palladium, Argyll Street Westminster, London	1.2%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.4%	1
Wilton's Music Hall, Grace's Alley, London	0.9%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adelphi Theatre, Strand, London	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Aldwych Theatre, Aldwych	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Arcola Theatre, Ashwin Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbican Centre, Silk Street, London	1.5%	5	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Birmingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Cadogan Hall, Sloane Terrace, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	13.7%	45	16.7%	6	3.6%	2	11.1%	4	5.6%	2	37.9%	11	20.0%	5	12.8%	6	17.4%	4	11.9%	5
Covent Garden	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duke of York's Theatre, St Martin's Lane, London	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Empire, Mare Street, London	0.9%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Ilford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Isle of Dogs	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jazz Café, Parkway, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KOKO, Camden High Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Kenneth More Theatre, Ilford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.9%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Lopping Hall, Loughton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Menier Chocolate Factory, Southwark Street, London	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Theatre, Upper Ground, London	3.0%	10	2.8%	1	3.6%	2	5.6%	2	5.6%	2	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Palace Theater, Shaftesbury Avenue, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Peacock Theatre, Portugal Street, London	0.6%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Prince Edward Theatre, Old Compton Street, London	1.2%	4	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Ronnie Scotts', Frith Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roundhouse, Chalk Farm Road, London	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Botanic Gardens, Kew Green, Richmond	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Opera House, Bow Street, London	1.2%	4	0.0%	0	1.8%	1	2.8%	1	0.0%	0	3.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Sadler's Wells Theatre, Rosebery Avenue, London	0.6%	2	2.8%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Theatre, Shaftesbury Avenue, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Shakespeare’s Globe, New Globe Walk, Bankside	0.9%	3	2.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Soho	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Southbank Centre, Belvedere Road, London	0.9%	3	2.8%	1	1.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark Cathedral, London Bridge, London	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields Music, Brushfield Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Half Moon Theatre, Mile End Road, Stepney Green	0.9%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.3%	1	0.0%	0
The London Coliseum, St Martin's Lane, London	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.1%	1	4.3%	1	0.0%	0
The Mermaid Conference & Events Centre, Puddle Dock, Blackfriars	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Victoria Pub, Queensbridge Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Suffolk	0.9%	3	2.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, London																				
Under the Bridge, Stamford Bridge, Fulham Road, London	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Walthamstow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Wembley Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Wigmore Hall, Wigmore Street, London	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	48.9%	161	38.9%	14	58.2%	32	44.4%	16	55.6%	20	41.4%	12	44.0%	11	55.3%	26	56.5%	13	40.5%	17
Base:		329		36		55		36		36		29		25		47		23		42

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q36 How often do you go to a museum / gallery or place of historical / cultural interest?

Those who go to museums / galleries or places of historical / cultural interest at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	1.4%	5	0.0%	0	2.0%	1	5.4%	2	2.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a week	6.8%	24	4.5%	2	13.7%	7	8.1%	3	11.1%	5	10.5%	4	2.6%	1	2.4%	1	5.0%	1	0.0%	0
Once a fortnight	7.1%	25	0.0%	0	15.7%	8	8.1%	3	8.9%	4	7.9%	3	2.6%	1	7.3%	3	10.0%	2	2.6%	1
Once a month	22.6%	80	34.1%	15	19.6%	10	21.6%	8	11.1%	5	36.8%	14	17.9%	7	17.1%	7	20.0%	4	25.6%	10
Once every two months	23.7%	84	25.0%	11	17.6%	9	29.7%	11	35.6%	16	18.4%	7	28.2%	11	22.0%	9	20.0%	4	15.4%	6
Once every six months	21.2%	75	20.5%	9	13.7%	7	13.5%	5	13.3%	6	18.4%	7	25.6%	10	29.3%	12	35.0%	7	30.8%	12
Once a year or less often	9.0%	32	9.1%	4	7.8%	4	8.1%	3	15.6%	7	2.6%	1	10.3%	4	7.3%	3	10.0%	2	10.3%	4
(Don't know / varies)	8.2%	29	6.8%	3	9.8%	5	5.4%	2	2.2%	1	5.3%	2	12.8%	5	12.2%	5	0.0%	0	15.4%	6
Mean:		*0.24*		*0.19*		*0.37*		*0.34*		*0.28*		*0.29*		*0.14*		*0.21*		*0.18*		*0.12*
Base:		354		44		51		37		45		38		39		41		20		39

Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who go to museums / galleries or places of historical / cultural interest at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
British Museum, Great Russell Street, London	13.0%	46	13.6%	6	9.8%	5	16.2%	6	11.1%	5	5.3%	2	5.1%	2	12.2%	5	35.0%	7	20.5%	8
Espacio Gallery, 159 Bethnal Green Road, London	1.1%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.6%	1	0.0%	0	5.0%	1	0.0%	0
Half Moon Theatre, 43 White Horse Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Imperial War Museum, Lambeth Road, London	0.6%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Immigration and Diversity, 19 Princelet Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, London	1.7%	6	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	5.0%	1	2.6%	1
Museum of London, 150 London Wall, London	3.7%	13	2.3%	1	2.0%	1	5.4%	2	2.2%	1	5.3%	2	5.1%	2	4.9%	2	0.0%	0	5.1%	2
National Gallery, Trafalgar Square, London	2.0%	7	0.0%	0	3.9%	2	2.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	5.1%	2
National Maritime Museum, Park Row, Greenwich	2.0%	7	4.5%	2	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	2.6%	1
National Portrait Gallery, St. Martin's Place, London	2.8%	10	4.5%	2	9.8%	5	2.7%	1	2.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, London	5.1%	18	0.0%	0	0.0%	0	5.4%	2	6.7%	3	5.3%	2	5.1%	2	7.3%	3	10.0%	2	10.3%	4
Royal London Hospital Museum, St Augustine with St Phillip's Church, London	0.8%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Science Museum, Exhibition Road, London	2.3%	8	2.3%	1	7.8%	4	0.0%	0	2.2%	1	0.0%	0	2.6%	1	2.4%	1	0.0%	0	0.0%	0
Tate Modern, Bankside, London	6.2%	22	4.5%	2	11.8%	6	21.6%	8	4.4%	2	2.6%	1	2.6%	1	4.9%	2	0.0%	0	0.0%	0
V&A Museum of Childhood, Cambridge Heath Road, London	5.7%	20	2.3%	1	3.9%	2	0.0%	0	4.4%	2	10.5%	4	20.5%	8	4.9%	2	0.0%	0	2.6%	1
Victoria and Albert Museum, Cromwell Road, London	3.4%	12	0.0%	0	3.9%	2	2.7%	1	13.3%	6	0.0%	0	0.0%	0	4.9%	2	5.0%	1	0.0%	0
Whitechapel Gallery, 77-82 Whitechapel High Street, London	2.0%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	5.1%	2	4.9%	2	5.0%	1	0.0%	0
Bethnal Green	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.8%	17	6.8%	3	0.0%	0	0.0%	0	4.4%	2	7.9%	3	7.7%	3	2.4%	1	10.0%	2	7.7%	3
Covent Garden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Geffrye Museum, Kingsland Road, London	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Academy of Arts, Burlington House, Piccadilly	0.8%	3	2.3%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Festival Hall, Southbank Centre, Belvedere Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Soho	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The East London Mosque & London Muslim Centre, Whitechapel Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
The Wallace Collection, Hertford House, Manchester Square, London	0.6%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
White Cube, Masons Yard, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	37.9%	134	52.3%	23	37.3%	19	29.7%	11	35.6%	16	47.4%	18	28.2%	11	41.5%	17	20.0%	4	38.5%	15
Base:		354		44		51		37		45		38		39		41		20		39

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q38 How often do you go to pubs / bars / nightclubs?
Those who go to a pub / bar / nightclub at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	16.7%	51	12.1%	4	18.9%	10	29.4%	10	16.1%	5	20.0%	5	26.9%	7	10.3%	4	14.3%	2	7.8%	4
Once a week	34.0%	104	21.2%	7	37.7%	20	38.2%	13	38.7%	12	44.0%	11	26.9%	7	25.6%	10	35.7%	5	37.3%	19
Once a fortnight	16.3%	50	12.1%	4	9.4%	5	8.8%	3	9.7%	3	12.0%	3	19.2%	5	33.3%	13	21.4%	3	21.6%	11
Once a month	17.3%	53	39.4%	13	13.2%	7	11.8%	4	25.8%	8	12.0%	3	19.2%	5	12.8%	5	14.3%	2	11.8%	6
Once every two months	6.2%	19	12.1%	4	9.4%	5	2.9%	1	3.2%	1	4.0%	1	3.8%	1	7.7%	3	0.0%	0	5.9%	3
Once every six months	2.0%	6	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.1%	1	3.9%	2
Once a year or less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.5%	23	3.0%	1	7.5%	4	8.8%	3	6.5%	2	8.0%	2	3.8%	1	7.7%	3	7.1%	1	11.8%	6
Mean:		*0.88*		*0.67*		*0.92*		*1.15*		*0.90*		*1.02*		*1.00*		*0.73*		*0.85*		*0.77*
Base:		306		33		53		34		31		25		26		39		14		51

Q39 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?
Those who go to a pub / bar / nightclub at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	2.9%	9	0.0%	0	0.0%	0	8.8%	3	19.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Beckton	1.3%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Bethnal Green	6.2%	19	0.0%	0	0.0%	0	2.9%	1	6.5%	2	44.0%	11	11.5%	3	2.6%	1	7.1%	1	0.0%	0
Bexleyheath	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	2.3%	7	0.0%	0	0.0%	0	0.0%	0	9.7%	3	8.0%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.1%	1	0.0%	0
Cambridge Heath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Camden	1.0%	3	3.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Canary Wharf	5.6%	17	24.2%	8	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	3	2.6%	1	7.1%	1	3.9%	2
Central London	10.8%	33	3.0%	1	9.4%	5	11.8%	4	9.7%	3	12.0%	3	11.5%	3	20.5%	8	14.3%	2	7.8%	4
Chrisp Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
East Ham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Greenwich	0.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hackney Central	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	17.9%	7	0.0%	0	0.0%	0
Lakeside	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	1.6%	5	9.1%	3	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
London West End	1.0%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Mile End	2.0%	6	0.0%	0	1.9%	1	2.9%	1	0.0%	0	0.0%	0	3.8%	1	2.6%	1	7.1%	1	2.0%	1
North Greenwich	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Roman Road East, Bow (Roman Road market)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	7.7%	3	0.0%	0	0.0%	0
Romford	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	5.2%	16	0.0%	0	1.9%	1	17.6%	6	6.5%	2	8.0%	2	0.0%	0	5.1%	2	0.0%	0	5.9%	3
Spitalfields	2.0%	6	0.0%	0	0.0%	0	14.7%	5	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	2.0%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.8%	1	2.6%	1	7.1%	1	3.9%	2
Stratford Town Centre	4.6%	14	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	13
Wapping Lane	7.2%	22	0.0%	0	37.7%	20	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Watney Market	1.0%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Whitechapel	3.3%	10	0.0%	0	0.0%	0	5.9%	2	22.6%	7	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Bermondsey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Bow	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.1%	1	0.0%	0
Brixton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Commercial Road	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Deancross Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
East India Dock Road	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Isle of Dogs	2.3%	7	21.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Sheppey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Islington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lauriston Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Leyton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Loughton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Maidstone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Mayfair	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Victoria Dock	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Silk Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.7%	2	0.0%	0	1.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Heliers Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Tower Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wapping	0.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Side, Hackney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Worcester	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.6%	57	27.3%	9	17.0%	9	23.5%	8	9.7%	3	12.0%	3	15.4%	4	17.9%	7	21.4%	3	21.6%	11
Base:		306		33		53		34		31		25		26		39		14		51

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q40 How often do you go to restaurants / cafés?
Those who go to a restaurant / café at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	16.2%	100	9.1%	6	16.2%	12	25.9%	15	16.4%	12	16.7%	9	25.0%	17	11.4%	8	13.0%	7	14.1%	14
Once a week	28.1%	173	27.3%	18	32.4%	24	27.6%	16	41.1%	30	29.6%	16	17.6%	12	24.3%	17	25.9%	14	26.3%	26
Once a fortnight	19.3%	119	15.2%	10	13.5%	10	19.0%	11	20.5%	15	18.5%	10	26.5%	18	32.9%	23	7.4%	4	18.2%	18
Once a month	18.3%	113	28.8%	19	20.3%	15	12.1%	7	9.6%	7	22.2%	12	17.6%	12	11.4%	8	22.2%	12	21.2%	21
Once every two months	9.1%	56	12.1%	8	9.5%	7	3.4%	2	6.8%	5	7.4%	4	11.8%	8	7.1%	5	16.7%	9	8.1%	8
Once every six months	3.2%	20	0.0%	0	1.4%	1	8.6%	5	1.4%	1	1.9%	1	0.0%	0	4.3%	3	1.9%	1	8.1%	8
Once a year or less often	0.6%	4	3.0%	2	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.0%	31	4.5%	3	6.8%	5	1.7%	1	4.1%	3	1.9%	1	1.5%	1	8.6%	6	13.0%	7	4.0%	4
Mean:		*0.81*		*0.66*		*0.84*		*0.94*		*0.92*		*0.81*		*0.89*		*0.74*		*0.73*		*0.74*
Base:		616		66		74		58		73		54		68		70		54		99

Q41 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who go to a restaurant / café at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	1.9%	12	0.0%	0	1.4%	1	10.3%	6	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.5%	1	0.0%	0	1.9%	1	5.1%	5
Bethnal Green	4.2%	26	0.0%	0	1.4%	1	1.7%	1	1.4%	1	20.4%	11	11.8%	8	4.3%	3	0.0%	0	1.0%	1
Brick Lane	2.4%	15	1.5%	1	1.4%	1	5.2%	3	6.8%	5	5.6%	3	1.5%	1	0.0%	0	1.9%	1	0.0%	0
Bromley-by-bow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Camden	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	6.2%	38	24.2%	16	4.1%	3	0.0%	0	1.4%	1	3.7%	2	8.8%	6	1.4%	1	3.7%	2	7.1%	7
Canning Town	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5
Central London	7.6%	47	4.5%	3	10.8%	8	10.3%	6	2.7%	2	5.6%	3	4.4%	3	14.3%	10	9.3%	5	7.1%	7
Chrisp Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
East Greenwich	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Eltham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Green Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	2.3%	14	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	12.9%	9	3.7%	2	0.0%	0
Hackney Wick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lakeside	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lewisham	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	2.6%	16	4.5%	3	4.1%	3	0.0%	0	0.0%	0	13.0%	7	1.5%	1	1.4%	1	1.9%	1	0.0%	0
Mile End	2.3%	14	0.0%	0	0.0%	0	3.4%	2	2.7%	2	0.0%	0	5.9%	4	4.3%	3	5.6%	3	0.0%	0
North Greenwich	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Roman Road East, Bow (Roman Road market)	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.6%	6	0.0%	0	0.0%	0
Romford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Shoreditch	3.2%	20	0.0%	0	2.7%	2	10.3%	6	5.5%	4	9.3%	5	1.5%	1	2.9%	2	0.0%	0	0.0%	0
Spitalfields	2.3%	14	0.0%	0	0.0%	0	12.1%	7	6.8%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stepney Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.9%	1	0.0%	0
Stratford City (Westfield)	5.4%	33	4.5%	3	0.0%	0	1.7%	1	2.7%	2	1.9%	1	4.4%	3	2.9%	2	11.1%	6	15.2%	15
Stratford Town Centre	4.1%	25	3.0%	2	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.9%	2	0.0%	0	19.2%	19
Wapping Lane	4.7%	29	0.0%	0	35.1%	26	0.0%	0	2.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	5.4%	33	1.5%	1	1.4%	1	3.4%	2	13.7%	10	5.6%	3	13.2%	9	0.0%	0	13.0%	7	0.0%	0
Barkingside	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Barnet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Buckhurst Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Canvey Island	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Commercial Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Holborn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hoxton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	1.5%	9	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Islington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lauriston Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Maldon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Queen Victoria Street	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Silk Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Bank, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
St Katharine Docks	1.3%	8	0.0%	0	8.1%	6	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tower Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Victoria Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Walthamstow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wanstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wapping	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Woodford Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.2%	180	30.3%	20	21.6%	16	34.5%	20	32.9%	24	18.5%	10	30.9%	21	30.0%	21	37.0%	20	28.3%	28
Base:		616		66		74		58		73		54		68		70		54		99

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q42 How often do you go to family entertainment venues (e.g. tenpin bowling, skating rink)?
Those who go to family entertainment venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	7.7%	2
Once a week	5.5%	7	8.3%	1	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Once a fortnight	6.3%	8	0.0%	0	0.0%	0	0.0%	0	7.4%	2	9.1%	1	5.3%	1	0.0%	0	0.0%	0	15.4%	4
Once a month	16.5%	21	33.3%	4	0.0%	0	25.0%	1	14.8%	4	0.0%	0	15.8%	3	0.0%	0	23.5%	4	19.2%	5
Once every two months	15.7%	20	8.3%	1	0.0%	0	50.0%	2	18.5%	5	18.2%	2	15.8%	3	14.3%	1	11.8%	2	15.4%	4
Once every six months	27.6%	35	16.7%	2	0.0%	0	25.0%	1	37.0%	10	45.5%	5	36.8%	7	28.6%	2	23.5%	4	15.4%	4
Once a year or less often	13.4%	17	16.7%	2	0.0%	0	0.0%	0	7.4%	2	9.1%	1	21.1%	4	14.3%	1	17.6%	3	15.4%	4
(Don't know / varies)	12.6%	16	16.7%	2	100.0%	4	0.0%	0	3.7%	1	18.2%	2	5.3%	1	28.6%	2	23.5%	4	0.0%	0
Mean:		*0.23*		*0.23*		*0.00*		*0.13*		*0.22*		*0.08*		*0.09*		*0.42*		*0.11*		*0.42*
Base:		127		12		4		4		27		11		19		7		17		26

Q43 Where do you or members of your household normally go for family entertainment?
Those who go to family entertainment venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
All Star Lanes, Brick Lane	12.6%	16	0.0%	0	0.0%	0	50.0%	2	14.8%	4	45.5%	5	15.8%	3	0.0%	0	11.8%	2	0.0%	0
All Star Lanes, Stratford City, Westfield	20.5%	26	8.3%	1	0.0%	0	0.0%	0	11.1%	3	0.0%	0	21.1%	4	14.3%	1	35.3%	6	42.3%	11
Brooklyn Bowl, The O2, Peninsula Square, London	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Dagenham Bowling, Dagenham Leisure Park, Ripple Road, Dagenham	6.3%	8	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	5.3%	1	0.0%	0	11.8%	2	11.5%	3
Hollywood Bowl, Surrey Quays	15.0%	19	16.7%	2	0.0%	0	0.0%	0	22.2%	6	0.0%	0	26.3%	5	14.3%	1	23.5%	4	3.8%	1
Namco Funscape, The Brewery, Waterloo Road, Romford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Palace Superbowl, Elephant & Castle Shopping Centre, London	0.8%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Finsbury Park	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Queensway	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The O2 Arena, Peninsula Square, London	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tower Hamlets	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Wapping	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	37.0%	47	75.0%	9	100.0%	4	25.0%	1	37.0%	10	36.4%	4	26.3%	5	57.1%	4	17.6%	3	26.9%	7
Base:		127		12		4		4		27		11		19		7		17		26

Q46 What improvements could be made to Tower Hamlet's leisure offer that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
A casino	0.3%	3	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.5%	49	5.0%	5	4.3%	4	13.5%	10	10.8%	11	4.9%	4	0.0%	0	2.0%	2	8.0%	8	3.4%	5
A theatre	1.2%	11	0.0%	0	1.1%	1	1.4%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0	1.0%	1	2.7%	4
A multi-screen cinema	1.6%	14	3.0%	3	2.2%	2	0.0%	0	2.0%	2	1.2%	1	0.0%	0	1.0%	1	0.0%	0	3.4%	5
An art house cinema	0.6%	5	1.0%	1	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	4.3%	39	1.0%	1	3.2%	3	5.4%	4	7.8%	8	7.4%	6	3.9%	4	1.0%	1	6.0%	6	4.1%	6
Improved access by foot and cycle	0.6%	5	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.7%	1
Improved public transport	0.7%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	2	0.7%	1
Improved security / CCTV	1.0%	9	0.0%	0	2.2%	2	0.0%	0	3.9%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.7%	1
Improved street furniture	0.3%	3	0.0%	0	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	1.2%	11	0.0%	0	6.5%	6	1.4%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.7%	1
More / better car parking	1.2%	11	1.0%	1	0.0%	0	0.0%	0	2.9%	3	1.2%	1	0.0%	0	1.0%	1	2.0%	2	2.1%	3
More / better cultural facilities	0.7%	6	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	3
More / better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More / better health clubs / gyms / classes	5.5%	49	3.0%	3	6.5%	6	6.8%	5	1.0%	1	4.9%	4	10.7%	11	4.0%	4	10.0%	10	3.4%	5
More / better policing	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	5
More / better public houses	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.9%	3	1.0%	1	0.0%	0	2.7%	4
More / better seats	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More / better signposting and information	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
More better parks / green spaces	4.3%	39	0.0%	0	2.2%	2	16.2%	12	8.8%	9	7.4%	6	3.9%	4	2.0%	2	0.0%	0	2.7%	4
More for children / younger people	6.0%	54	6.0%	6	3.2%	3	9.5%	7	6.9%	7	12.3%	10	7.8%	8	2.0%	2	6.0%	6	3.4%	5
More local sports & recreation facilities	3.2%	29	3.0%	3	3.2%	3	1.4%	1	3.9%	4	3.7%	3	3.9%	4	0.0%	0	7.0%	7	2.7%	4
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	1.1%	10	0.0%	0	2.2%	2	1.4%	1	2.0%	2	1.2%	1	1.9%	2	0.0%	0	0.0%	0	1.4%	2
More quality restaurants	2.9%	26	2.0%	2	2.2%	2	2.7%	2	3.9%	4	1.2%	1	2.9%	3	5.0%	5	3.0%	3	2.7%	4
More street cleaning	1.9%	17	1.0%	1	3.2%	3	2.7%	2	5.9%	6	1.2%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	3
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1
Ten-pin bowling	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of what's available	2.0%	18	1.0%	1	2.2%	2	2.7%	2	2.0%	2	1.2%	1	1.9%	2	1.0%	1	2.0%	2	3.4%	5
More shopping facilities	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More for older people to do	1.2%	11	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.7%	1
Better opening hours	0.8%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.5%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Make space for allotments	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce arcades	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Reduce litter	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1
More / better retailers	2.1%	19	3.0%	3	1.1%	1	1.4%	1	1.0%	1	1.2%	1	2.9%	3	1.0%	1	0.0%	0	5.5%	8
More which appeals to women	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.9%	4	1.0%	1	1.0%	1	0.7%	1
More areas for live music	0.4%	4	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Library	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	44.0%	396	44.0%	44	52.7%	49	37.8%	28	32.4%	33	33.3%	27	46.6%	48	59.0%	59	51.0%	51	39.0%	57
(Don't do leisure activities)	4.1%	37	13.0%	13	0.0%	0	0.0%	0	2.9%	3	8.6%	7	2.9%	3	4.0%	4	4.0%	4	2.1%	3
(Don’t know)	12.7%	114	15.0%	15	7.5%	7	18.9%	14	12.7%	13	14.8%	12	7.8%	8	11.0%	11	8.0%	8	17.8%	26
Base:		899		100		93		74		102		81		103		100		100		146

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Male	41.6%	374	47.0%	47	44.1%	41	51.4%	38	42.2%	43	39.5%	32	36.9%	38	39.0%	39	40.0%	40	38.4%	56
Female	58.4%	525	53.0%	53	55.9%	52	48.6%	36	57.8%	59	60.5%	49	63.1%	65	61.0%	61	60.0%	60	61.6%	90
Base:		899		100		93		74		102		81		103		100		100		146

AGE Can I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
18-24	4.8%	43	2.0%	2	0.0%	0	4.1%	3	5.9%	6	1.2%	1	8.7%	9	3.0%	3	13.0%	13	4.1%	6
25-34	9.9%	89	6.0%	6	4.3%	4	16.2%	12	18.6%	19	3.7%	3	13.6%	14	4.0%	4	6.0%	6	14.4%	21
35-44	16.7%	150	11.0%	11	14.0%	13	23.0%	17	18.6%	19	23.5%	19	23.3%	24	12.0%	12	16.0%	16	13.0%	19
45-54	17.4%	156	15.0%	15	16.1%	15	18.9%	14	17.6%	18	22.2%	18	25.2%	26	17.0%	17	13.0%	13	13.7%	20
55-64	17.0%	153	17.0%	17	26.9%	25	17.6%	13	12.7%	13	16.0%	13	11.7%	12	20.0%	20	14.0%	14	17.8%	26
65+	30.6%	275	44.0%	44	33.3%	31	17.6%	13	24.5%	25	27.2%	22	13.6%	14	42.0%	42	33.0%	33	34.9%	51
(Refused)	3.7%	33	5.0%	5	5.4%	5	2.7%	2	2.0%	2	6.2%	5	3.9%	4	2.0%	2	5.0%	5	2.1%	3
Base:		899		100		93		74		102		81		103		100		100		146

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Working full time	39.8%	358	39.0%	39	36.6%	34	44.6%	33	37.3%	38	46.9%	38	41.7%	43	31.0%	31	34.0%	34	46.6%	68
Working part time	10.9%	98	8.0%	8	8.6%	8	9.5%	7	14.7%	15	8.6%	7	15.5%	16	12.0%	12	13.0%	13	8.2%	12
Unemployed	4.8%	43	2.0%	2	1.1%	1	6.8%	5	6.9%	7	3.7%	3	6.8%	7	3.0%	3	8.0%	8	4.8%	7
Retired	30.7%	276	42.0%	42	36.6%	34	20.3%	15	27.5%	28	25.9%	21	15.5%	16	41.0%	41	35.0%	35	30.1%	44
A housewife	1.2%	11	0.0%	0	2.2%	2	0.0%	0	3.9%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.1%	3
A student	0.6%	5	0.0%	0	0.0%	0	1.4%	1	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Self employed	3.9%	35	0.0%	0	6.5%	6	9.5%	7	2.0%	2	2.5%	2	4.9%	5	8.0%	8	2.0%	2	2.1%	3
Sick / disabled	1.3%	12	4.0%	4	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.0%	1	1.0%	1	1.0%	1	2.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	6.8%	61	5.0%	5	8.6%	8	6.8%	5	4.9%	5	11.1%	9	11.7%	12	4.0%	4	7.0%	7	4.1%	6
Base:		899		100		93		74		102		81		103		100		100		146

HOM How many people live in your home including yourself and children?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	27.5%	247	32.0%	32	38.7%	36	27.0%	20	26.5%	27	24.7%	20	20.4%	21	36.0%	36	31.0%	31	16.4%	24
Two	27.1%	244	31.0%	31	37.6%	35	24.3%	18	14.7%	15	25.9%	21	22.3%	23	24.0%	24	23.0%	23	37.0%	54
Three	13.6%	122	14.0%	14	8.6%	8	16.2%	12	12.7%	13	11.1%	9	9.7%	10	16.0%	16	11.0%	11	19.9%	29
Four	9.9%	89	5.0%	5	3.2%	3	12.2%	9	15.7%	16	13.6%	11	14.6%	15	11.0%	11	5.0%	5	9.6%	14
Five	7.3%	66	2.0%	2	4.3%	4	9.5%	7	7.8%	8	7.4%	6	11.7%	12	5.0%	5	6.0%	6	11.0%	16
Six	4.6%	41	4.0%	4	1.1%	1	4.1%	3	9.8%	10	2.5%	2	6.8%	7	2.0%	2	10.0%	10	1.4%	2
Seven or more	3.4%	31	2.0%	2	1.1%	1	1.4%	1	5.9%	6	2.5%	2	7.8%	8	1.0%	1	9.0%	9	0.7%	1
(Refused)	6.6%	59	10.0%	10	5.4%	5	5.4%	4	6.9%	7	12.3%	10	6.8%	7	5.0%	5	5.0%	5	4.1%	6
Base:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	31.9%	287	35.0%	35	39.8%	37	28.4%	21	40.2%	41	24.7%	20	22.3%	23	35.0%	35	31.0%	31	30.1%	44
Two	36.9%	332	37.0%	37	43.0%	40	37.8%	28	24.5%	25	43.2%	35	38.8%	40	33.0%	33	33.0%	33	41.8%	61
Three	13.6%	122	11.0%	11	7.5%	7	17.6%	13	9.8%	10	13.6%	11	17.5%	18	16.0%	16	13.0%	13	15.8%	23
Four or more	10.9%	98	7.0%	7	4.3%	4	9.5%	7	20.6%	21	6.2%	5	14.6%	15	10.0%	10	18.0%	18	7.5%	11
(Refused)	6.7%	60	10.0%	10	5.4%	5	6.8%	5	4.9%	5	12.3%	10	6.8%	7	6.0%	6	5.0%	5	4.8%	7
Base:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	71.0%	638	75.0%	75	84.9%	79	75.7%	56	61.8%	63	64.2%	52	54.4%	56	79.0%	79	65.0%	65	77.4%	113
One	7.8%	70	7.0%	7	4.3%	4	10.8%	8	10.8%	11	8.6%	7	10.7%	11	4.0%	4	6.0%	6	8.2%	12
Two	9.3%	84	6.0%	6	4.3%	4	5.4%	4	13.7%	14	12.3%	10	11.7%	12	8.0%	8	12.0%	12	9.6%	14
Three	3.2%	29	2.0%	2	1.1%	1	1.4%	1	6.9%	7	3.7%	3	7.8%	8	1.0%	1	5.0%	5	0.7%	1
Four or more	2.1%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	8.7%	9	1.0%	1	7.0%	7	0.0%	0
(Refused)	6.6%	59	10.0%	10	5.4%	5	6.8%	5	4.9%	5	11.1%	9	6.8%	7	7.0%	7	5.0%	5	4.1%	6
Base:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	43.5%	391	37.0%	37	39.8%	37	52.7%	39	60.8%	62	43.2%	35	36.9%	38	41.0%	41	37.0%	37	44.5%	65
One	39.0%	351	41.0%	41	40.9%	38	25.7%	19	25.5%	26	38.3%	31	47.6%	49	45.0%	45	54.0%	54	32.9%	48
Two	8.1%	73	10.0%	10	10.8%	10	6.8%	5	2.0%	2	6.2%	5	8.7%	9	7.0%	7	4.0%	4	14.4%	21
Three or more	1.6%	14	4.0%	4	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
(Refused)	7.8%	70	8.0%	8	8.6%	8	14.9%	11	5.9%	6	12.3%	10	6.8%	7	7.0%	7	5.0%	5	5.5%	8
Base:		899		100		93		74		102		81		103		100		100		146

Mean score [£k]: £0 - £15,000 = 7.5, £15,001 - £20,000 = 17.5, £20,001 - £30,000 = 25, £30,001 - £40,000 = 35, £40,001 - £50,000 = 45, £50,001 - £60,000 = 55, £60,001 - £70,000 = 65, £70,001 - £80,000 = 75, £80,001 - £90,000 = 85, £90,001 - £100,000 = 95, £100,001 - £150,000 = 125, £150,001+ = 200

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£0 - £15,000	12.2%	110	12.0%	12	7.5%	7	8.1%	6	16.7%	17	13.6%	11	8.7%	9	12.0%	12	17.0%	17	13.0%	19
£15,001 - £20,000	3.9%	35	3.0%	3	5.4%	5	4.1%	3	4.9%	5	1.2%	1	1.9%	2	5.0%	5	3.0%	3	5.5%	8
£20,001 - £30,000	4.1%	37	3.0%	3	4.3%	4	4.1%	3	5.9%	6	2.5%	2	3.9%	4	2.0%	2	1.0%	1	8.2%	12
£30,001 - £40,000	4.3%	39	4.0%	4	4.3%	4	8.1%	6	6.9%	7	3.7%	3	4.9%	5	3.0%	3	3.0%	3	2.7%	4
£40,001 - £50,000	3.6%	32	6.0%	6	6.5%	6	4.1%	3	1.0%	1	2.5%	2	3.9%	4	2.0%	2	3.0%	3	3.4%	5
£50,001 - £60,000	3.2%	29	3.0%	3	0.0%	0	8.1%	6	1.0%	1	2.5%	2	5.8%	6	3.0%	3	4.0%	4	2.7%	4
£60,001 - £70,000	1.8%	16	4.0%	4	1.1%	1	2.7%	2	2.0%	2	1.2%	1	2.9%	3	2.0%	2	0.0%	0	0.7%	1
£70,001 - £80,000	1.4%	13	1.0%	1	3.2%	3	2.7%	2	0.0%	0	4.9%	4	0.0%	0	1.0%	1	1.0%	1	0.7%	1
£80,001 - £90,000	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1	0.0%	0	3.0%	3	1.0%	1	0.7%	1
£90,001 - £100,000	1.0%	9	0.0%	0	3.2%	3	4.1%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.7%	1
£100,001 - £150,000	1.2%	11	1.0%	1	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	2.1%	3
£150,001+	1.3%	12	3.0%	3	4.3%	4	1.4%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.4%	2
(Don't know / refused)	61.0%	548	60.0%	60	59.1%	55	50.0%	37	59.8%	61	66.7%	54	65.0%	67	63.0%	63	66.0%	66	58.2%	85
Mean:		*40.14*		*46.31*		*56.58*		*50.34*		*24.63*		*33.52*		*40.90*		*43.85*		*27.94*		*37.09*
Base:		899		100		93		74		102		81		103		100		100		146

ETH Finally the following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
White (British / Irish / Other)	59.7%	537	74.0%	74	76.3%	71	51.4%	38	44.1%	45	59.3%	48	45.6%	47	80.0%	80	50.0%	50	57.5%	84
Black / Black British (Caribbean / African / other black)	6.9%	62	5.0%	5	4.3%	4	5.4%	4	5.9%	6	4.9%	4	9.7%	10	4.0%	4	6.0%	6	13.0%	19
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	16.8%	151	9.0%	9	4.3%	4	13.5%	10	28.4%	29	13.6%	11	35.9%	37	1.0%	1	28.0%	28	15.1%	22
Mixed (any mixed category)	3.8%	34	0.0%	0	2.2%	2	6.8%	5	9.8%	10	8.6%	7	0.0%	0	2.0%	2	4.0%	4	2.7%	4
Chinese	3.4%	31	0.0%	0	5.4%	5	12.2%	9	6.9%	7	2.5%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	9.3%	84	12.0%	12	7.5%	7	10.8%	8	4.9%	5	11.1%	9	8.7%	9	13.0%	13	12.0%	12	6.2%	9
Base:		899		100		93		74		102		81		103		100		100		146

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Zone 1	11.1%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.3%	93	0.0%	0	100.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.2%	74	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.3%	102	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	11.5%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%	0	0.0%	0
Zone 7	11.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 8	11.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 9	16.2%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	146
Base:		899		100		93		74		102		81		103		100		100		146

PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
E1 0	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	17	0.0%	0	0.0%	0	0.0%	0
E1 1	2.2%	20	0.0%	0	0.0%	0	0.0%	0	19.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 2	3.8%	34	0.0%	0	0.0%	0	0.0%	0	33.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 3	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	9	0.0%	0	0.0%	0	0.0%	0
E1 4	3.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	34	0.0%	0	0.0%	0	0.0%	0
E1 5	5.3%	48	0.0%	0	0.0%	0	0.0%	0	47.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 6	3.2%	29	0.0%	0	0.0%	0	39.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 7	2.2%	20	0.0%	0	0.0%	0	27.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 8	2.8%	25	0.0%	0	0.0%	0	33.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 0	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
E14 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
E14 3	6.1%	55	55.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 4	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 6	3.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0
E14 7	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	16	0.0%	0	0.0%	0	0.0%	0
E14 8	3.7%	33	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 9	1.2%	11	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E15 2	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	22
E15 3	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	36
E16 1	4.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	40
E16 4	5.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	48
E1W 1	2.3%	21	0.0%	0	22.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 2	3.0%	27	0.0%	0	29.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 3	4.7%	42	0.0%	0	45.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 0	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	14	0.0%	0	0.0%	0	0.0%	0
E2 6	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 7	5.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 9	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	13	0.0%	0	0.0%	0	0.0%	0
E3 2	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0
E3 3	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
E3 4	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0
E3 5	4.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	41	0.0%	0	0.0%	0
E9 5	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
E9 7	3.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0
EC3N 4	0.3%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		899		100		93		74		102		81		103		100		100		146

Appendix 2:

Data Tabulations

By Zone (Weighted)

Q01 In which store or shopping centre do you NORMALLY shop at for all your household’s main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	1.5%	13	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	8.1%	10
Asda, East Ferry Road, ISLE OF DOGS	14.3%	129	42.8%	53	3.9%	1	5.7%	2	4.5%	3	2.1%	1	12.9%	23	0.8%	1	30.2%	42	1.9%	2
Asda, Marshall Road, LEYTON	1.8%	16	1.7%	2	0.0%	0	0.0%	0	2.2%	2	2.1%	1	3.3%	6	0.4%	1	0.3%	0	3.6%	5
Asda, Anchor Retail Park, STEPNEY GREEN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.9%	1	2.6%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Co-Op, Mile End Road, BOW	0.5%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.6%	6	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.9%	5
Co-Op, Cassilis Road, ISLE OF DOGS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-Op, Chrisp Street, POPLAR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Co-Op, Shooters Hill Road, SHOOTERS HILL	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	3	0.5%	1	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.2%	12
Iceland, High Street North, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Wood Grange Road, FOREST GATE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Iceland, Vesey Path, POPLAR	1.1%	10	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0
Iceland, Watney Street Market, STEPNEY	1.4%	12	0.0%	0	6.2%	2	0.4%	0	6.6%	5	5.1%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Lidl, Tollgate Road, BECKTON	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Lidl, Burdett Road, LIMEHOUSE	2.9%	26	5.0%	6	2.1%	1	3.2%	1	0.2%	0	2.1%	1	5.1%	9	1.1%	2	3.4%	5	1.4%	2
Lidl, Stratford Centre, STRATFORD	0.5%	5	0.0%	0	0.5%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Marks & Spencer, Jubilee Place, CANARY WHARF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.8%	2
Morrisons, The Grove, STRATFORD	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	2	3.1%	4	11.3%	14
Sainsbury's Local,	1.0%	9	0.0%	0	8.3%	3	11.1%	3	0.0%	0	2.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

London Borough of Tower Hamlets Town Centre Retail Capacity Review for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN																				
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	0.7%	7	0.0%	0	0.0%	0	3.2%	1	1.0%	1	0.0%	0	2.0%	4	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	3.1%	4
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2
Sainsbury's Superstore, Claps Gate Lane, BECKTON	1.2%	11	2.0%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	4.7%	6
Sainsbury's Superstore, Dalston Cross Shopping Centre, DALSTON	0.2%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road [New Cross Gate Superstore], NEW CROSS GATE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.5%	4
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	12.3%	111	1.3%	2	6.5%	2	22.7%	7	42.5%	29	18.4%	9	19.9%	36	12.5%	18	3.4%	5	1.9%	2
Tesco Express, Merchants Quarter, BOW	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	3.0%	4	0.0%	0
Tesco Express, Violet Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, High Street South, EAST HAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.8%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.9%	8	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	2.5%	3	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Tesco Express, High Street, STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Express, Romford Road, STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Marine Wharf, SURREY QUAYS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Gallions Reach, BECKTON	1.8%	16	3.5%	4	0.0%	0	0.0%	0	2.2%	2	2.5%	1	0.5%	1	0.4%	1	0.3%	0	5.8%	7
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	1.2%	11	0.0%	0	2.0%	1	1.1%	0	0.0%	0	0.0%	0	5.3%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.6%	6	3.3%	4	0.8%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	7.1%	63	0.0%	0	6.3%	2	0.4%	0	0.0%	0	6.1%	3	5.0%	9	12.7%	18	18.3%	25	4.3%	6
Waitrose, Canada Square, CANARY WHARF	4.5%	41	19.0%	23	2.6%	1	0.4%	0	0.0%	0	0.0%	0	5.7%	10	1.2%	2	3.0%	4	0.0%	0
Waitrose, Westfield, STRATFORD CITY	0.1%	1	0.0%	0	1.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Bethnal Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Canning Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Central London	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Crossharbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lewisham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Poplar High Street	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Roman Road East, Bow (Roman Road market)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.9%	7	0.0%	0	0.0%	0
Shoreditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stratford City (Westfield)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Stratford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Asda, Merrielands Crescent, Dagenham	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green Road, Bethnal Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.2%	0	1.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Lidl, Well Street, Hackney	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.2%	2	3.3%	5	0.0%	0	0.0%	0
London Fields Sunday Market, Perry Court, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, Hackney																				
Tesco Express, Aldgate East Tube, Aldgate	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Kingsland Road, Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Landmark Tower, Westferry Road, London	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.5%	5	0.0%	0	0.0%	0	0.4%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	4.2%	38	0.0%	0	0.0%	0	0.0%	0	3.9%	3	24.0%	12	7.4%	13	4.5%	6	2.5%	3	0.0%	0
Tesco Metro, Bishopsgate, London	0.3%	3	0.0%	0	0.0%	0	4.5%	1	0.5%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	15	0.0%	0	0.0%	0
Tesco Superstore, Morning Lane, Hackney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	1.9%	17	0.8%	1	42.2%	14	5.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	7.3%	66	3.2%	4	7.8%	3	2.3%	1	8.6%	6	8.8%	4	8.1%	15	17.3%	25	3.4%	5	3.1%	4
(Don't know)	1.9%	17	0.0%	0	1.0%	0	2.2%	1	0.0%	0	5.5%	3	5.4%	10	0.8%	1	0.3%	0	1.2%	2
(Varies)	1.9%	17	0.4%	0	0.8%	0	5.5%	2	2.3%	2	2.5%	1	0.9%	2	2.1%	3	0.3%	0	5.2%	7
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0
Iceland	6.8%	5	0.0%	0	0.0%	0	0.0%	0	25.9%	2	11.0%	0	15.0%	2	0.0%	0	0.0%	0	6.8%	0
Morrisons	5.0%	3	65.3%	3	0.0%	0	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	40.4%	27	0.0%	0	66.9%	2	25.6%	0	25.9%	2	50.9%	2	55.3%	8	46.9%	12	17.7%	1	6.8%	0
Sainsbury's	10.7%	7	11.6%	0	27.1%	1	15.7%	0	13.2%	1	11.0%	0	0.0%	0	4.6%	1	7.9%	0	75.3%	3
Tesco	33.8%	22	23.2%	1	5.9%	0	58.9%	0	35.0%	2	0.0%	0	29.7%	4	43.9%	11	74.4%	3	0.0%	0
Waitrose	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Weighted base:		66		4		3		1		6		4		15		25		5		4
Sample:		54		4		5		4		6		8		9		10		3		5

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Nothing / very little	3.6%	29	4.0%	5	0.0%	0	5.8%	2	0.7%	0	2.5%	1	1.6%	3	10.1%	12	3.2%	4	2.1%	2
Attractive environment / nice place	2.2%	17	5.4%	6	5.6%	2	1.8%	0	0.9%	1	0.5%	0	0.0%	0	0.5%	1	1.6%	2	4.6%	5
Close to friends or relatives	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to home	50.0%	400	61.2%	73	59.9%	19	62.8%	17	66.3%	41	55.7%	23	49.7%	77	49.7%	57	33.5%	44	41.6%	48
Close to work	2.7%	22	2.2%	3	1.4%	0	3.3%	1	0.0%	0	2.1%	1	0.5%	1	5.8%	7	3.2%	4	4.4%	5
Compact	0.8%	6	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	4	0.0%	0	1.1%	0	2.2%	1	0.3%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Easy to get to by car	1.2%	10	0.4%	0	0.0%	0	5.3%	1	0.5%	0	0.0%	0	2.4%	4	1.6%	2	0.0%	0	1.8%	2
Easy to park	4.2%	34	7.5%	9	1.4%	0	2.6%	1	0.3%	0	2.1%	1	7.5%	12	1.9%	2	4.7%	6	2.3%	3
Good facilities	1.0%	8	1.2%	1	0.5%	0	4.8%	1	0.0%	0	1.2%	0	0.6%	1	0.0%	0	0.9%	1	1.8%	2
Good food stores	3.3%	26	6.6%	8	0.5%	0	7.5%	2	0.0%	0	2.5%	1	3.5%	5	0.5%	1	6.4%	9	0.6%	1
Good prices / value	20.3%	162	21.8%	26	12.7%	4	8.2%	2	15.2%	9	9.2%	4	19.7%	31	10.7%	12	31.3%	42	28.0%	32
Good pubs, cafés or restaurants	0.2%	2	0.0%	0	0.5%	0	3.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.3%	11	0.0%	0	1.9%	1	0.0%	0	2.8%	2	2.3%	1	2.4%	4	0.5%	1	1.2%	2	1.2%	1
Makes a change from other places	0.2%	2	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality of goods	9.3%	74	9.3%	11	13.7%	4	8.5%	2	6.7%	4	8.0%	3	5.4%	8	11.7%	13	13.8%	18	7.9%	9
Quiet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Range of goods	24.0%	192	14.0%	17	24.4%	8	17.5%	5	26.5%	16	28.8%	12	31.9%	49	22.1%	25	26.2%	35	21.6%	25
Safe and secure	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Traditional	0.8%	7	0.4%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there / staff discount	0.5%	4	0.8%	1	0.0%	0	0.6%	0	3.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.8%	15	0.4%	0	1.5%	0	0.0%	0	0.6%	0	3.7%	2	3.2%	5	1.0%	1	2.6%	3	2.0%	2
Good customer service / friendly staff	0.8%	6	0.4%	0	5.3%	2	0.4%	0	0.6%	0	2.3%	1	0.6%	1	0.5%	1	0.6%	1	0.5%	1
Good layout	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.8%	1	1.7%	3	0.0%	0	0.6%	1	2.5%	3
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Good loyalty scheme	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	20	0.9%	1	3.7%	1	0.4%	0	2.0%	1	2.9%	1	2.9%	5	1.9%	2	3.4%	4	3.9%	5
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	31.4%	251	42.4%	50	22.3%	7	24.6%	7	18.1%	11	17.2%	7	44.0%	68	20.0%	23	32.2%	43	30.2%	35
Car / van (as passenger)	7.9%	63	2.4%	3	4.7%	1	1.9%	1	5.6%	3	7.9%	3	6.5%	10	9.3%	11	14.7%	19	9.5%	11
Bus, minibus or coach	11.8%	94	7.1%	8	9.7%	3	15.1%	4	5.1%	3	12.8%	5	6.6%	10	22.9%	26	16.6%	22	9.8%	11
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.6%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Walk	40.6%	324	36.9%	44	56.1%	17	39.5%	11	64.9%	40	56.8%	24	35.4%	55	43.8%	50	24.9%	33	43.4%	50
Taxi	0.8%	6	0.4%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.9%	1	0.5%	1
Underground	1.7%	14	1.3%	2	1.4%	0	3.5%	1	2.5%	2	0.0%	0	1.0%	2	0.0%	0	3.2%	4	2.8%	3
Overground	1.8%	15	4.2%	5	1.4%	0	2.8%	1	0.3%	0	0.5%	0	3.0%	5	0.0%	0	0.9%	1	2.1%	2
Other rail	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.0%	8	1.6%	2	1.9%	1	0.0%	0	1.7%	1	1.8%	1	0.5%	1	1.1%	1	0.0%	0	1.1%	1
Mobility scooter / wheelchair	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.2%	18	3.0%	4	0.8%	0	3.5%	1	1.5%	1	0.5%	0	2.4%	4	2.5%	3	3.2%	4	0.7%	1
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes - non-food shopping	7.5%	60	14.9%	18	6.6%	2	2.2%	1	5.5%	3	6.1%	3	2.0%	3	12.4%	14	2.9%	4	11.1%	13
Yes - other food shopping	6.0%	48	7.8%	9	1.0%	0	3.9%	1	4.1%	3	15.1%	6	5.1%	8	7.9%	9	4.8%	6	4.2%	5
Yes - bars / pubs	0.9%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.0%	2
Yes - bingo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes - cafés	4.2%	34	4.1%	5	10.6%	3	1.8%	0	3.4%	2	3.0%	1	5.3%	8	0.5%	1	3.2%	4	7.8%	9
Yes - cinemas	0.2%	1	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Yes - get petrol	1.1%	9	4.9%	6	5.7%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Yes - go to park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	0.6%	5	1.6%	2	1.7%	1	5.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - library	1.1%	9	0.0%	0	1.4%	0	4.8%	1	1.5%	1	0.0%	0	1.4%	2	0.5%	1	0.0%	0	3.2%	4
Yes - markets	0.9%	7	0.0%	0	0.5%	0	0.4%	0	4.7%	3	0.0%	0	0.0%	0	1.4%	2	0.6%	1	1.7%	2
Yes - meeting family	0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Yes - meeting friends	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.6%	5	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	2
Yes - restaurants	0.8%	6	2.2%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Yes - swimming	0.5%	4	3.0%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.2%	10	0.0%	0	0.5%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	2	2.0%	2	0.3%	0	2.6%	3
Yes - work	2.5%	20	5.2%	6	3.6%	1	5.8%	2	2.5%	2	2.1%	1	0.0%	0	2.2%	2	2.6%	3	2.7%	3
Yes - school run	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	4.5%	5	0.0%	0	0.0%	0
Yes - other leisure	0.5%	4	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	2.1%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	74.4%	595	68.4%	81	67.7%	21	77.6%	21	74.9%	46	71.2%	30	80.5%	125	69.9%	80	86.8%	115	64.4%	75
(Don't know)	0.9%	7	0.0%	0	0.0%	0	0.4%	0	0.5%	0	3.0%	1	0.5%	1	1.6%	2	0.0%	0	2.3%	3
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Beckton	9.8%	19	21.1%	8	3.4%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	11.8%	2	21.1%	8
Bethnal Green	9.8%	19	0.0%	0	30.1%	3	0.0%	0	3.6%	1	63.0%	7	8.8%	3	19.7%	6	0.0%	0	0.0%	0
Bromley-by-Bow	2.2%	4	0.0%	0	14.2%	1	1.8%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Canary Wharf	12.4%	25	38.6%	14	2.6%	0	0.0%	0	11.3%	2	0.0%	0	20.0%	6	3.5%	1	6.4%	1	0.0%	0
Canning Town	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	10
Central London	2.4%	5	0.0%	0	7.7%	1	8.5%	1	2.4%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0
Chrisp Street	1.1%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Crossharbour	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	3	0.0%	0
East Ham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hackney Central	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	11	0.0%	0	0.0%	0
Ilford	0.3%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Limehouse Station	0.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.1%	0	0.0%	0
London West End	0.7%	1	0.0%	0	0.0%	0	16.0%	1	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.2%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0
Roman Road East, Bow (Roman Road market)	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	2.8%	1	8.5%	3	0.0%	0	0.0%	0
Stratford City (Westfield)	1.4%	3	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	4.7%	1	0.7%	0
Stratford Town Centre	6.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.1%	0	31.4%	12
Surrey Quays	3.4%	7	0.0%	0	2.6%	0	10.0%	1	0.0%	0	0.0%	0	20.0%	6	0.0%	0	0.0%	0	0.0%	0
Thomas More	0.5%	1	0.0%	0	7.3%	1	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.5%	1	0.0%	0	7.6%	1	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.5%	1
Whitechapel	10.4%	21	0.0%	0	7.6%	1	21.6%	1	72.2%	11	3.5%	0	20.0%	6	0.0%	0	0.0%	0	3.2%	1
Bethnal Green Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Clapton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Harrow	0.1%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Isle of Dogs	6.5%	13	21.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	5.2%	2	2.1%	0	0.0%	0
Islington	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	3	0.0%	0
Leyton Mills	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Leytonstone	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Mare Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Pitsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Richmond	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
West India Quay	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.2%	16	12.1%	5	10.2%	1	27.1%	2	6.3%	1	4.5%	0	12.6%	4	5.2%	2	8.9%	2	1.4%	1
Weighted base:		198		37		10		6		15		11		29		33		17		39

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Sample:	216	26	23	18	23	18	17	29	16	46

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.9%	8	0.4%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7
Asda, East Ferry Road, ISLE OF DOGS	6.9%	62	18.1%	22	6.1%	2	0.8%	0	6.1%	4	4.1%	2	8.9%	16	1.2%	2	9.5%	13	0.0%	0
Asda, Marshall Road, LEYTON	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.3%	4	1.6%	2	0.0%	0	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-Op, Chrisp Street, POPLAR	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Iceland, Roman Road, BOW	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.5%	4	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Iceland, Wood Grange Road, FOREST GATE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, Barking Road, PLAISTOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Vesey Path, POPLAR	1.2%	10	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.6%	9	0.0%	0
Iceland, Watney Street Market, STEPNEY	1.3%	12	0.0%	0	12.8%	4	6.2%	2	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Lidl, Tollgate Road, BECKTON	0.4%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Lidl, Burdett Road, LIMEHOUSE	1.9%	17	0.4%	0	2.0%	1	3.2%	1	0.4%	0	0.0%	0	3.2%	6	0.4%	1	5.8%	8	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	1	0.0%	0	0.3%	0	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.9%	1	0.0%	0
Marks & Spencer, Trafalgar Road, GREENWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Marks & Spencer, Westfield,	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.4%	1	3.0%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
STRATFORD CITY																				
Morrisons, The Grove, STRATFORD	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	2.1%	3	0.3%	0	7.0%	9
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	0.2%	2	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.3%	0
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.4%	3	0.8%	1	2.6%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Charlton Riverside, CHARLTON	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Myrtle Road, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Riverdale/ Lewisham Centre, LEWISHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.7%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.6%	5
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	5.7%	52	3.7%	5	7.2%	2	4.3%	1	15.7%	11	7.9%	4	11.8%	21	2.9%	4	2.1%	3	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Romford Rd, FOREST GATE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Manchester Road, ISLE OF DOGS	0.6%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, South Quay Plaza, ISLE OF DOGS	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.3%	3	0.0%	0	1.2%	0	0.0%	0	1.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.9%	2
Tesco Express, High Street, STRATFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Marine Wharf, SURREY QUAYS	0.4%	3	1.3%	2	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Extra, Gallions Reach, BECKTON	1.0%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	4.1%	5
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	0.4%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.6%	6	3.7%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	1.6%	14	0.0%	0	0.0%	0	0.6%	0	2.2%	2	0.0%	0	2.0%	4	0.4%	1	4.9%	7	1.3%	2
Waitrose, Canada Square, CANARY WHARF	3.3%	30	8.6%	11	3.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	9	1.2%	2	2.0%	3	3.3%	4
Waitrose, Westfield, STRATFORD CITY	0.4%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Crossharbour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lewisham	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road East, Bow (Roman Road market)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.7%	6	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.9%	2
Stratford Town Centre	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Surrey Quays	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.4%	4	0.0%	0	0.0%	0	1.6%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Kent Road, Southwark	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Middlesex Street, Aldgate	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods Food Hall, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Beckton Retail Park, Alpine Way, Beckton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Bethnal Green Road, Bethnall Green	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.2%	2	0.9%	1	0.0%	0	0.0%	0
Iceland, East Street, Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Iceland, Elephant & Castle Shopping Centre, Elephant & Castle	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Isle of Dogs	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0
Makro, Anchor & Hope Lane, Charlton	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Morrisons, Aylesham Centre, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sainsbury's Local, Bethnal Green Road, Hackney	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.1%	1	0.0%	0	2.1%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, New Bridge Street, Blackfriars	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Woodford Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.1%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.6%	6	0.0%	0	0.0%	0	0.6%	0	1.2%	1	7.1%	4	0.4%	1	0.0%	0	0.3%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Tooley Street, Southwark	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13	0.5%	1	0.0%	0
Tesco Metro, Well Street, Hackney	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0
Tesco Superstore, Dunton Road, Southwark	0.2%	2	0.0%	0	4.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Gainsborough Road, Leytonstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Superstore, Morning Lane, Hackney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Waitrose, Baker Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Cherry Tree Walk Centre, Whitecross Street, Barbican, London	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.2%	1	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whole Foods Market, The Barkers Building, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	3.2%	29	0.0%	0	2.0%	1	1.6%	0	5.6%	4	1.9%	1	2.4%	4	8.3%	12	0.3%	0	4.7%	6
(Don’t know)	3.4%	30	0.0%	0	1.8%	1	3.5%	1	5.9%	4	7.8%	4	2.1%	4	3.7%	5	0.0%	0	8.7%	11
(Varies)	5.7%	51	2.9%	4	1.8%	1	12.0%	4	3.9%	3	8.1%	4	4.6%	8	3.8%	5	5.3%	7	12.3%	16
(Nowhere else)	37.7%	339	44.7%	55	37.5%	13	33.6%	10	26.4%	18	47.8%	24	38.2%	69	43.8%	63	39.5%	55	24.9%	32
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q06AWhich internet / home delivery retailer do you also use for your main food shopping?
Those who shop online at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	18.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	5	0.0%	0	0.0%	0
Ocado	34.5%	10	0.0%	0	100.0%	1	0.0%	0	39.8%	2	0.0%	0	49.9%	2	46.0%	5	0.0%	0	0.0%	0
Sainsbury’s	16.5%	5	0.0%	0	0.0%	0	0.0%	0	39.8%	2	100.0%	1	50.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	59.6%	4
Waitrose	1.7%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	2.7%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Organic	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	2
Weighted base:		29		0		1		0		4		1		4		12		0		6
Sample:		21		0		2		1		3		2		3		5		1		4

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Asda, East Ferry Road, ISLE OF DOGS	2.3%	20	12.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	3.0%	4	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newport Avenue, VIRGINIA QUAY (EAST INDIA)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Co-Op, Mile End Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.5%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Co-Op, Chrisp Street, POPLAR	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.2%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.4%	3	0.8%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	1.8%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	10.5%	15	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11
Iceland, Wood Grange Road, FOREST GATE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	0
Iceland, Vesey Path, POPLAR	0.9%	8	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0
Iceland, Watney Street Market, STEPNEY	2.6%	23	0.0%	0	20.5%	7	8.0%	2	8.3%	6	0.0%	0	2.5%	5	0.0%	0	2.5%	3	0.0%	0
Iceland, Beresford Square, WOOLWICH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Lidl, Tollgate Road, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lidl, Burdett Road, LIMEHOUSE	1.4%	13	1.9%	2	0.0%	0	3.2%	1	0.4%	0	0.0%	0	3.7%	7	0.0%	0	1.8%	2	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	0.9%	8	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.5%	2	0.2%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
STRATFORD CITY																				
Morrisons, The Grove, STRATFORD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	0.6%	6	0.0%	0	0.0%	0	3.9%	1	1.1%	1	4.0%	2	0.0%	0	0.8%	1	0.0%	0	0.3%	0
Sainsbury's Local, Bromley-by-Bow Sation [Block D, The Plaza, Devas Street], BROMLEY BY BOW	0.7%	6	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Sainsbury's Local, Greenwich High Road, GREENWICH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	1.6%	14	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	1.0%	9	0.0%	0	0.0%	0	0.8%	0	0.2%	0	0.0%	0	4.3%	8	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.6%	3
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	2.7%	24	0.0%	0	0.0%	0	3.7%	1	6.3%	4	2.2%	1	8.1%	15	1.7%	2	0.0%	0	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, Violet Road, BOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, FOREST GATE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, Barking Road, GREEN GATE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, Manchester Road, ISLE OF DOGS	0.4%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.9%	9	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	2.5%	3	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	1.7%	15	3.5%	4	0.0%	0	4.5%	1	1.7%	1	4.1%	2	3.0%	5	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Mile End Road, MILE END	0.3%	2	0.0%	0	0.0%	0	4.8%	1	0.4%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Tesco Express, High Street, STRATFORD	0.3%	3	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Marine Wharf, SURREY QUAYS	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Extra, Gallions Reach, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Metro, Cabot Square, CANARY WHARF	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	4.7%	7	8.7%	12	0.2%	0
Waitrose, Canada Square, CANARY WHARF	1.2%	11	6.0%	7	2.9%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	2	0.0%	0	0.0%	0
Aberfeldy Street	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	0.2%	2	0.4%	0	0.0%	0	0.6%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkantine Estate	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Ben Jonson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	2.2%	20	2.1%	3	0.0%	0	0.0%	0	4.1%	3	14.6%	7	3.6%	7	0.4%	1	0.0%	0	0.0%	0
Bluewater	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.2%	2	0.0%	0	0.0%	0	0.4%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11	1.0%	1
Canary Wharf	0.5%	5	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Canning Town	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	1.5%	2	8.1%	10
Chrisp Street	0.7%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0
Columbia Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Hackney Central	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Lewisham	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.5%	4	2.1%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0
Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Poplar High Street	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.9%	5	0.0%	0
Roman Road East, Bow (Roman Road market)	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	14.5%	21	0.0%	0	0.0%	0
Roman Road West, Bow (Globe Town Market)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Salmon Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	1.3%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	11	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stratford Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.9%	5
Surrey Quays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.5%	4	0.0%	0	12.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
West Ham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Westferry Road	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	2.3%	21	0.0%	0	1.5%	1	0.0%	0	14.1%	10	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Filling Station), Vallance Road, Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Genoa Building, Short Blue Place, Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bethnal Green Road, Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Bow	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.7%	5	0.5%	1	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, Globe Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Junction Road, Archway, Highgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, Middlesex Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl's Court	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hoxton Street, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	3	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Fenchurch Street Place, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Milk Yard, Wapping	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Lane, Whitechapel	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.2%	2	0.0%	0	2.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.1%	1	0.0%	0	2.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stratton Street, Mayfair	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.2%	2	0.0%	0	0.8%	0	3.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	2.1%	3	0.0%	0	0.0%	0
Tesco Express, Bethnal Green Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Bethnal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Tesco Express, High Street, Shoreditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tower Bridge Road, Bermondsey	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	9	0.4%	1	2.1%	3	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.2%	2	0.0%	0	2.5%	1	1.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	10	0.0%	0	0.0%	0
Upton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Victoria Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.9%	8	0.0%	0	19.6%	7	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don’t know)	4.5%	40	0.0%	0	3.0%	1	4.3%	1	8.4%	6	8.7%	4	4.1%	7	5.0%	7	0.0%	0	10.1%	13
(Varies)	7.2%	65	3.6%	4	0.8%	0	20.4%	6	10.2%	7	7.0%	4	3.3%	6	6.6%	10	5.6%	8	15.6%	20
(Don't do this type of shopping)	23.4%	210	31.9%	39	18.0%	6	21.5%	7	14.5%	10	23.4%	12	25.3%	46	15.4%	22	31.0%	43	20.0%	26
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q07AWhich retailer do you purchase your top-up food internet / home delivery shopping from?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't know / varies)	100.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0	0.0%	0
Weighted base:		1		0		0		0		0		0		0		1		0		0
Sample:		1		0		0		0		0		0		0		1		0		0

Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
0 - 10%	0.8%	5	1.1%	1	1.2%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.4%	0
11 - 20%	1.5%	11	0.5%	0	5.3%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	4.5%	5	0.4%	0	1.4%	1
21 - 30%	2.7%	19	1.8%	1	7.3%	2	1.9%	0	1.8%	1	1.9%	1	3.5%	5	3.7%	4	0.8%	1	2.7%	3
31 - 40%	2.9%	20	1.1%	1	0.0%	0	0.7%	0	0.6%	0	7.5%	3	3.4%	5	5.3%	6	2.2%	2	2.4%	2
41 - 50%	8.1%	56	11.4%	10	15.3%	4	3.6%	1	9.9%	6	3.3%	1	8.8%	12	7.2%	9	4.5%	4	8.9%	9
51 - 60%	6.8%	47	0.5%	0	4.1%	1	8.1%	2	6.9%	4	11.4%	4	18.6%	25	2.8%	3	3.3%	3	3.1%	3
61 - 70%	16.8%	116	17.6%	15	20.8%	6	9.4%	2	14.4%	9	10.7%	4	19.1%	26	5.7%	7	28.9%	28	19.6%	20
71 - 80%	22.8%	157	23.6%	20	20.7%	6	30.5%	7	23.1%	14	26.6%	10	20.3%	28	30.5%	37	9.5%	9	26.0%	27
81 - 90%	12.8%	88	13.8%	12	13.3%	4	6.9%	2	8.5%	5	8.4%	3	10.8%	15	17.9%	22	14.4%	14	12.3%	13
91 - 100%	3.9%	27	3.0%	3	2.7%	1	4.0%	1	1.4%	1	1.3%	0	0.7%	1	0.9%	1	10.6%	10	9.2%	9
(Don't know / varies)	20.2%	139	25.5%	21	9.2%	3	32.0%	8	31.0%	18	29.0%	11	14.1%	19	20.1%	24	21.0%	20	14.1%	14
(Refused)	0.6%	4	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Mean:		*69.86*		*71.57*		*64.61*		*73.03*		*69.05*		*68.65*		*66.81*		*67.75*		*74.70*		*72.74*
Weighted base:		689		84		28		24		59		39		135		122		95		102
Sample:		681		69		72		59		83		62		76		82		67		111

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, East Ferry Road, ISLE OF DOGS	1.2%	8	5.2%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Asda, Marshall Road, LEYTON	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Co-Op, Mile End Road, BOW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-Op, Chrisp Street, POPLAR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	3.6%	3	0.5%	1
Iceland, Roman Road, BOW	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Iceland, High Street North, EAST HAM	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Iceland, Vesey Path, POPLAR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Watney Street Market, STEPNEY	1.1%	8	0.0%	0	0.0%	0	5.1%	1	2.5%	2	1.3%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Green Street, UPTON PARK	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Lidl, Burdett Road, LIMEHOUSE	1.6%	11	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	3.6%	3	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, Jubilee Place, CANARY WHARF	0.3%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Morrisons, The Grove, STRATFORD	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.8%	5
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN																				
Sainsbury's Local, Mile End Road, MILE END	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.6%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.4%	6	1.5%	2	1.7%	2	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.4%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Romford Road, STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Gallions Reach, BECKTON	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.6%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	2
Waitrose, Canada Square, CANARY WHARF	1.7%	11	7.3%	6	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	1.2%	1
Waitrose, Westfield, STRATFORD CITY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1
Bethnal Green	1.5%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	9.4%	4	4.2%	6	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Canning Town	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Central London	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	1.2%	8	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
East Ham	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0
Limehouse Station	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	3.0%	3	0.0%	0
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Poplar High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0
Roman Road East, Bow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Roman Road market)																				
Salmon Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Stepney Green	1.0%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Town Centre	0.6%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Surrey Quays	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	1	0.0%	0	3.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.7%	11	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	5.5%	7	0.0%	0	1.3%	1	1.2%	1
Borough Market, Southwark	0.2%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, The Highway, Shadwell	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Costcutter, Commercial Road, Stepney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Globetown Market, Roman Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamouth	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cannon Street, City of London	0.6%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hackney Road, Allgood Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old Street, Shoreditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Leytonstone	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco Express, Mansell	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, Whitechapel																				
Tesco Express, St Katharines Way, St Katharine Docks	0.1%	1	0.0%	0	1.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Romford	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.2%	1	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don’t know)	5.1%	35	1.2%	1	4.7%	1	4.5%	1	10.7%	6	6.7%	3	0.9%	1	12.9%	16	0.4%	0	5.5%	6
(Varies)	9.1%	63	6.0%	5	5.4%	2	23.6%	6	14.7%	9	16.5%	6	0.6%	1	3.4%	4	3.0%	3	27.1%	28
(Nowhere else)	51.1%	352	52.8%	44	67.2%	19	54.9%	13	55.3%	33	43.6%	17	49.2%	67	55.2%	67	60.2%	57	34.2%	35
Weighted base:		689		84		28		24		59		39		135		122		95		102
Sample:		681		69		72		59		83		62		76		82		67		111

Q09A Which internet / home delivery retailer do you also use for your top-up food shopping?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Ocado	57.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	43.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0	0.0%	0
Weighted base:		1		0		1		0		0		0		0		1		0		0
Sample:		2		0		1		0		0		0		0		1		0		0

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.2%	11	4.0%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.6%	1	0.5%	1
John Lewis, Oxford Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Beckton Triangle Retail Park, Beckton, Beckton	1.7%	15	3.9%	5	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.4%	1	3.0%	4	2.0%	3
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gallions Reach Shopping Park, Beckton	1.7%	15	6.4%	8	2.1%	1	3.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.5%	2	2.0%	3
Leyton Mills, Leyton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Aldgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Beckton	0.9%	8	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	3.1%	4	2.4%	3
Bethnal Green	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.2%	0	6.2%	3	0.9%	2	2.1%	3	0.0%	0	0.0%	0
Bluewater	0.3%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Brick Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	4.5%	41	19.6%	24	7.1%	2	0.8%	0	1.1%	1	0.0%	0	4.0%	7	0.8%	1	3.4%	5	0.0%	0
Canning Town	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Central London	9.1%	82	1.5%	2	25.6%	9	13.6%	4	7.1%	5	12.6%	6	8.0%	14	22.3%	32	5.1%	7	1.7%	2
Charlton	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.7%	6	3.5%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
East Ham	0.5%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.6%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Greenwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Hackney Central	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Ilford	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.4%	1	1.2%	2	0.3%	0
Lakeside	1.5%	14	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.7%	0	4.5%	8	0.4%	1	0.3%	0	2.0%	3
Lewisham	0.6%	5	1.5%	2	2.1%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
London West End	1.3%	11	3.8%	5	6.9%	2	2.0%	1	0.8%	1	5.0%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mile End	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Poplar High Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Roman Road, Bow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	4	0.8%	1	0.0%	0	0.0%	0
Romford	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.2%	0	1.5%	1	0.0%	0	0.4%	1	0.5%	1	0.3%	0
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.4%	4	0.0%	0	0.0%	0	1.5%	0	3.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	43.9%	395	20.7%	25	18.7%	6	37.4%	11	51.0%	35	36.8%	19	53.9%	98	42.4%	61	56.0%	77	48.1%	62
Stratford Town Centre	2.7%	24	0.4%	0	4.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	5	2.3%	3	10.4%	13
Surrey Quays	0.6%	5	0.8%	1	0.0%	0	1.5%	0	2.5%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
West Ham	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.6%	15	0.0%	0	0.5%	0	2.5%	1	4.5%	3	5.1%	3	4.5%	8	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Abroad	0.2%	1	0.4%	0	0.8%	0	0.6%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borough Market, Southwark Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cheshunt	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Finsbury Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highbury Corner, Islington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Isle of Dogs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Lewisham	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	11.7%	105	14.7%	18	14.1%	5	19.0%	6	9.6%	7	9.1%	5	10.5%	19	8.6%	12	11.1%	15	14.6%	19
(Don’t know)	1.2%	11	1.3%	2	0.8%	0	3.2%	1	0.4%	0	4.1%	2	0.0%	0	1.7%	2	0.0%	0	2.3%	3
(Varies)	3.8%	34	5.2%	6	2.2%	1	4.1%	1	2.8%	2	3.4%	2	1.6%	3	5.4%	8	4.3%	6	3.9%	5
(Don't do this type of shopping)	2.7%	24	5.1%	6	2.7%	1	6.7%	2	2.2%	2	2.1%	1	4.0%	7	1.5%	2	1.1%	1	0.8%	1
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q10AWhich internet / home delivery retailer do you use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who shop online at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	12.2%	13	5.3%	1	7.1%	0	8.0%	0	11.8%	1	0.0%	0	23.1%	4	18.5%	2	0.0%	0	19.1%	4
ASOS	6.7%	7	0.0%	0	15.0%	1	25.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	5
Debenhams	0.2%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.5%	5	5.3%	1	7.1%	0	1.9%	0	11.8%	1	0.0%	0	0.0%	0	10.0%	1	5.0%	1	3.1%	1
John Lewis	1.7%	2	8.3%	1	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	3.0%	3	14.4%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Next	8.9%	9	0.0%	0	3.3%	0	25.2%	1	0.0%	0	0.0%	0	28.3%	5	0.0%	0	13.5%	2	1.4%	0
Tesco	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	3	0.0%	0
Other	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2
Ambrose Wilson	0.9%	1	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Cotton Traders	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Damart	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	4.5%	1	0.0%	0	0.0%	0
Dorothy Perkins	0.4%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion World	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Fifty Plus	2.5%	3	14.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finisterre	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	4	0.0%	0	0.0%	0	0.0%	0
JD Williams	1.0%	1	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Meade	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Turner	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeleine	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Ward	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Matalan	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mothercare	0.7%	1	0.0%	0	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Windsor	0.4%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Simply Be	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	3	0.0%	0	0.0%	0
Sports Direct	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0
(Don't know / varies)	38.6%	41	44.1%	8	31.9%	2	30.7%	2	68.3%	5	85.0%	4	25.1%	5	33.0%	4	40.1%	6	31.6%	6
Weighted base:		105		18		5		6		7		5		19		12		15		19
Sample:		114		16		14		14		10		8		12		11		11		18

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who gave a destination at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	21.2%	154	19.7%	18	19.0%	5	17.9%	4	27.7%	16	8.3%	3	27.6%	42	14.1%	17	25.6%	30	18.8%	19
Car / van (as passenger)	3.6%	26	3.7%	3	1.2%	0	1.1%	0	1.9%	1	3.1%	1	9.0%	14	1.4%	2	2.1%	2	2.1%	2
Bus, minibus or coach	21.5%	156	10.3%	9	7.7%	2	12.0%	2	13.8%	8	26.6%	11	17.0%	26	33.6%	40	29.7%	34	22.9%	23
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.0%	73	19.8%	18	3.7%	1	3.5%	1	6.1%	4	15.8%	7	5.6%	8	14.2%	17	2.3%	3	15.0%	15
Taxi	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	0	1.0%	1	0.0%	0	0.3%	0
Underground	21.6%	157	21.8%	20	45.8%	13	50.3%	10	31.5%	19	30.3%	12	13.4%	20	27.1%	32	8.1%	9	21.2%	21
Overground	9.7%	70	16.3%	15	4.8%	1	5.3%	1	5.4%	3	4.0%	2	11.6%	18	1.0%	1	17.2%	20	9.5%	10
Other rail	6.0%	44	7.3%	7	12.6%	3	7.0%	1	12.2%	7	6.9%	3	8.9%	14	0.0%	0	6.7%	8	0.9%	1
Bicycle	0.7%	5	1.1%	1	0.0%	0	1.1%	0	0.0%	0	1.8%	1	1.2%	2	0.0%	0	0.0%	0	1.5%	2
Mobility scooter / wheelchair	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	5.0%	36	0.0%	0	0.0%	0	1.7%	0	1.3%	1	1.5%	1	5.4%	8	7.3%	9	8.4%	10	7.8%	8
Weighted base:		726		91		27		21		59		41		152		119		115		100
Sample:		693		66		71		52		84		64		80		78		82		116

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.0%	9	7.4%	9	0.5%	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, Leyton Mills Retail Park, Leyton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	0.7%	7	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.2%	0	3.6%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.3%	0
Gallions Reach Shopping Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.2%	0
Bethnal Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Canary Wharf	1.4%	12	5.1%	6	0.8%	0	0.8%	0	0.0%	0	0.0%	0	2.5%	5	0.4%	1	0.3%	0	0.0%	0
Central London	2.1%	19	0.0%	0	5.1%	2	3.4%	1	5.6%	4	5.4%	3	0.9%	2	4.4%	6	0.6%	1	0.5%	1
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lewisham	0.3%	2	0.0%	0	2.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	8.1%	73	0.0%	0	2.0%	1	3.1%	1	8.3%	6	8.8%	4	8.5%	15	3.3%	5	15.3%	21	15.6%	20
Stratford Town Centre	0.4%	4	0.0%	0	0.0%	0	3.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.3%	0	0.8%	1
Surrey Quays	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Street	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.3%	3	0.0%	0	0.0%	0	2.2%	1	1.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Currys, Anchor House, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Petticoat Lane Market,	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Middlesex Street, London																				
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	21.6%	194	21.0%	26	42.9%	15	38.7%	12	21.8%	15	25.5%	13	15.5%	28	40.1%	58	11.9%	16	9.0%	12
(Don’t know)	0.6%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.4%	1	0.0%	0	3.3%	4
(Varies)	1.3%	12	0.4%	0	2.2%	1	0.9%	0	1.2%	1	0.0%	0	1.4%	3	1.2%	2	0.0%	0	4.1%	5
(Don't do this type of shopping)	58.1%	522	64.5%	79	39.6%	14	37.9%	12	57.0%	39	51.2%	26	68.7%	124	40.0%	58	63.4%	88	64.5%	83
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q12A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Those who shop online at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	84.3%	164	88.3%	23	89.9%	13	86.7%	10	81.0%	12	67.8%	9	96.9%	27	82.3%	47	95.0%	16	52.2%	6
Argos	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	3.8%	7	4.0%	1	2.9%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
AbeBooks	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.9%	2	0.0%	0	4.9%	1	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Juno Records	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
iTunes	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
(Don't know / varies)	8.7%	17	7.7%	2	2.3%	0	4.2%	0	3.6%	1	6.7%	1	3.1%	1	10.4%	6	5.0%	1	42.8%	5
Weighted base:		194		26		15		12		15		13		28		58		16		12
Sample:		189		16		31		23		21		22		21		28		12		15

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.5%	4	1.5%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	1.5%	13	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	7.6%	11	0.3%	0	0.8%	1
Currys PC World, Mile End Road, Mile End Road	15.0%	135	12.0%	15	15.2%	5	11.1%	3	23.1%	16	22.3%	11	22.0%	40	14.5%	21	16.3%	23	0.7%	1
Currys PC World, Old Kent Road, Old Kent Road	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	2.0%	18	0.0%	0	13.7%	5	2.4%	1	6.1%	4	4.1%	2	1.9%	3	1.2%	2	0.0%	0	1.0%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	2.6%	23	2.0%	2	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	8.0%	11	6.9%	9
Claps Gate Lane Retail Park, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Gallions Reach Shopping Park, Beckton	1.3%	12	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	5.7%	7
Gateway Retail Park, Claps Gate Lane, Beckton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Beckton	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.7%	2
Bethnal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Canary Wharf	1.4%	12	8.0%	10	2.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Central London	2.2%	20	0.0%	0	6.5%	2	6.3%	2	2.3%	2	5.1%	3	2.4%	4	3.6%	5	1.7%	2	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Hackney Central	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lakeside	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lewisham	0.3%	2	0.0%	0	2.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.6%	5	0.0%	0	1.8%	1	0.4%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Mile End	1.2%	11	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.0%	0	4.2%	8	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	1.4%	13	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	2.2%	4	0.0%	0	4.3%	6	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Stratford City (Westfield)	10.2%	92	2.5%	3	1.7%	1	2.0%	1	3.4%	2	9.6%	5	14.7%	27	7.7%	11	17.1%	24	14.8%	19
Stratford Town Centre	1.7%	15	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	9.9%	13
Surrey Quays	0.1%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.5%	14	0.0%	0	0.8%	0	2.2%	1	6.4%	4	0.0%	0	3.2%	6	0.9%	1	0.9%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Currys, Ravensbourne Retail Park, Bromley Road, Catford	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
John Lewis, Bluewater, Greenhithe	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	21.2%	191	22.9%	28	29.6%	10	47.6%	15	29.6%	21	30.2%	15	21.5%	39	16.4%	24	10.4%	14	19.8%	25
(Don’t know)	2.0%	18	1.9%	2	3.4%	1	1.8%	1	0.7%	1	1.9%	1	3.0%	5	2.5%	4	0.6%	1	2.1%	3
(Varies)	3.6%	32	3.2%	4	0.0%	0	0.7%	0	3.4%	2	0.9%	0	0.7%	1	5.2%	7	4.5%	6	7.9%	10
(Don't do this type of shopping)	25.7%	231	38.5%	47	15.1%	5	20.3%	6	11.5%	8	19.5%	10	20.2%	37	32.1%	46	30.1%	42	23.3%	30
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q13A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?
Those who shop online at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	33.6%	64	21.9%	6	64.3%	7	67.4%	10	42.3%	9	25.3%	4	20.8%	8	18.4%	4	40.7%	6	43.1%	11
AO.com	1.5%	3	3.7%	1	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.3%	1
Argos	3.6%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.7%	1	9.5%	4	0.0%	0	0.0%	0	9.5%	2
ASOS	0.8%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	11.1%	21	0.0%	0	4.9%	0	6.7%	1	1.8%	0	14.9%	2	30.7%	12	0.0%	0	14.3%	2	11.8%	3
Ebay	9.1%	17	30.8%	9	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	27.2%	6	10.5%	2	0.0%	0
John Lewis	5.2%	10	7.1%	2	2.6%	0	2.0%	0	9.3%	2	3.2%	0	3.4%	1	10.1%	2	0.0%	0	4.9%	1
PC World	1.4%	3	3.4%	1	0.0%	0	1.6%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.1%	2	1.6%	0	2.6%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Apple	1.6%	3	0.0%	0	0.0%	0	3.4%	0	1.8%	0	6.9%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Appliances online	0.2%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dabs Direct	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Dell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
EE	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	3	0.0%	0
Jessops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.4%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	5.3%	1	0.0%	0
(Don't know / varies)	25.7%	49	29.9%	8	19.0%	2	18.3%	3	25.9%	5	27.1%	4	33.5%	13	31.9%	8	0.0%	0	23.6%	6
Weighted base:		191		28		10		15		21		15		39		24		14		25
Sample:		172		17		19		26		23		24		20		13		10		20

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.8%	7	4.0%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.4%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	2.4%	22	3.9%	5	0.0%	0	4.8%	1	0.2%	0	0.0%	0	0.0%	0	10.2%	15	0.3%	0	0.3%	0
Currys PC World, Mile End Road, Mile End Road	19.8%	178	8.2%	10	24.3%	8	21.6%	7	24.0%	17	23.6%	12	39.3%	71	16.6%	24	21.0%	29	0.2%	0
Currys PC World, Old Kent Road, Old Kent Road	0.5%	5	0.0%	0	2.2%	1	0.0%	0	0.2%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ikea, Tottenham/Edmonton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
John Lewis, Oxford Street	2.9%	26	0.0%	0	12.8%	4	9.0%	3	6.4%	4	8.4%	4	1.1%	2	5.0%	7	0.3%	0	0.7%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Beckton Triangle Retail Park, Beckton, Beckton	2.9%	26	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	9.8%	14	6.2%	8
Claps Gate Lane Retail Park, Beckton	0.4%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	3
Gallions Reach Shopping Park, Beckton	0.9%	8	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.9%	2
Gateway Retail Park, Claps Gate Lane, Beckton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.3%	0
Leyton Mills, Leyton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	1	0.0%	0	1.2%	2
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Beckton	1.5%	13	4.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.3%	6	0.8%	1
Bethnal Green	0.9%	8	0.0%	0	1.5%	1	0.4%	0	0.5%	0	2.8%	1	0.9%	2	2.9%	4	0.0%	0	0.0%	0
Bluewater	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Canary Wharf	2.2%	20	13.2%	16	2.2%	1	0.8%	0	0.4%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Central London	0.9%	8	0.0%	0	1.0%	0	2.2%	1	1.5%	1	3.0%	2	0.0%	0	1.6%	2	1.1%	2	0.3%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Hackney Central	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lakeside	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.4%	3	0.0%	0	2.1%	1	0.8%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	0.8%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.2%	10	0.8%	1	0.0%	0	3.2%	1	3.9%	3	3.0%	2	2.2%	4	0.0%	0	0.3%	0	0.0%	0
Roman Road, Bow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.6%	2	0.3%	0	0.0%	0
Stepney Green	0.8%	7	0.0%	0	0.5%	0	0.0%	0	2.2%	2	0.5%	0	2.2%	4	0.0%	0	1.1%	1	0.0%	0
Stratford City (Westfield)	9.3%	84	0.7%	1	0.5%	0	1.2%	0	4.9%	3	5.1%	3	6.4%	12	12.2%	18	20.8%	29	14.5%	19
Stratford Town Centre	3.8%	34	0.0%	0	2.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	9	0.5%	1	17.8%	23
Surrey Quays	0.1%	1	0.0%	0	1.2%	0	0.8%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.4%	4	0.0%	0	0.0%	0	1.6%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Whitechapel	3.1%	28	0.0%	0	1.2%	0	8.3%	3	5.4%	4	12.7%	6	4.0%	7	0.0%	0	5.3%	7	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Abbey Retail Park, Barking	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.6%	1	0.0%	0
Asda, Marshall Road, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Currys PC World, De Mandeville Gate, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Oxford Street, London	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Anchor House, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's, Dalston Cross Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	20.6%	185	32.3%	40	24.5%	8	26.9%	8	28.0%	19	19.9%	10	21.9%	40	19.0%	27	8.7%	12	15.9%	20
(Don’t know)	1.8%	17	0.0%	0	10.1%	3	3.5%	1	0.0%	0	2.5%	1	0.5%	1	2.4%	3	0.0%	0	5.0%	6
(Varies)	3.3%	29	0.0%	0	1.2%	0	0.4%	0	3.8%	3	3.8%	2	1.9%	3	1.6%	2	5.9%	8	8.2%	11
(Don't do this type of shopping)	13.3%	120	23.9%	29	7.8%	3	11.2%	3	7.3%	5	6.8%	3	7.3%	13	12.4%	18	14.5%	20	19.3%	25
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q14A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Those who shop online at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	18.7%	35	21.8%	9	15.8%	1	44.1%	4	40.1%	8	20.8%	2	0.0%	0	4.2%	1	16.2%	2	39.1%	8
AO.com	11.2%	21	20.0%	8	29.5%	2	5.6%	0	0.9%	0	20.4%	2	5.6%	2	0.0%	0	26.4%	3	11.1%	2
Argos	10.4%	19	20.0%	8	0.0%	0	1.3%	0	0.0%	0	19.0%	2	14.8%	6	0.0%	0	28.7%	3	0.0%	0
Asda	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
ASOS	0.2%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	12.5%	23	1.2%	0	24.1%	2	2.2%	0	13.9%	3	12.0%	1	20.8%	8	25.8%	7	0.0%	0	6.1%	1
Ebay	5.3%	10	10.9%	4	3.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	5	0.0%	0	0.0%	0
John Lewis	18.6%	34	7.4%	3	15.6%	1	22.5%	2	16.7%	3	9.8%	1	19.1%	8	33.6%	9	28.7%	3	19.2%	4
Littlewoods	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury’s	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Appliances online	0.5%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Bosch	0.6%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Gumtree	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.8%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	20.0%	37	17.5%	7	4.1%	0	18.9%	2	24.4%	5	17.9%	2	35.4%	14	15.5%	4	0.0%	0	16.9%	3
Weighted base:		185		40		8		8		19		10		40		27		12		20
Sample:		168		24		21		21		24		14		22		13		8		21

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.5%	14	7.2%	9	1.5%	0	0.4%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0
John Lewis, Oxford Street	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0
Gallions Reach Shopping Park, Beckton	0.3%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Beckton	0.7%	6	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.5%	3	1.4%	2
Bethnal Green	2.2%	20	0.4%	0	0.0%	0	1.6%	0	0.5%	0	11.8%	6	2.6%	5	4.6%	7	0.5%	1	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.4%	0	1.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	5.4%	49	20.5%	25	3.0%	1	0.8%	0	2.2%	2	0.0%	0	9.1%	16	1.1%	2	1.8%	2	0.0%	0
Canning Town	0.5%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	3
Central London	4.2%	37	0.0%	0	12.7%	4	7.5%	2	9.1%	6	7.0%	4	5.8%	10	6.0%	9	0.6%	1	0.7%	1
Charlton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Chrisp Street	0.6%	5	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
East Greenwich	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
East Ham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Hackney Central	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.2%	0
Lewisham	0.3%	3	0.0%	0	2.1%	1	0.8%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.2%	2	0.8%	1	0.0%	0	0.4%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mile End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.3%	0	0.0%	0
Romford	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Shoreditch	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	15.6%	140	6.8%	8	5.4%	2	3.9%	1	20.6%	14	8.7%	4	13.2%	24	18.7%	27	28.9%	40	15.0%	19
Stratford Town Centre	2.2%	20	0.0%	0	2.6%	1	4.0%	1	0.2%	0	0.0%	0	0.5%	1	0.8%	1	1.7%	2	10.5%	14
Stroudley Walk	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays	0.5%	4	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.6%	5	0.0%	0	0.8%	0	1.6%	0	0.5%	0	0.0%	0	1.9%	3	0.0%	0	0.6%	1	0.0%	0
West Ham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Westferry Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Whitechapel	1.6%	15	0.0%	0	0.9%	0	4.5%	1	5.2%	4	2.1%	1	4.1%	7	0.0%	0	0.6%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Borough Market, Southwark Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheapside	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.9%	8	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liverpool Street	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0
Southwark	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	24.3%	219	20.0%	25	41.0%	14	31.6%	10	27.2%	19	36.8%	19	25.5%	46	26.1%	37	22.8%	31	13.9%	18
(Don’t know)	2.2%	20	4.3%	5	2.6%	1	0.0%	0	1.1%	1	0.5%	0	3.5%	6	0.0%	0	2.5%	3	2.4%	3
(Varies)	6.0%	54	6.7%	8	3.0%	1	2.5%	1	2.9%	2	2.3%	1	1.4%	3	8.4%	12	10.4%	14	9.5%	12
(Don't do this type of shopping)	24.6%	221	22.8%	28	21.2%	7	27.1%	8	26.4%	18	15.9%	8	24.7%	45	24.4%	35	18.8%	26	35.3%	45
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q15A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopedias,, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Those who shop online at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	77.3%	169	87.6%	22	82.7%	12	78.1%	8	85.2%	16	52.5%	10	76.2%	35	82.5%	31	72.6%	23	76.5%	14
Ebay	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	1.6%	4	0.0%	0	0.0%	0	10.0%	1	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1
AbeBooks	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.5%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookreader	0.2%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mills & Boon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Play.com	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.0%	1
The People's Friend	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	2.4%	5	6.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Waterstones	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.1%	29	4.2%	1	7.3%	1	10.0%	1	13.8%	3	21.6%	4	14.9%	7	9.3%	3	18.5%	6	16.3%	3
Weighted base:		219		25		14		10		19		19		46		37		31		18
Sample:		212		17		30		23		25		25		26		28		17		21

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.6%	15	11.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
John Lewis, Oxford Street	0.3%	3	0.0%	0	2.0%	1	0.0%	0	2.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
Beckton Triangle Retail Park, Beckton, Beckton	1.3%	12	0.0%	0	4.2%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.1%	3	3.0%	4	1.2%	2
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Gallions Reach Shopping Park, Beckton	2.1%	19	6.5%	8	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.4%	7
Leyton Mills, Leyton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	2.1%	19	3.9%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.4%	3	0.0%	0	2.5%	3	5.5%	7
Bethnal Green	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.6%	1	0.0%	0
Canary Wharf	1.6%	14	6.8%	8	2.3%	1	0.0%	0	1.1%	1	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Central London	1.0%	9	0.0%	0	5.6%	2	1.5%	0	3.4%	2	5.2%	3	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Charlton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chrisp Street	0.6%	5	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
East Ham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Eltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hackney Central	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.3%	2	1.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.2%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Mile End	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	2.5%	3	0.0%	0
Poplar 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	0.3%	0	0.0%	0
Roman Road, Bow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.5%	1	0.4%	1	0.3%	0	0.0%	0
Romford	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Shoreditch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	11.9%	107	2.1%	3	3.6%	1	6.5%	2	12.9%	9	8.5%	4	18.7%	34	12.6%	18	11.9%	16	15.2%	20
Stratford Town Centre	2.6%	24	0.4%	0	2.1%	1	0.8%	0	0.0%	0	0.5%	0	0.0%	0	3.6%	5	0.5%	1	12.5%	16
Surrey Quays	1.2%	10	0.0%	0	4.9%	2	0.0%	0	0.5%	0	0.0%	0	4.0%	7	0.9%	1	0.0%	0	0.0%	0
Watney Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Whitechapel	2.4%	21	0.8%	1	0.5%	0	1.9%	1	8.6%	6	3.5%	2	5.0%	9	0.4%	1	1.5%	2	0.0%	0
Bow	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Holborn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Isle of Dogs	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Pets at Home, Cantium Retail Park, Old Kent Road, Southwark	0.3%	2	0.0%	0	5.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	14.2%	128	14.1%	17	20.7%	7	18.9%	6	12.3%	9	14.5%	7	12.3%	22	22.2%	32	10.1%	14	10.6%	14
(Don’t know)	0.7%	6	0.0%	0	4.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.3%	0	1.9%	2
(Varies)	4.6%	42	6.5%	8	0.5%	0	4.2%	1	6.2%	4	10.5%	5	2.2%	4	4.5%	6	0.9%	1	8.5%	11
(Don't do this type of shopping)	42.7%	384	40.0%	49	41.4%	14	62.8%	19	38.5%	27	39.5%	20	39.8%	72	35.8%	52	62.9%	87	34.6%	44
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q16A Which internet / home delivery retailer do you use for your household’s shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Those who shop online at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	49.7%	64	29.5%	5	69.7%	5	39.4%	2	31.7%	3	72.7%	5	60.0%	13	46.6%	15	44.8%	6	64.1%	9
Argos	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	3	0.0%	0
Ebay	8.5%	11	31.0%	5	3.7%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5	0.0%	0	0.0%	0
John Lewis	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Maplin	0.4%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	3.1%	4	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	3	0.0%	0
All Jigsaw Puzzles	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nike	1.4%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Wicked Uncle	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5	0.0%	0	0.0%	0
Wiggle	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	27.4%	35	36.9%	6	26.6%	2	33.5%	2	64.0%	5	17.5%	1	40.0%	9	17.1%	5	0.0%	0	26.8%	4
Weighted base:		128		17		7		6		9		7		22		32		14		14
Sample:		99		10		14		11		10		10		13		14		6		11

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	1.0%	9	1.2%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.2%	2	0.0%	0	0.5%	1	2.2%	3
B&Q, Leyton Mills, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Carpetright/Wickes, Canning Town	1.3%	12	3.5%	4	0.5%	0	3.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.9%	2
Homebase, Green Lanes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Ilford	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.2%	2	0.0%	0	0.5%	0	0.4%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	1.8%	16	0.8%	1	5.0%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10	1.4%	2
Ikea, Tottenham/Edmonton	2.7%	25	0.8%	1	0.5%	0	4.8%	1	2.8%	2	4.9%	2	2.0%	4	5.8%	8	0.0%	0	4.2%	5
John Lewis, Oxford Street	2.2%	20	3.4%	4	7.9%	3	4.9%	1	1.2%	1	3.5%	2	1.4%	3	3.1%	5	1.1%	2	0.5%	1
Beckton Triangle Retail Park, Beckton, Beckton	6.0%	54	0.7%	1	0.8%	0	3.2%	1	1.1%	1	3.0%	2	12.4%	23	5.8%	8	8.6%	12	5.5%	7
Claps Gate Lane Retail Park, Beckton	0.9%	8	0.8%	1	0.5%	0	0.0%	0	0.2%	0	0.0%	0	1.0%	2	0.8%	1	1.5%	2	1.4%	2
Gallions Reach Shopping Park, Beckton	2.8%	25	5.6%	7	9.6%	3	8.0%	2	3.4%	2	2.1%	1	2.0%	4	0.0%	0	3.0%	4	0.7%	1
Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Leyton Mills, Leyton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Beckton	1.5%	14	0.8%	1	0.5%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	3.4%	5	5.2%	7
Bethnal Green	3.5%	31	1.7%	2	0.0%	0	3.2%	1	4.5%	3	6.5%	3	9.4%	17	0.4%	1	3.0%	4	0.0%	0
Bromley-by-bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Canary Wharf	0.6%	5	0.0%	0	0.0%	0	1.3%	0	0.4%	0	0.0%	0	1.7%	3	0.8%	1	0.0%	0	0.5%	1
Canning Town	0.8%	7	0.8%	1	0.0%	0	1.6%	0	0.5%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Central London	3.7%	33	6.4%	8	7.3%	2	7.6%	2	2.0%	1	4.5%	2	3.4%	6	7.3%	10	0.0%	0	0.0%	0
Charlton	0.7%	7	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.3%	0
Chrisp Street	0.6%	6	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Green Street	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.9%	1	0.2%	0
Hackney Central	0.8%	7	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Lakeside	0.6%	6	0.0%	0	5.9%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.2%	3
Lewisham	0.4%	3	0.0%	0	2.6%	1	0.8%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	4	0.0%	0	1.0%	0	0.0%	0	1.1%	1	0.5%	0	1.2%	2	0.0%	0	0.3%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Manor Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Mile End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.7%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0
Roman Road, Bow	1.7%	16	0.0%	0	0.5%	0	0.0%	0	1.6%	1	1.0%	0	1.6%	3	7.1%	10	0.5%	1	0.0%	0
Romford	0.3%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Shoreditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	4.1%	37	1.5%	2	0.8%	0	0.6%	0	0.2%	0	5.4%	3	4.3%	8	2.8%	4	5.7%	8	9.2%	12
Stratford Town Centre	1.2%	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.1%	1	0.0%	0	2.5%	4	1.2%	2	3.7%	5
Surrey Quays	0.1%	1	0.0%	0	1.5%	0	0.8%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0
Whitechapel	1.0%	9	0.0%	0	0.0%	0	0.8%	0	5.6%	4	2.8%	1	1.2%	2	0.0%	0	0.0%	0	1.0%	1
Abroad	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Bluewater Retail Park, Greenhithe	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Carpetright, Holloway Road, Holloway	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Carpetright, Kent Park Industrial Estate, Old Kent Road, Southwark	0.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadworth Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Great Cambridge Road, Enfield	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Tottenham Court Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Edmonton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Friern Barnet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Hoxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mare Street, Hackney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.2%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	10.7%	96	13.6%	17	12.7%	4	11.3%	3	9.7%	7	8.5%	4	15.7%	28	10.8%	16	5.5%	8	6.8%	9
(Don't know)	8.8%	79	2.0%	2	5.0%	2	8.3%	3	13.1%	9	1.2%	1	17.0%	31	7.2%	10	10.4%	14	5.3%	7
(Varies)	9.4%	84	12.2%	15	7.2%	2	4.6%	1	11.5%	8	13.8%	7	7.2%	13	5.5%	8	5.4%	7	17.4%	22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't do this type of shopping)	22.6%	203	34.9%	43	24.9%	9	17.1%	5	12.8%	9	22.0%	11	14.9%	27	24.9%	36	23.9%	33	24.2%	31
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q17A Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	14.8%	14	11.7%	2	0.0%	0	0.0%	0	0.0%	0	24.4%	1	20.7%	6	7.3%	1	45.1%	3	8.1%	1
Argos	5.2%	5	0.0%	0	0.0%	0	5.1%	0	11.0%	1	14.1%	1	0.0%	0	0.0%	0	45.1%	3	0.0%	0
Ebay	3.0%	3	5.7%	1	0.0%	0	6.7%	0	11.7%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Habitat	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ikea	9.1%	9	26.0%	4	0.0%	0	28.1%	1	0.0%	0	8.8%	0	10.8%	3	0.0%	0	0.0%	0	0.0%	0
John Lewis	11.5%	11	30.2%	5	15.7%	1	16.6%	1	22.9%	2	5.3%	0	6.2%	2	8.0%	1	0.0%	0	0.0%	0
Marks & Spencer	0.3%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	5	0.0%	0	0.0%	0	3.1%	0
Carpetright	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	3	0.0%	0	0.0%	0
DFS	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Dreams	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Harveys	1.0%	1	0.0%	0	0.0%	0	28.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ideal World	0.4%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	1.1%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	41.8%	40	20.2%	3	78.3%	3	15.4%	1	48.9%	3	35.9%	2	33.0%	9	64.8%	10	9.9%	1	88.8%	8
Weighted base:		96		17		4		3		7		4		28		16		8		9
Sample:		95		15		11		10		11		8		18		7		3		12

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	15.0%	135	22.8%	28	24.1%	8	9.6%	3	12.8%	9	2.6%	1	16.7%	30	0.8%	1	17.8%	25	23.1%	30
B&Q, Leyton Mills, Leyton	9.6%	86	2.0%	2	4.2%	1	3.2%	1	9.1%	6	12.1%	6	10.7%	19	26.0%	37	4.3%	6	5.0%	6
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	5.0%	45	6.1%	7	1.2%	0	1.6%	0	1.6%	1	3.8%	2	4.9%	9	8.2%	12	9.6%	13	0.0%	0
B&Q, Old Kent Road , Old Kent Road	0.6%	6	0.0%	0	10.1%	3	1.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Carpetright/Wickes, Canning Town	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	1.5%	2
Homebase, Green Lanes	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Homebase, High Road, Ilford	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.1%	1	0.0%	0	2.1%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	1.2%	11	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Ikea, Tottenham/Edmonton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0
Wickes, Greenwich	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Beckton Triangle Retail Park, Beckton, Beckton	2.9%	26	4.4%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	2.1%	3	5.0%	7	2.1%	3
Claps Gate Lane Retail Park, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Gallions Reach Shopping Park, Beckton	0.9%	8	0.8%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.2%	2	0.0%	0	1.8%	2	0.5%	1
Gateway Retail Park, Claps Gate Lane, Beckton	0.1%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton Mills, Leyton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Beckton	1.9%	17	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.4%	3	0.0%	0	5.6%	8	3.5%	5
Bethnal Green	2.3%	20	0.0%	0	0.0%	0	0.0%	0	3.4%	2	27.0%	14	0.9%	2	0.4%	1	1.5%	2	0.0%	0
Brick Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
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	0.3%	0	0.0%	0
Canary Wharf	1.0%	9	6.7%	8	2.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Canning Town	1.0%	9	0.8%	1	0.0%	0	1.6%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	6
Central London	0.5%	4	0.0%	0	0.0%	0	2.4%	1	0.2%	0	0.7%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Charlton	0.3%	3	1.6%	2	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Chrisp Street	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Columbia Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Crossharbour	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
East Ham	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hackney Wick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	4	2.1%	3	0.0%	0	0.0%	0
Lewisham	0.1%	1	0.4%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.3%	3	2.1%	3	0.5%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Poplar High Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Roman Road, Bow	1.3%	12	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	2	6.4%	9	0.0%	0	0.0%	0
Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Salmon Lane	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.5%	4	0.0%	0	0.0%	0	10.6%	3	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.3%	3	0.0%	0	0.8%	0	0.8%	0	0.9%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	4	0.8%	1	1.6%	2	1.0%	1
Stratford Town Centre	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.5%	4	0.8%	1	10.3%	13
Surrey Quays	0.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	6	0.0%	0	0.8%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	3	0.0%	0	0.6%	1	0.0%	0
Whitechapel	0.8%	8	0.0%	0	0.0%	0	3.3%	1	6.6%	5	2.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Deacon Industrial Estate, Cabinet Way, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tottenham Hale Retail Park, Broad Lane, Tottenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	3	0.5%	1	0.0%	0
Burdock Road, Tottenham Hale	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Growing Concerns, Wick Lane, Victoria Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Highway Trading Estate, Heckford Street, Limehouse	0.3%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Leytonstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Rayleigh	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sscrewfix, Maverton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wickes, Manor Road, Canning Town	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.2%	3
Internet / catalogue	4.0%	36	10.6%	13	5.7%	2	0.7%	0	7.3%	5	5.8%	3	5.3%	10	0.0%	0	2.0%	3	0.0%	0
(Don’t know)	6.8%	61	1.3%	2	3.6%	1	4.1%	1	7.8%	5	1.4%	1	13.3%	24	6.0%	9	8.0%	11	5.3%	7
(Varies)	4.7%	42	2.3%	3	2.0%	1	3.2%	1	5.4%	4	6.5%	3	5.9%	11	4.7%	7	5.3%	7	4.9%	6
(Don't do this type of shopping)	25.0%	225	22.9%	28	32.6%	11	51.3%	16	25.1%	17	17.7%	9	20.4%	37	24.1%	35	26.3%	36	27.3%	35
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q18A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Those who shop online at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	34.7%	12	43.3%	6	37.2%	1	0.0%	0	30.4%	2	0.0%	0	38.5%	4	0.0%	0	26.9%	1	0.0%	0
Argos	0.3%	0	0.0%	0	0.0%	0	50.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	25.9%	9	0.0%	0	54.7%	1	0.0%	0	35.9%	2	70.3%	2	23.0%	2	0.0%	0	73.1%	2	0.0%	0
Garden Organic	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	7.3%	3	19.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	31.4%	11	36.9%	5	8.1%	0	50.2%	0	30.4%	2	29.7%	1	38.5%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		13		2		0		5		3		10		0		3		0
Sample:		25		6		4		2		5		3		3		0		2		0

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	5.4%	49	27.6%	34	1.5%	0	0.6%	0	0.0%	0	2.1%	1	1.4%	3	0.4%	1	7.3%	10	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
BOXPARK, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	0.3%	3	0.0%	0	0.5%	0	0.0%	0	2.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	0.8%	7	0.0%	0	7.2%	2	0.0%	0	2.2%	2	1.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	2	0.8%	1	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.2%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	1.0%	1
Claps Gate Lane Retail Park, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Gallions Reach Shopping Park, Beckton	2.3%	20	5.6%	7	2.1%	1	0.0%	0	4.5%	3	2.1%	1	0.5%	1	0.0%	0	1.5%	2	4.4%	6
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.2%	2	0.0%	0	0.0%	0	3.2%	1	0.2%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Beckton	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.2%	0	2.1%	3	0.0%	0	3.8%	5
Bethnal Green	2.9%	26	0.0%	0	0.0%	0	3.2%	1	3.0%	2	23.0%	12	5.7%	10	0.9%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bromley-by-bow	2.6%	24	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	4	6.1%	9	6.6%	9	0.0%	0
Cambridge Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	5.4%	48	18.1%	22	7.0%	2	0.0%	0	0.4%	0	0.0%	0	6.2%	11	0.8%	1	6.2%	9	1.9%	2
Canning Town	1.1%	10	0.0%	0	1.5%	0	1.6%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7
Central London	5.1%	46	3.5%	4	15.6%	5	24.9%	8	10.8%	7	8.6%	4	2.6%	5	7.2%	10	0.6%	1	0.3%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chrisp Street	1.0%	9	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Devons Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
East Ham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.6%	1	2.4%	3
Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Hackney Central	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0
Ilford	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lakeside	0.3%	3	0.4%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lewisham	0.9%	8	2.0%	2	2.1%	1	2.4%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
London West End	0.3%	3	1.1%	1	1.0%	0	1.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Mile End	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	2	4.1%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.8%	7	0.0%	0
Roman Road, Bow	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	12	11.5%	17	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Shoreditch	0.3%	2	0.0%	0	2.1%	1	1.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	18.4%	165	4.2%	5	9.8%	3	9.1%	3	8.9%	6	8.9%	4	25.6%	46	21.0%	30	30.5%	42	19.4%	25
Stratford Town Centre	6.2%	55	0.7%	1	5.5%	2	3.1%	1	0.5%	0	3.5%	2	4.1%	7	4.1%	6	1.9%	3	26.1%	33
Surrey Quays	1.4%	12	0.0%	0	3.2%	1	2.4%	1	0.2%	0	0.0%	0	5.7%	10	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.8%	8	0.0%	0	0.5%	0	0.0%	0	4.4%	3	0.0%	0	0.5%	1	0.0%	0	2.5%	3	0.0%	0
Whitechapel	4.2%	38	0.0%	0	0.5%	0	14.8%	5	16.6%	11	7.3%	4	6.7%	12	0.9%	1	3.1%	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	0.0%	0	0.2%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0
Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.5%	1	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Elephant & Castle Shopping Centre, London	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	0	0.0%	0
Liverpool Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
London Stansted Airport, Stansted	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
One New Change Shopping Centre, St Paul's	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.8%	7	0.0%	0	0.0%	0	3.2%	1	5.4%	4	0.0%	0	0.4%	1	0.0%	0	0.9%	1	0.0%	0
South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Waitrose, Thomas More	0.1%	1	0.0%	0	2.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, St Katharine Docks, London																				
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	7.2%	65	15.0%	18	13.6%	5	5.2%	2	6.4%	4	8.4%	4	4.1%	7	2.5%	4	9.3%	13	6.0%	8
(Don't know)	2.3%	21	2.1%	3	1.9%	1	6.3%	2	0.5%	0	1.0%	0	3.4%	6	0.4%	1	0.3%	0	6.1%	8
(Varies)	8.0%	72	6.9%	8	2.5%	1	3.5%	1	14.7%	10	7.3%	4	4.0%	7	12.5%	18	4.0%	6	12.9%	17
(Don't do this type of shopping)	8.5%	76	6.3%	8	9.9%	3	8.9%	3	3.3%	2	8.6%	4	8.1%	15	15.4%	22	8.4%	12	5.7%	7
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q19A Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Those who shop online at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	27.5%	18	34.6%	6	30.3%	1	93.3%	2	0.0%	0	24.8%	1	11.8%	1	34.2%	1	16.1%	2	43.4%	3
Asda	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	5.8%	0
Boots	2.6%	2	0.0%	0	0.0%	0	0.0%	0	38.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	12.4%	8	23.6%	4	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	3	0.0%	0
John Lewis	2.4%	2	5.2%	1	0.0%	0	6.8%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	3
Tesco	2.6%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	1	0.0%	0	0.0%	0
Avon	1.1%	1	2.5%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benefit	1.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	1.7%	1	0.0%	0	7.4%	0	0.0%	0	0.0%	0	17.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Origins	0.7%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0
Savers	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	3	0.0%	0
Superdrug	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	3	0.0%	0
The Perfume Shop	0.5%	0	0.0%	0	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	27.0%	17	23.6%	4	43.8%	2	0.0%	0	61.2%	3	17.0%	1	71.1%	5	31.6%	1	2.9%	0	11.6%	1
Weighted base:		65		18		5		2		4		4		7		4		13		8
Sample:		61		10		12		4		5		7		6		3		5		9

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	4.4%	40	18.0%	22	1.0%	0	0.0%	0	0.5%	0	0.0%	0	5.0%	9	0.0%	0	4.7%	7	1.0%	1
B&Q, Claps Gate Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Beckton	1.1%	10	3.5%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.1%	4
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberfeldy Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Aldgate	0.3%	3	0.0%	0	3.3%	1	5.0%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.2%	0	2.1%	3	2.5%	3	2.4%	3
Ben Jonson Road	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	5.7%	51	0.8%	1	0.0%	0	0.0%	0	7.5%	5	48.1%	24	7.9%	14	4.2%	6	0.0%	0	0.0%	0
Brick Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	3.0%	27	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.2%	2	8.3%	12	8.8%	12	0.5%	1
Cambridge Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	6.6%	60	25.9%	32	5.9%	2	0.0%	0	0.4%	0	0.0%	0	9.5%	17	0.0%	0	5.1%	7	1.0%	1
Canning Town	3.9%	35	0.0%	0	1.0%	0	1.6%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	33
Central London	5.3%	48	4.3%	5	20.2%	7	24.7%	8	9.1%	6	11.0%	6	1.7%	3	6.4%	9	0.0%	0	3.2%	4
Chrisp Street	2.3%	21	3.9%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	10.7%	15	0.2%	0
Columbia Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
East Ham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Green Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Hackney Central	2.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	17.9%	26	0.0%	0	0.0%	0
Ilford	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lewisham	0.5%	5	0.7%	1	2.1%	1	2.4%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.6%	5	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.5%	13	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.9%	2	3.7%	5	3.6%	5	0.0%	0
North Woolwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Plaistow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Poplar High Street	2.5%	22	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	14.8%	20	0.0%	0
Roman Road, Bow	5.4%	49	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	7.6%	14	23.2%	33	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Shoreditch	0.2%	2	0.0%	0	1.0%	0	1.6%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	3.2%	29	0.0%	0	1.4%	0	1.1%	0	0.4%	0	0.0%	0	15.1%	27	0.0%	0	0.3%	0	0.0%	0
Stratford City (Westfield)	7.9%	71	4.2%	5	4.1%	1	3.9%	1	5.6%	4	1.0%	0	5.4%	10	7.2%	10	15.0%	21	14.3%	18
Stratford Town Centre	4.0%	36	0.4%	0	5.0%	2	9.5%	3	0.5%	0	0.0%	0	1.7%	3	0.0%	0	1.8%	2	19.3%	25
Surrey Quays	0.6%	6	0.0%	0	2.4%	1	2.7%	1	0.2%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	1.0%	9	0.0%	0	22.2%	8	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.7%	15	0.0%	0	0.5%	0	0.0%	0	8.0%	6	0.0%	0	2.7%	5	0.0%	0	3.1%	4	0.0%	0
Wentworth Street	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	5.3%	48	0.0%	0	1.2%	0	15.6%	5	33.4%	23	6.5%	3	8.9%	16	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Bow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	2	0.0%	0
Burdett Road, Poplar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Cambridge Heath Road, Whitechapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East India Dock, Poplar	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hoxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	1.6%	14	11.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Limehouse	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Mare Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.1%	1	0.0%	0	0.5%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Waitrose, Thomas More Street, St Katharine Docks, London	0.1%	1	0.0%	0	3.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesley Avenue, Silvertown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
White Horse Lane, Bethnal Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	1.3%	12	0.7%	1	4.6%	2	3.7%	1	0.5%	0	1.5%	1	0.0%	0	2.5%	4	2.5%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't know)	2.1%	19	1.6%	2	0.5%	0	6.3%	2	0.8%	1	1.0%	0	1.9%	3	0.0%	0	3.4%	5	4.6%	6
(Varies)	6.5%	58	1.6%	2	11.0%	4	2.9%	1	11.9%	8	7.1%	4	4.7%	8	7.7%	11	5.4%	7	10.0%	13
(Don't do this type of shopping)	10.8%	97	14.4%	18	6.9%	2	4.8%	1	2.5%	2	7.1%	4	18.0%	33	12.2%	18	8.1%	11	6.6%	8
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q20A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Those who shop online at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	3.9%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodybuilding.com	8.2%	1	0.0%	0	0.0%	0	84.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	7.5%	1	0.0%	0	21.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	1	0.0%	0	0.0%	0
Holland & Barrett	3.1%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	26.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.9%	3	0.0%	0	0.0%	0
Superdrug	30.6%	4	0.0%	0	0.0%	0	15.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
(Don't know / varies)	14.3%	2	50.0%	0	78.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		12		1		2		1		0		1		0		4		3		0
Sample:		12		2		3		2		1		1		0		2		1		0

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.3%	2	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ikea, Lakeside	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	2.0%	4	0.8%	1	0.0%	0	0.9%	1
Ikea, Tottenham/Edmonton	0.3%	3	0.0%	0	0.5%	0	1.6%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	0.6%	5	0.0%	0	4.6%	2	1.8%	1	0.5%	0	0.9%	0	0.5%	1	0.0%	0	0.6%	1	0.5%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Gallions Reach Shopping Park, Beckton	1.6%	14	3.5%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	5.5%	7
Aldgate	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.1%	4
Bethnal Green	1.0%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.8%	1	2.4%	4	0.4%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Cambridge Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	3.6%	33	15.8%	19	4.9%	2	0.6%	0	2.2%	2	0.0%	0	0.4%	1	1.6%	2	3.9%	5	1.0%	1
Canning Town	0.5%	5	0.0%	0	1.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Central London	4.3%	39	0.4%	0	14.8%	5	7.8%	2	2.0%	1	10.6%	5	2.1%	4	13.5%	19	0.0%	0	1.0%	1
Chrisp Street	1.0%	9	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Columbia Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Green Street	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.1%	1	1.2%	2	0.0%	0	3.6%	5	0.0%	0
Greenwich	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ilford	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Lakeside	0.7%	6	0.0%	0	1.5%	0	0.4%	0	0.0%	0	0.7%	0	2.0%	4	0.0%	0	0.0%	0	1.0%	1
Lewisham	0.2%	2	0.0%	0	2.1%	1	2.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	4	1.3%	2	1.5%	1	3.5%	1	0.0%	0	0.5%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.1%	1	0.2%	0	0.0%	0	0.5%	1	0.0%	0
Roman Road, Bow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0
Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Shoreditch	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.3%	3	0.0%	0	0.0%	0	0.4%	0	1.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Stepney Green	0.4%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	16.2%	146	5.2%	6	7.0%	2	3.0%	1	11.7%	8	16.7%	8	20.0%	36	20.1%	29	26.4%	36	13.9%	18
Stratford Town Centre	4.1%	37	0.0%	0	4.7%	2	7.9%	2	0.0%	0	2.1%	1	2.5%	5	3.6%	5	3.6%	5	13.2%	17
Surrey Quays	0.3%	2	0.4%	0	0.5%	0	2.4%	1	0.2%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.8%	16	0.0%	0	0.0%	0	7.2%	2	9.3%	6	3.0%	2	3.4%	6	0.0%	0	0.0%	0	0.0%	0

London Borough of Tower Hamlets Town Centre Retail Capacity Review for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Abroad	0.4%	4	0.0%	0	2.1%	1	0.0%	0	0.5%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Central Street, Finsbury	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, Thurrock	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Jubilee Place, Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	11.5%	104	14.9%	18	5.6%	2	7.2%	2	18.6%	13	8.2%	4	17.1%	31	8.6%	12	10.3%	14	5.3%	7
(Don’t know)	4.1%	37	4.8%	6	1.2%	0	6.7%	2	3.9%	3	1.9%	1	4.8%	9	4.5%	6	3.9%	5	3.6%	5
(Varies)	7.9%	71	9.6%	12	5.1%	2	4.2%	1	11.4%	8	5.8%	3	8.3%	15	4.2%	6	3.2%	4	15.4%	20
(Don't do this type of shopping)	31.1%	280	33.8%	42	38.3%	13	29.2%	9	25.6%	18	32.3%	16	23.5%	43	39.0%	56	35.4%	49	27.0%	35
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Q21A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Those who shop online at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	18.1%	19	5.7%	1	73.8%	1	0.0%	0	6.1%	1	25.4%	1	19.1%	6	9.2%	1	43.5%	6	18.2%	1
Argos	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	3	0.0%	0
Ebay	12.3%	13	28.9%	5	0.0%	0	0.0%	0	6.1%	1	0.0%	0	19.1%	6	0.0%	0	5.3%	1	0.0%	0
John Lewis	7.8%	8	14.2%	3	17.9%	0	33.2%	1	12.0%	2	11.9%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	2
Next	1.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.2%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Awards	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Gems TV	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	0.0%	0	0.0%	0	0.0%	0
Monsoon	1.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.0%	1	0.0%	0	0.0%	0	22.6%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
The Jewellery Channel	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watch Shop	5.7%	6	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	14.2%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	43.0%	45	51.3%	9	0.0%	0	44.3%	1	38.6%	5	35.7%	1	32.8%	10	86.3%	11	26.9%	4	46.2%	3
Weighted base:		104		18		2		2		13		4		31		12		14		7
Sample:		71		9		5		4		13		7		15		6		7		5

Q22 Which of these centres do you visit most often for your non-food shopping? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	24.8%	223	60.1%	74	34.6%	12	8.1%	2	14.9%	10	2.9%	1	24.5%	44	12.7%	18	18.5%	25	27.2%	35
Petticoat Lane / Wentworth Street	0.5%	4	0.0%	0	3.1%	1	0.9%	0	2.2%	2	0.7%	0	0.0%	0	0.0%	0	0.3%	0	0.4%	1
Whitechapel	12.7%	114	5.6%	7	7.9%	3	32.4%	10	32.0%	22	7.8%	4	23.6%	43	6.1%	9	7.1%	10	5.8%	7
Bethnal Green	7.1%	63	0.7%	1	3.3%	1	3.5%	1	4.9%	3	41.8%	21	11.3%	20	6.3%	9	2.5%	3	2.2%	3
Roman Road East, Bow (Roman Road market)	8.3%	75	0.0%	0	0.0%	0	0.4%	0	2.2%	2	3.4%	2	2.6%	5	39.1%	56	5.3%	7	2.3%	3
Roman Road West, Bow (Globe Town Market)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Witney Market	4.2%	37	0.0%	0	8.1%	3	7.1%	2	8.7%	6	2.1%	1	10.3%	19	0.0%	0	4.9%	7	0.0%	0
Chris Street	7.2%	65	7.5%	9	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	37.1%	51	1.8%	2
Cross harbour	0.1%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	4.1%	37	1.7%	2	2.6%	1	11.3%	3	8.1%	6	13.7%	7	1.7%	3	4.7%	7	3.1%	4	3.2%	4
Bromley by Bow	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	4.0%	6	6.1%	8	3.6%	5
(None of these)	28.3%	254	24.4%	30	36.5%	13	35.7%	11	25.5%	18	26.2%	13	23.0%	42	27.1%	39	15.2%	21	53.4%	68
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a year]: Daily = 365, 4-6 days a week = 260, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 4, Once a year = 1, Less often = 0.5

Q23 How often do you or your household visit (CENTRE FROM Q22) for your non food shopping?
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Daily	11.6%	75	9.8%	9	6.6%	1	4.9%	1	12.3%	6	17.0%	6	7.6%	11	17.5%	18	12.5%	15	11.9%	7
4-6 days a week	3.1%	20	4.3%	4	3.9%	1	1.2%	0	0.0%	0	3.4%	1	1.6%	2	2.9%	3	6.3%	7	2.1%	1
2-3 days a week	19.2%	124	20.6%	19	0.7%	0	2.0%	0	27.3%	14	12.9%	5	18.0%	25	22.1%	23	27.8%	33	7.8%	5
One day a week	27.9%	180	34.9%	32	15.1%	3	29.0%	6	20.5%	11	19.1%	7	31.8%	44	19.8%	21	34.1%	40	25.9%	15
Every two weeks	12.2%	79	6.5%	6	23.8%	5	18.7%	4	16.0%	8	22.5%	8	10.9%	15	17.8%	19	5.4%	6	12.1%	7
Monthly	14.1%	91	12.3%	11	35.1%	8	19.7%	4	12.4%	6	5.3%	2	20.7%	29	12.6%	13	4.7%	6	20.3%	12
Once every two months	4.5%	29	7.2%	7	10.7%	2	9.5%	2	4.0%	2	2.8%	1	1.4%	2	3.4%	4	6.2%	7	3.4%	2
Three-four times a year	2.7%	17	0.5%	0	3.4%	1	9.5%	2	4.2%	2	6.8%	3	2.6%	4	2.4%	2	0.3%	0	5.0%	3
Once a year	0.7%	5	0.5%	0	0.7%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	5.0%	3
Less often	0.6%	4	2.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don’t know)	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.9%	1	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0
(Varies)	2.8%	18	0.5%	0	0.0%	0	4.9%	1	0.0%	0	8.9%	3	4.8%	7	1.1%	1	1.6%	2	6.1%	4
Mean:		*98.28*		*96.73*		*53.50*		*48.91*		*98.41*		*114.97*		*81.36*		*117.74*		*120.02*		*83.60*
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q24 What do you like about (CENTRE FROM Q22)? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Attractive environment / nice place	14.8%	95	18.1%	17	16.5%	4	7.6%	1	13.8%	7	6.0%	2	6.9%	10	16.7%	18	19.2%	22	23.9%	14
Close to friends or relatives	0.4%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	2	0.7%	0
Close to home	41.3%	266	44.3%	41	42.7%	9	33.0%	7	48.5%	25	62.5%	23	47.3%	66	39.5%	41	40.6%	48	9.8%	6
Close to work	4.2%	27	7.6%	7	6.1%	1	1.2%	0	1.1%	1	1.0%	0	1.6%	2	0.0%	0	2.9%	3	20.0%	12
Compact	3.7%	24	7.9%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	5	10.1%	11	0.0%	0	0.5%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.2%	8	2.7%	3	5.7%	1	0.6%	0	1.4%	1	2.8%	1	0.0%	0	1.6%	2	0.0%	0	0.7%	0
Easy to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Easy to park	2.0%	13	2.0%	2	7.0%	2	0.0%	0	0.3%	0	0.0%	0	2.2%	3	1.6%	2	3.8%	4	0.0%	0
Good facilities	2.1%	13	0.0%	0	2.8%	1	1.2%	0	4.9%	3	2.0%	1	4.7%	7	0.0%	0	0.6%	1	3.0%	2
Good food stores	5.9%	38	4.9%	5	8.4%	2	3.5%	1	5.5%	3	11.9%	4	6.3%	9	5.2%	5	4.9%	6	5.9%	4
Good pubs, cafés or restaurants	2.9%	19	6.8%	6	2.3%	0	2.1%	0	0.0%	0	3.4%	1	0.6%	1	2.9%	3	0.3%	0	10.2%	6
Good range of non-food shops	31.4%	202	39.7%	37	31.1%	7	26.0%	5	41.8%	22	23.8%	9	28.5%	40	29.3%	31	31.2%	36	27.0%	16
Makes a change from other places	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Quiet	2.5%	16	2.8%	3	1.2%	0	2.5%	0	0.0%	0	1.3%	0	2.2%	3	1.7%	2	5.4%	6	2.1%	1
Safe and secure	1.6%	10	4.7%	4	2.4%	1	0.0%	0	3.0%	2	0.0%	0	0.6%	1	2.9%	3	0.0%	0	0.0%	0
The market	6.7%	43	8.4%	8	13.5%	3	18.8%	4	13.5%	7	6.4%	2	3.4%	5	5.6%	6	5.1%	6	5.1%	3
Traditional	2.8%	18	5.7%	5	6.6%	1	0.6%	0	3.5%	2	0.0%	0	0.0%	0	3.9%	4	3.7%	4	2.2%	1
Traffic free shopping centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	1
Other - including a specific shop / attraction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.8%	12	4.7%	4	0.0%	0	0.0%	0	0.7%	0	8.3%	3	0.0%	0	2.9%	3	0.6%	1	0.0%	0
Familiarity / habit	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	0.0%	0	0.0%	0	3.6%	4	1.2%	1
Good library	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0
Good prices / value	1.8%	12	0.0%	0	2.3%	0	4.9%	1	6.3%	3	2.6%	1	1.6%	2	2.8%	3	0.0%	0	1.2%	1
Easy to get to be train / tube	1.1%	7	2.1%	2	3.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Good layout	0.7%	4	0.0%	0	4.1%	1	0.0%	0	0.0%	0	5.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Good range of leisure facilities	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	4.1%	2
Good quality items available	0.3%	2	0.0%	0	4.5%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	4.7%	30	1.0%	1	1.5%	0	16.2%	3	1.6%	1	3.2%	1	3.4%	5	5.0%	5	7.8%	9	8.2%	5
(Don't know)	3.3%	21	1.0%	1	0.7%	0	7.4%	1	1.6%	1	5.4%	2	6.5%	9	0.5%	1	4.0%	5	2.5%	2
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q25 What could be improved about (CENTRE FROM Q22) that would make you visit more often? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Better access by road	2.6%	17	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	3	5.9%	6	5.7%	7	0.5%	0
Better public transport	2.4%	16	0.5%	0	3.3%	1	5.6%	1	0.0%	0	2.6%	1	0.0%	0	4.1%	4	5.4%	6	3.0%	2
Better signposting	0.4%	3	0.0%	0	7.9%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cleaner streets	5.3%	34	3.2%	3	0.0%	0	23.2%	5	15.4%	8	6.1%	2	7.1%	10	2.3%	2	3.4%	4	0.0%	0
Facilities which would assist you if shopping with children	0.9%	6	0.0%	0	0.0%	0	10.0%	2	0.7%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.1%	1
Free car parking	0.9%	6	0.5%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.7%	1	0.5%	0
Jewellery / food markets / other events	1.2%	8	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.9%	58	11.1%	10	5.3%	1	0.9%	0	8.5%	4	19.5%	7	11.6%	16	8.0%	8	7.9%	9	0.7%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.6%	10	1.0%	1	1.6%	0	0.6%	0	3.0%	2	0.0%	0	2.6%	4	0.5%	1	0.0%	0	4.8%	3
More / better food shops	3.8%	24	2.8%	3	4.1%	1	0.6%	0	5.1%	3	7.1%	3	3.3%	5	2.9%	3	6.8%	8	0.0%	0
More / better parking	2.9%	19	5.8%	5	3.3%	1	0.0%	0	3.7%	2	5.5%	2	3.2%	4	1.1%	1	0.3%	0	5.0%	3
More / better pedestrianised streets	1.8%	11	0.0%	0	4.9%	1	0.9%	0	3.3%	2	4.1%	2	3.2%	4	0.0%	0	0.0%	0	4.1%	2
More / better public conveniences	0.7%	5	2.8%	3	1.6%	0	5.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	1.0%	7	1.1%	1	1.6%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.1%	2
More / better services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.8%	63	15.1%	14	4.5%	1	6.4%	1	7.3%	4	10.9%	4	7.5%	10	15.2%	16	3.1%	4	15.0%	9
Protection from the weather (i.e.. covered shopping malls)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.9%	6	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of independent shops	1.3%	9	0.0%	0	3.6%	1	0.0%	0	0.3%	0	1.0%	0	2.5%	4	1.2%	1	1.8%	2	0.7%	0
Better market	3.0%	20	4.7%	4	0.0%	0	3.3%	1	3.4%	2	2.0%	1	2.2%	3	1.6%	2	5.7%	7	1.0%	1
Better prices	1.2%	8	0.0%	0	1.6%	0	0.0%	0	3.0%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	4.8%	3
Less congestion / too busy	2.2%	14	0.0%	0	1.2%	0	0.0%	0	1.0%	1	2.8%	1	2.2%	3	6.0%	6	0.0%	0	5.5%	3
Better security / policing	1.6%	11	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.9%	1	2.2%	3	0.0%	0	4.3%	5	1.4%	1
Improve the environment / refurbish	2.1%	13	0.0%	0	0.7%	0	0.9%	0	1.6%	1	3.2%	1	0.0%	0	8.8%	9	1.4%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More pedestrian crossings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing)	45.0%	290	42.0%	39	53.3%	12	42.3%	8	39.8%	21	34.4%	13	49.7%	69	42.2%	44	51.9%	61	39.1%	23
(Don't know)	9.1%	59	5.5%	5	8.4%	2	12.4%	2	9.3%	5	15.5%	6	7.7%	11	13.1%	14	4.9%	6	14.3%	9
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q26 In addition to ... (centre mentioned at Q22), which of these other centres do you regularly visit ? [MR/PR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	6.8%	44	2.1%	2	6.0%	1	11.3%	2	12.2%	6	11.3%	4	11.0%	15	7.2%	8	2.6%	3	3.2%	2
Wentworth Street/Petticoat Lane	4.2%	27	4.7%	4	0.7%	0	13.1%	3	13.9%	7	4.1%	2	2.5%	3	1.1%	1	2.1%	2	6.9%	4
Whitechapel	11.8%	76	5.2%	5	1.9%	0	15.1%	3	12.7%	7	21.7%	8	13.0%	18	4.8%	5	22.2%	26	6.9%	4
Bethnal Green	11.3%	73	2.6%	2	2.4%	1	3.0%	1	36.3%	19	13.2%	5	10.1%	14	13.8%	15	11.9%	14	5.5%	3
Roman Road East, Bow (Roman Road market)	9.3%	60	5.7%	5	2.4%	1	0.9%	0	13.1%	7	12.2%	5	10.6%	15	11.2%	12	13.7%	16	0.5%	0
Roman Road West, Bow (Globe Town Market)	4.7%	30	5.2%	5	0.0%	0	0.9%	0	4.5%	2	3.8%	1	9.4%	13	2.1%	2	5.4%	6	0.0%	0
Witney Market	14.5%	94	18.1%	17	11.5%	2	13.2%	3	22.1%	11	5.8%	2	25.5%	36	6.5%	7	11.2%	13	4.5%	3
Chris Street	6.7%	43	7.2%	7	0.7%	0	2.1%	0	7.2%	4	0.6%	0	15.1%	21	1.6%	2	6.9%	8	2.5%	2
Cross harbour	3.7%	24	9.5%	9	1.9%	0	0.9%	0	3.0%	2	2.0%	1	4.7%	7	1.6%	2	3.3%	4	0.5%	0
Brick Lane	9.5%	61	1.0%	1	9.2%	2	17.4%	3	25.2%	13	26.5%	10	11.2%	16	9.5%	10	3.5%	4	4.1%	2
Bromley by Bow	3.2%	21	2.8%	3	0.0%	0	0.9%	0	4.0%	2	3.8%	1	2.7%	4	1.1%	1	4.3%	5	7.2%	4
(None of these)	53.6%	345	70.5%	66	65.6%	14	43.8%	9	28.2%	15	33.4%	12	39.5%	55	64.5%	68	50.9%	60	79.6%	47
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q27 Do you or your household visit any of the following leisure attractions? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bingo / casino / bookmaker	2.8%	25	2.1%	3	0.9%	0	1.7%	1	1.9%	1	4.1%	2	0.4%	1	6.5%	9	0.8%	1	5.5%	7
Cinema	52.7%	474	48.6%	60	57.7%	20	43.5%	13	60.7%	42	50.8%	26	52.3%	95	54.4%	78	54.3%	75	51.0%	65
Gym / health club / sports facility	32.5%	292	29.6%	36	32.6%	11	28.9%	9	35.2%	24	34.1%	17	30.4%	55	33.5%	48	36.1%	50	31.8%	41
Theatre/ concert / music venue	31.8%	286	38.3%	47	60.9%	21	43.4%	13	33.7%	23	29.8%	15	22.0%	40	40.9%	59	22.5%	31	28.3%	36
Museum / gallery or place of historical / cultural interest	36.4%	327	50.4%	62	52.3%	18	39.9%	12	49.3%	34	48.3%	24	33.9%	61	37.6%	54	19.7%	27	26.5%	34
Pub / bar / nightclub	31.2%	280	35.6%	44	54.4%	19	51.8%	16	27.7%	19	29.7%	15	18.3%	33	47.1%	68	13.2%	18	37.8%	48
Restaurant / café	73.4%	660	75.3%	93	79.0%	27	78.8%	24	81.3%	56	64.6%	33	70.9%	129	74.1%	107	65.7%	91	79.1%	101
Family entertainment (e.g. tenpin bowling, skating rink)	23.7%	213	24.2%	30	5.0%	2	10.3%	3	44.5%	31	15.7%	8	27.6%	50	10.3%	15	29.5%	41	27.0%	35
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	15.3%	137	13.2%	16	10.3%	4	19.0%	6	13.7%	9	14.5%	7	16.8%	30	17.3%	25	19.4%	27	10.2%	13
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q28 How often do you go to bingo / casino / bookmaker?
Those who go to bingo / a casino or bookmaker at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	13.4%	3	18.2%	0	50.0%	0	0.0%	0	13.0%	0	18.2%	0	0.0%	0	0.0%	0	100.0%	1	15.4%	1
Once a week	18.7%	5	0.0%	0	0.0%	0	0.0%	0	27.8%	0	58.0%	1	100.0%	1	5.9%	1	0.0%	0	25.5%	2
Once a fortnight	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1
Once a month	57.8%	14	40.9%	1	0.0%	0	65.8%	0	59.3%	1	23.8%	0	0.0%	0	94.1%	9	0.0%	0	42.7%	3
Once every two months	5.9%	1	40.9%	1	0.0%	0	34.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less often	0.6%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.65*		*0.53*		*1.00*		*0.23*		*0.72*		*1.02*		*1.00*		*0.34*		*2.00*		*0.76*
Weighted base:		25		3		0		1		1		2		1		9		1		7
Sample:		40		3		2		3		3		5		2		4		3		15

Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who go to bingo / a casino or bookmaker at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Gala Bingo, Stratford	28.9%	7	59.1%	1	0.0%	0	0.0%	0	0.0%	0	35.8%	1	50.0%	0	33.0%	3	33.3%	0	16.4%	1
Gala Bingo, Surrey Quays	3.1%	1	0.0%	0	0.0%	0	0.0%	0	59.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Fairlop Road, Ilford	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Mecca, Dagenham Leisure Park, Cook Road, Dagenham	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	8.2%	1
The London Palace, Elephant & Castle Shopping Centre, London	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspers Casino, Westfield Stratford City, London	20.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	5	0.0%	0	0.0%	0
Bow	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Canning Town	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Coral, High Street, Poplar	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
Gala Bingo, Southernhay, Basildon	4.1%	1	40.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, East India Dock Road, London	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
Mecca, Arlington Road, Camden Town	0.9%	0	0.0%	0	0.0%	0	44.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddy Power, Bethnal Green Road, Bethnal Green	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Westfield Stratford City	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0
William Hill, Mile End Road, Stepney Green	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Sidney Street, Whitechapel	0.7%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.9%	4	0.0%	0	100.1%	0	55.1%	0	27.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	3
Weighted base:		25		3		0		1		1		2		1		9		1		7
Sample:		40		3		2		3		3		5		2		4		3		15

London Borough of Tower Hamlets Town Centre Retail Capacity Review for Carter Jonas

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q30 How often do you go to the cinema?
Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Once a week	5.8%	28	4.3%	3	3.7%	1	1.3%	0	5.2%	2	4.7%	1	9.5%	9	4.6%	4	0.0%	0	12.3%	8
Once a fortnight	13.8%	66	6.1%	4	9.0%	2	23.0%	3	21.5%	9	24.2%	6	17.9%	17	5.0%	4	10.3%	8	20.2%	13
Once a month	34.3%	163	41.9%	25	46.0%	9	30.3%	4	30.4%	13	32.8%	8	31.6%	30	48.8%	38	27.3%	20	22.1%	14
Once every two months	25.0%	119	22.8%	14	26.7%	5	19.7%	3	26.6%	11	18.4%	5	13.6%	13	19.0%	15	42.9%	32	32.7%	21
Once every six months	14.0%	66	14.5%	9	12.5%	2	22.0%	3	11.4%	5	16.1%	4	19.9%	19	16.3%	13	8.5%	6	8.0%	5
Once a year or less often	2.4%	11	8.0%	5	0.8%	0	0.0%	0	0.4%	0	0.0%	0	3.7%	3	2.3%	2	1.1%	1	0.0%	0
(Don't know / varies)	4.5%	21	2.4%	1	1.3%	0	3.7%	0	4.5%	2	1.8%	0	3.9%	4	3.9%	3	9.9%	7	4.1%	3
Mean:		*0.27*		*0.23*		*0.25*		*0.25*		*0.29*		*0.33*		*0.31*		*0.25*		*0.20*		*0.35*
Weighted base:		474		60		20		13		42		26		95		78		75		65
Sample:		385		31		48		34		48		35		46		49		36		58

Q31 Where do you or members of your household normally go to the cinema?

Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Barbican, Silk Street, London	1.1%	5	0.0%	0	2.1%	0	4.2%	1	5.0%	2	2.8%	1	0.0%	0	1.5%	1	0.0%	0	0.7%	0
Bfi IMAX, Charlie Chaplin Walk, Waterloo	0.4%	2	0.0%	0	5.4%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Clements Road, Ilford	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	1.5%	1	0.0%	0	0.0%	0
Cineworld, The O2, Greenwich	4.4%	21	8.9%	5	0.0%	0	0.0%	0	3.7%	2	8.0%	2	7.8%	7	0.0%	0	0.0%	0	6.9%	4
Cineworld, West India Quay/Canary Wharf	22.6%	107	52.4%	31	26.6%	5	8.6%	1	22.7%	10	9.9%	3	32.1%	30	7.7%	6	24.3%	18	3.7%	2
Close-Up Cinema, 97 Sclater Street, London	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon Bloomsbury	0.4%	2	0.0%	0	1.6%	0	1.3%	0	0.0%	0	0.0%	0	0.4%	0	1.5%	1	0.0%	0	0.0%	0
Everyman Cinema, Lower Mall- 2 Crossrail Place, Canary Wharf	1.3%	6	6.8%	4	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Genesis, Mile End Road, Whitechapel	17.3%	82	0.0%	0	23.2%	5	43.3%	6	35.9%	15	16.3%	4	29.7%	28	13.2%	10	16.7%	12	1.9%	1
Odeon IMAX, Bugsby Way, Greenwich	2.6%	12	0.0%	0	0.8%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	6	5.6%	4
Odeon, 135 Shaftesbury Avenue, London WEST END	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Odeon, 24-26 Leicester Square, London WEST END	0.6%	3	0.0%	0	3.4%	1	0.0%	0	1.9%	1	0.0%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0
Odeon, Redriff Road, Surrey Quays	2.6%	12	7.3%	4	1.7%	0	0.0%	0	0.0%	0	1.5%	0	7.8%	7	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Greenwich High Road, Greenwich	2.3%	11	1.6%	1	0.8%	0	3.7%	0	0.0%	0	1.9%	0	0.0%	0	6.6%	5	4.6%	3	0.0%	0
Picturehouse, Mare Street, Hackney,	5.2%	24	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.8%	1	4.6%	4	23.5%	18	0.0%	0	0.7%	0
Premiere Cinema, Mercury Mall, Mercury Gardens, Romford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Rich Mix, Bethnal Green Road	4.2%	20	0.0%	0	1.7%	0	6.1%	1	3.6%	2	45.1%	12	0.9%	1	6.1%	5	0.0%	0	0.0%	0
Showcase, Bluewater	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Jenkins Lane, Barking	2.0%	9	9.0%	5	3.7%	1	3.7%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.4%	2
Showcase, Wood Green	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stratford Picture House, Stratford Town Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	11.6%	8
Vue, Angel Central, 36	0.4%	2	0.0%	0	1.3%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Parkfield Street, Islington																				
Vue, Dagenham Leisure Park, Dagenham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Vue, Lakeside Shopping Centre, Thurrock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Vue, The Brewery, Romford	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Westfield, Stratford City	18.5%	88	3.4%	2	1.3%	0	14.6%	2	4.1%	2	4.1%	1	5.7%	5	25.4%	20	30.6%	23	49.4%	32
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Institute of Contemprary Arts, Trafalgar Square	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Tottenham Lane, Crouch End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Vue, Denmark Street, Altrincham	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.5%	41	9.0%	5	16.0%	3	4.5%	1	5.0%	2	5.2%	1	3.9%	4	10.9%	9	10.3%	8	12.2%	8
Weighted base:		474		60		20		13		42		26		95		78		75		65
Sample:		385		31		48		34		48		35		46		49		36		58

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q32 How often do you go to a gym / health club / sports facility?

Those who use a gym / health club / sports facility at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	63.4%	185	38.4%	14	62.4%	7	66.9%	6	41.8%	10	65.2%	11	62.3%	34	91.2%	44	52.9%	26	78.6%	32
Once a week	23.4%	68	42.6%	15	24.3%	3	21.6%	2	31.4%	8	31.9%	6	21.4%	12	5.1%	2	27.9%	14	16.8%	7
Once a fortnight	3.2%	9	0.0%	0	7.9%	1	3.8%	0	6.3%	2	2.8%	0	0.0%	0	0.0%	0	11.0%	6	1.1%	0
Once a month	3.0%	9	0.0%	0	2.3%	0	7.6%	1	0.0%	0	0.0%	0	10.7%	6	2.6%	1	1.5%	1	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.1%	3	0.0%	0	3.1%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Once a year or less often	0.9%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	15	11.9%	4	0.0%	0	0.0%	0	14.2%	3	0.0%	0	5.6%	3	1.1%	1	4.1%	2	3.6%	1
Mean:		*1.61*		*1.36*		*1.54*		*1.60*		*1.38*		*1.64*		*1.58*		*1.90*		*1.46*		*1.81*
Weighted base:		292		36		11		9		24		17		55		48		50		41
Sample:		216		16		26		20		27		22		24		25		22		34

Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who use a gym / health club / sports facility at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Active Newham, Atherton leisure Centre, Romford Road, Stratford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Balaam Leisure Centre, Balaam Street, Paistow	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Better Gym, North Greenwich	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Bodylines Fitness, Bethnal Green Road, Bethnal Green	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Health Club, Canary Wharf	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Columbo Centre, Colombo Street, London Marylebone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
David Lloyd Leisure Club, 1 Alie Street, London Whitechapel	2.0%	6	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
David Lloyd Leisure Club, Kidbrooke Park Road, Kidbrooke	0.9%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
East Ham Leisure Centre, Barking Road, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Fit4Less, Violet Road, Bow	2.5%	7	11.9%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Fitness First, Leyton Mills Retail Park, Marshall Road, Leyton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Fitness4Less, Barking Road, Canning Town	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	6
Gymbox, Chestnut Place, Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
John Orwell Sports Centre, Tench Street, Wapping,	1.2%	3	0.0%	0	27.9%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Hall Gym, The Piazza, Covent Garden	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
LA Fitness, West India Quay/Canary Wharf	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Leytonstone Leisure Centre, Cathall Road, Leytonstone	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Mile End Climbing Wall, Haverfield Road, Mile End	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	6.4%	3	6.9%	3	0.0%	0
Mile End Leisure Centre & Stadium, Burdett Road, Mile End	11.9%	35	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	36.7%	20	2.6%	1	22.5%	11	3.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham ABC, Old Bath House, Church Street, Stratford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Nuffield Health, 4 Cousin Lane, London MONUMENT	0.3%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 20 Little Britain, St Paul's, London BARBICAN	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 5 Hertsmere Road, West India Quay / Canary Wharf	2.0%	6	14.6%	5	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reebok Sports Club, Canada Square/Canary Wharf	0.5%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
St Georges Leisure Centre, The Highway, Wapping	0.5%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Sovereign Close, Wapping	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiller Leisure Centre, Tiller Road, Tower Hamlets	1.8%	5	14.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, 5 Old Broad Street, London LIVERPOOL STREET	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, Tower Bridge, Ibex House, 1 Haydon Street, London ALDGATE	0.1%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Broadgate, One Exchange Place, London LIVERPOOL STREET	0.4%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	3	0.0%	0	0.0%	0	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ability Bow, St. Paul's Church, St. Stephen's Road, Bow	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Anytime Fitness, Alie Street, Whitechapel	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0
Bethnal Green	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Bromley-by-Bow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Canary Wharf	1.6%	5	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	1	0.0%	0	0.0%	0
Central London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowne Plaza, Royal Victoria Dock, Western Gateway	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Dagenham	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
EasyGym, Winston Way, Ilford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Fit4Less, Coventry Road, Bethnal Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Mansell Street, Tower Hill	0.2%	1	0.0%	0	3.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Baker Street, London	0.1%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Frying Pan Alley, Spitalfields Tower, Aldgate East	0.5%	1	0.0%	0	0.0%	0	11.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Liverpool Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Thomas More Square, Wapping	0.8%	2	0.0%	0	17.6%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4Less, Cambridge Heath Road, Cambridge Heath	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0
Frame, New Inn Yard, East London	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Lane Leisure Centre, Barbican Centre, Silk Street	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Tower Bridge Hotel, Prescot Street, London	1.1%	3	0.0%	0	0.0%	0	5.6%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Gymbox, St Martin's Lane, London	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Hayaa Fitness, Fieldgate Street London	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironmonger Row Baths, Norman Street, London	0.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Isle of Dogs	0.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KO Muay Thai Gym, The Arches, Globe Road, Bethnal Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Kings College, London	1.5%	4	11.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linklaters, Silk Street, London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Fields Fitness Studio, Mentmore Terrace, London	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0
Mulberry School for Girls, Richard Street, Commercial Road, London	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Newham Leisure Centre, Prince Regents Lane,	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham																				
Notting Hill	0.2%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, South Quay Plaza, Marsh Wall, Canary Wharf	0.5%	1	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Qmotion Health and Fitness Centre, Godward Square, Mile End	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Re Spa, Canada Square, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revolution Personal Training Studio, Upper Street, Angel Islington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Ruggieri Dance Academy, Sovereign Close, Wapping	0.1%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho Gym, Bow Wharf, Grove Road	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	7	0.0%	0	0.0%	0
The Copper Box, Queen Elizabeth Olympic Park, London	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Upton Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Urban Fitness, Hooper Street, London	0.6%	2	0.0%	0	0.0%	0	2.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Aldersgate Street, Barbican	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Woolston Hall, Abridge Road, Chigwell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Wapping	0.6%	2	2.6%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel Sports Centre, Durward Street, Whitechapel	1.5%	4	0.0%	0	0.0%	0	13.0%	1	13.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yoga Place, Bethnal Green Road, Bethnal Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Hall, Old Ford Road, Bethnal Green	3.3%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	1	20.7%	4	6.3%	3	3.5%	2	0.0%	0	0.0%	0
(Don't know / varies)	25.5%	74	30.3%	11	9.6%	1	38.5%	3	11.3%	3	25.0%	4	28.1%	15	17.7%	9	26.5%	13	36.0%	15
Weighted base:		292		36		11		9		24		17		55		48		50		41
Sample:		216		16		26		20		27		22		24		25		22		34

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q34 How often do you go to the theatre / concert / music venue?
Those who go to a theatre/ concert / music venue at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.3%	1	0.0%	0	3.5%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.8%	5	2.0%	1	1.6%	0	2.7%	0	3.4%	1	2.5%	0	0.0%	0	2.9%	2	0.0%	0	1.6%	1
Once a fortnight	2.8%	8	1.0%	0	20.2%	4	10.8%	1	3.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Once a month	15.6%	44	24.9%	12	7.9%	2	21.0%	3	13.1%	3	20.7%	3	11.1%	4	14.1%	8	15.4%	5	12.8%	5
Once every two months	27.0%	77	27.6%	13	34.6%	7	35.2%	5	27.1%	6	33.9%	5	19.1%	8	25.4%	15	20.1%	6	33.3%	12
Once every six months	30.3%	87	26.0%	12	18.7%	4	16.1%	2	24.8%	6	30.4%	5	38.2%	15	35.0%	21	30.5%	9	34.8%	13
Once a year or less often	11.1%	32	1.0%	0	7.0%	1	12.8%	2	14.1%	3	8.5%	1	20.9%	8	11.5%	7	11.7%	4	12.9%	5
(Don't know / varies)	11.1%	32	17.6%	8	6.5%	1	0.0%	0	13.6%	3	4.0%	1	10.8%	4	9.4%	6	22.3%	7	4.7%	2
Mean:		*0.13*		*0.15*		*0.26*		*0.21*		*0.14*		*0.13*		*0.06*		*0.12*		*0.09*		*0.09*
Weighted base:		286		47		21		13		23		15		40		59		31		36
Sample:		329		36		55		36		36		29		25		47		23		42

Q35 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who go to a theatre/ concert / music venue at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Apollo Victoria Theatre, Wilton Road, Westminster, London	2.8%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0	12.3%	4	6.7%	2
Dominion Theatre, Tottenham Court Road, Camden, London	0.3%	1	0.0%	0	1.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lyceum Theatre, Wellington Street, Westminster, London	3.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	6	0.0%	0	6.6%	2	6.7%	2
O2 Academy, Brixton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Arena, Peninsula Square, Greenwich	8.7%	25	15.7%	7	8.2%	2	16.5%	2	10.1%	2	0.0%	0	0.0%	0	14.1%	8	0.0%	0	7.9%	3
O2 Empire, Shepherd's Bush	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Albert Hall, London	2.1%	6	10.2%	5	1.6%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The London Palladium, Argyll Street Westminster, London	0.9%	3	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0
Wilton's Music Hall, Grace's Alley, London	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adelphi Theatre, Strand, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Aldwych Theatre, Aldwych	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Arcola Theatre, Ashwin Street, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbican Centre, Silk Street, London	1.0%	3	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cadogan Hall, Sloane Terrace, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	13.4%	38	12.7%	6	5.1%	1	11.3%	2	10.0%	2	46.3%	7	15.1%	6	13.1%	8	9.0%	3	10.6%	4
Covent Garden	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duke of York's Theatre, St Martin's Lane, London	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Empire, Mare Street, London	0.7%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Ilford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Isle of Dogs	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jazz Café, Parkway, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KOKO, Camden High Street, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Kenneth More Theatre, Ilford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	1.3%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Lopping Hall, Loughton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Menier Chocolate Factory, Southwark Street, London	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Theatre, Upper Ground, London	1.5%	4	2.0%	1	1.5%	0	2.1%	0	1.9%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Palace Theater, Shaftesbury Avenue, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Peacock Theatre, Portugal Street, London	0.5%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Prince Edward Theatre, Old Compton Street, London	1.0%	3	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Ronnie Scotts', Frith Street, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roundhouse, Chalk Farm Road, London	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Botanic Gardens, Kew Green, Richmond	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Opera House, Bow Street, London	0.6%	2	0.0%	0	0.8%	0	3.7%	0	0.0%	0	2.5%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Sadler's Wells Theatre, Rosebery Avenue, London	0.6%	2	2.0%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Theatre, Shaftesbury Avenue, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Shakespeare’s Globe, New Globe Walk, Bankside	0.8%	2	2.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Soho	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Southbank Centre, Belvedere Road, London	0.3%	1	1.0%	0	0.8%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark Cathedral, London Bridge, London	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields Music, Brushfield Street, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Half Moon Theatre, Mile End Road, Stepney Green	1.1%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	2.7%	1	0.0%	0
The London Coliseum, St Martin's Lane, London	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	0	0.0%	0
The Mermaid Conference & Events Centre, Puddle Dock, Blackfriars	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Victoria Pub, Queensbridge Road, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Suffolk	0.3%	1	1.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, London																				
Under the Bridge, Stamford Bridge, Fulham Road, London	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Walthamstow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Wembley Park	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Wigmore Hall, Wigmore Street, London	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	50.6%	144	44.0%	21	62.5%	13	48.7%	6	58.8%	14	28.3%	4	49.6%	20	53.4%	31	65.8%	20	40.3%	15
Weighted base:		286		47		21		13		23		15		40		59		31		36
Sample:		329		36		55		36		36		29		25		47		23		42

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q36 How often do you go to a museum / gallery or place of historical / cultural interest?
Those who go to museums / galleries or places of historical / cultural interest at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.6%	2	0.0%	0	0.9%	0	2.3%	0	0.5%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Once a week	4.6%	15	1.5%	1	12.9%	2	11.3%	1	8.3%	3	13.4%	3	3.6%	2	2.3%	1	2.8%	1	0.0%	0
Once a fortnight	4.4%	14	0.0%	0	19.5%	3	4.2%	1	3.6%	1	10.1%	2	1.4%	1	4.1%	2	10.6%	3	1.7%	1
Once a month	23.2%	76	34.6%	21	17.2%	3	25.2%	3	13.0%	4	38.4%	9	12.6%	8	11.8%	6	24.6%	7	40.3%	14
Once every two months	24.9%	81	28.4%	18	16.9%	3	21.9%	3	32.1%	11	14.2%	3	36.3%	22	25.6%	14	9.9%	3	14.3%	5
Once every six months	22.5%	74	11.8%	7	14.8%	3	16.2%	2	20.9%	7	20.0%	5	25.3%	16	28.3%	15	36.4%	10	26.4%	9
Once a year or less often	10.7%	35	12.7%	8	7.8%	1	10.7%	1	20.1%	7	0.9%	0	12.4%	8	5.4%	3	15.7%	4	7.4%	3
(Don't know / varies)	9.3%	30	11.1%	7	10.0%	2	8.1%	1	1.6%	1	3.0%	1	8.4%	5	20.2%	11	0.0%	0	9.9%	3
Mean:		*0.19*		*0.17*		*0.35*		*0.30*		*0.19*		*0.32*		*0.13*		*0.19*		*0.16*		*0.16*
Weighted base:		327		62		18		12		34		24		61		54		27		34
Sample:		354		44		51		37		45		38		39		41		20		39

Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who go to museums / galleries or places of historical / cultural interest at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
British Museum, Great Russell Street, London	11.1%	36	13.0%	8	6.5%	1	17.7%	2	12.5%	4	3.0%	1	2.1%	1	10.9%	6	36.6%	10	8.3%	3
Espacio Gallery, 159 Bethnal Green Road, London	1.5%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.6%	2	0.0%	0	2.8%	1	0.0%	0
Half Moon Theatre, 43 White Horse Road, London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Imperial War Museum, Lambeth Road, London	0.1%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Immigration and Diversity, 19 Princelet Street, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, London	0.7%	2	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	0	0.8%	0
Museum of London, 150 London Wall, London	2.0%	7	0.7%	0	1.5%	0	8.8%	1	1.1%	0	2.5%	1	2.9%	2	2.0%	1	0.0%	0	3.0%	1
National Gallery, Trafalgar Square, London	1.4%	5	0.0%	0	2.8%	0	4.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	8.8%	3
National Maritime Museum, Park Row, Greenwich	1.6%	5	1.5%	1	4.1%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.8%	0
National Portrait Gallery, St. Martin's Place, London	2.5%	8	2.3%	1	10.3%	2	7.9%	1	0.5%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, London	5.5%	18	0.0%	0	0.0%	0	8.1%	1	7.3%	3	8.6%	2	2.8%	2	10.3%	6	10.6%	3	6.5%	2
Royal London Hospital Museum, St Augustine with St Phillip's Church, London	0.4%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.9%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Science Museum, Exhibition Road, London	2.0%	7	0.7%	0	5.7%	1	0.0%	0	2.3%	1	0.0%	0	6.0%	4	1.0%	1	0.0%	0	0.0%	0
Tate Modern, Bankside, London	3.1%	10	1.5%	1	15.0%	3	12.7%	2	1.7%	1	1.5%	0	3.6%	2	3.3%	2	0.0%	0	0.0%	0
V&A Museum of Childhood, Cambridge Heath Road, London	7.5%	24	7.0%	4	2.9%	1	0.0%	0	9.0%	3	11.5%	3	18.5%	11	2.0%	1	0.0%	0	3.6%	1
Victoria and Albert Museum, Cromwell Road, London	1.9%	6	0.0%	0	1.8%	0	4.0%	0	6.4%	2	0.0%	0	0.0%	0	4.4%	2	3.0%	1	0.0%	0
Whitechapel Gallery, 77-82 Whitechapel High Street, London	4.0%	13	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	9.6%	6	7.8%	4	7.6%	2	0.0%	0
Bethnal Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	5.9%	19	4.0%	2	0.0%	0	0.0%	0	6.8%	2	7.2%	2	8.5%	5	2.3%	1	15.5%	4	6.2%	2
Covent Garden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Geffrye Museum, Kingsland Road, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Academy of Arts, Burlington House, Piccadilly	0.3%	1	0.7%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Festival Hall, Southbank Centre, Belvedere Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Soho	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The East London Mosque & London Muslim Centre, Whitechapel Road, London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
The Wallace Collection, Hertford House, Manchester Square, London	0.4%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	1.2%	4	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
White Cube, Masons Yard, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	44.2%	145	62.7%	39	41.3%	7	26.4%	3	39.5%	13	54.6%	13	25.3%	16	50.9%	28	21.3%	6	57.6%	20
Weighted base:		327		62		18		12		34		24		61		54		27		34
Sample:		354		44		51		37		45		38		39		41		20		39

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q38 How often do you go to pubs / bars / nightclubs?
Those who go to a pub / bar / nightclub at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	12.4%	35	9.1%	4	16.5%	3	35.9%	6	13.2%	3	25.7%	4	20.8%	7	4.1%	3	8.3%	2	9.0%	4
Once a week	35.8%	100	22.0%	10	39.6%	7	31.1%	5	47.5%	9	35.8%	5	38.5%	13	39.9%	27	63.1%	12	25.8%	13
Once a fortnight	20.5%	57	10.4%	5	10.9%	2	12.9%	2	10.1%	2	20.2%	3	17.0%	6	30.5%	21	13.1%	2	31.0%	15
Once a month	19.2%	54	43.7%	19	11.5%	2	16.5%	3	17.4%	3	12.7%	2	20.0%	7	11.5%	8	9.0%	2	17.3%	8
Once every two months	6.1%	17	11.3%	5	8.4%	2	1.1%	0	8.0%	2	2.5%	0	2.4%	1	6.2%	4	0.0%	0	7.1%	3
Once every six months	1.2%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	0	3.1%	2
Once a year or less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	14	3.6%	2	10.8%	2	2.5%	0	3.8%	1	3.0%	0	1.2%	0	6.1%	4	4.5%	1	6.6%	3
Mean:		*0.81*		*0.62*		*0.92*		*1.17*		*0.88*		*1.05*		*0.96*		*0.72*		*0.93*		*0.70*
Weighted base:		280		44		19		16		19		15		33		68		18		48
Sample:		306		33		53		34		31		25		26		39		14		51

Q39 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?
Those who go to a pub / bar / nightclub at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	2.2%	6	0.0%	0	0.0%	0	7.4%	1	26.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Beckton	1.2%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Bethnal Green	5.1%	14	0.0%	0	0.0%	0	6.1%	1	3.4%	1	34.8%	5	11.7%	4	4.6%	3	2.0%	0	0.0%	0
Bexleyheath	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	3.2%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	1	20.6%	3	13.8%	5	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	0	0.0%	0
Cambridge Heath	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Camden	1.5%	4	5.9%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Canary Wharf	9.3%	26	29.6%	13	3.7%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	4	4.6%	3	18.9%	3	3.7%	2
Central London	12.4%	35	9.9%	4	7.8%	1	11.8%	2	7.5%	1	9.8%	1	20.4%	7	12.1%	8	8.6%	2	15.9%	8
Chrisp Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
East Ham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Greenwich	0.4%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hackney Central	4.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	18.3%	12	0.0%	0	0.0%	0
Lakeside	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	1.9%	5	6.7%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0
London West End	0.7%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Mile End	2.8%	8	0.0%	0	7.7%	1	6.1%	1	0.0%	0	0.0%	0	1.2%	0	4.6%	3	4.5%	1	2.5%	1
North Greenwich	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Roman Road East, Bow (Roman Road market)	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.3%	6	0.0%	0	0.0%	0
Romford	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	6.3%	18	0.0%	0	1.8%	0	24.4%	4	12.1%	2	9.5%	1	0.0%	0	8.5%	6	0.0%	0	8.4%	4
Spitalfields	0.9%	2	0.0%	0	0.0%	0	12.8%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	3.4%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	2.6%	1	7.6%	5	4.5%	1	2.1%	1
Stratford Town Centre	4.4%	12	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	12
Wapping Lane	2.4%	7	0.0%	0	33.8%	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Watney Market	0.5%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.5%	4	0.0%	0	0.0%	0	2.2%	0	18.2%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0
Bermondsey	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	3	0.0%	0
Bow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	1	0.0%	0
Brixton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Commercial Road	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Deancross Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
East India Dock Road	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.3%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Isle of Dogs	2.8%	8	18.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Sheppey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Islington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lauriston Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leyton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Loughton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Maidstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Mayfair	0.3%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Victoria Dock	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Silk Street	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.5%	1	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.4%	1	0.0%	0	1.4%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Heliers Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Tower Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wapping	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Side, Hackney	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Worcester	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	48	25.4%	11	21.6%	4	14.6%	2	7.9%	2	6.5%	1	8.5%	3	17.7%	12	27.9%	5	17.7%	9
Weighted base:		280		44		19		16		19		15		33		68		18		48
Sample:		306		33		53		34		31		25		26		39		14		51

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q40 How often do you go to restaurants / cafés?

Those who go to a restaurant / café at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	17.7%	117	17.0%	16	17.9%	5	34.7%	8	13.7%	8	20.5%	7	25.2%	32	13.8%	15	14.3%	13	13.3%	13
Once a week	31.0%	204	37.3%	35	40.2%	11	24.0%	6	43.5%	24	31.5%	10	21.0%	27	28.3%	30	31.0%	28	32.7%	33
Once a fortnight	21.2%	140	13.0%	12	8.7%	2	19.7%	5	23.1%	13	23.7%	8	28.3%	36	33.3%	36	4.4%	4	24.1%	24
Once a month	16.4%	108	22.7%	21	17.6%	5	11.7%	3	7.6%	4	16.8%	5	15.6%	20	9.4%	10	19.8%	18	21.3%	22
Once every two months	6.7%	44	5.7%	5	4.9%	1	1.7%	0	7.5%	4	4.1%	1	9.2%	12	3.1%	3	14.2%	13	3.5%	4
Once every six months	1.5%	10	0.0%	0	0.6%	0	3.5%	1	0.7%	0	1.1%	0	0.0%	0	2.2%	2	3.8%	3	2.6%	3
Once a year or less often	0.3%	2	1.0%	1	0.0%	0	4.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	34	3.2%	3	10.1%	3	0.7%	0	4.0%	2	1.5%	0	0.7%	1	9.8%	10	12.6%	11	2.5%	3
Mean:		*0.87*		*0.88*		*0.96*		*1.08*		*0.89*		*0.91*		*0.92*		*0.84*		*0.79*		*0.80*
Weighted base:		660		93		27		24		56		33		129		107		91		101
Sample:		616		66		74		58		73		54		68		70		54		99

Q41 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who go to a restaurant / café at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	1.2%	8	0.0%	0	2.7%	1	16.3%	4	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.9%	4	0.0%	0	0.4%	0	4.1%	4
Bethnal Green	5.0%	33	0.0%	0	5.3%	1	4.0%	1	0.7%	0	23.7%	8	15.5%	20	2.2%	2	0.0%	0	0.4%	0
Brick Lane	1.6%	11	1.0%	1	0.6%	0	2.7%	1	5.3%	3	5.9%	2	1.7%	2	0.0%	0	2.3%	2	0.0%	0
Bromley-by-bow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Camden	0.4%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	6.8%	45	24.2%	22	3.5%	1	0.0%	0	0.7%	0	2.7%	1	5.1%	7	2.9%	3	1.2%	1	9.1%	9
Canning Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Central London	7.8%	51	2.6%	2	14.6%	4	5.3%	1	1.0%	1	3.7%	1	5.3%	7	13.4%	14	10.3%	9	11.5%	12
Chrisp Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
East Greenwich	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Eltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Green Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Hackney Central	3.4%	23	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	15.7%	17	1.2%	1	0.0%	0
Hackney Wick	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lakeside	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Lewisham	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.7%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	1.9%	13	2.6%	2	2.8%	1	0.0%	0	0.0%	0	14.3%	5	2.9%	4	0.5%	1	0.8%	1	0.0%	0
Mile End	3.1%	21	0.0%	0	0.0%	0	6.1%	1	1.0%	1	0.0%	0	5.8%	7	3.4%	4	8.3%	8	0.0%	0
North Greenwich	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Roman Road East, Bow (Roman Road market)	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	11.0%	12	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Shoreditch	2.5%	16	0.0%	0	2.5%	1	9.7%	2	9.6%	5	9.8%	3	0.3%	0	4.1%	4	0.0%	0	0.0%	0
Spitalfields	0.8%	5	0.0%	0	0.0%	0	6.3%	2	3.4%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stepney Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.8%	1	0.0%	0
Stratford City (Westfield)	7.6%	50	6.6%	6	0.0%	0	2.1%	0	3.4%	2	0.7%	0	4.2%	5	5.9%	6	8.7%	8	21.2%	22
Stratford Town Centre	3.7%	25	5.2%	5	1.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	5.4%	6	0.0%	0	12.8%	13
Wapping Lane	1.5%	10	0.0%	0	34.7%	9	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	7.5%	50	1.1%	1	0.6%	0	2.8%	1	20.6%	12	7.9%	3	14.7%	19	0.0%	0	16.1%	15	0.0%	0
Barkingside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Barnet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.4%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Buckhurst Hill	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Canvey Island	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Commercial Road	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hoxton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	1.8%	12	8.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lauriston Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Maldon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Queen Victoria Street	0.7%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Silk Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.2%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Bank, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
St Katharine Docks	0.3%	2	0.0%	0	3.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Tower Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Victoria Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Walthamstow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wanstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wapping	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	30.8%	203	30.1%	28	21.4%	6	34.1%	8	37.7%	21	12.8%	4	26.1%	34	24.4%	26	45.4%	41	34.9%	35
Weighted base:		660		93		27		24		56		33		129		107		91		101
Sample:		616		66		74		58		73		54		68		70		54		99

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q42 How often do you go to family entertainment venues (e.g. tenpin bowling, skating rink)?

Those who go to family entertainment venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	3	0.0%	0	4.9%	2
Once a week	4.3%	9	8.7%	3	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Once a fortnight	5.1%	11	0.0%	0	0.0%	0	0.0%	0	7.6%	2	13.2%	1	1.8%	1	0.0%	0	0.0%	0	19.3%	7
Once a month	20.9%	45	28.3%	8	0.0%	0	30.9%	1	13.8%	4	0.0%	0	22.2%	11	0.0%	0	27.0%	11	25.9%	9
Once every two months	12.9%	28	3.5%	1	0.0%	0	61.7%	2	18.8%	6	17.9%	1	19.2%	10	3.7%	1	5.9%	2	13.9%	5
Once every six months	26.7%	57	18.1%	5	0.0%	0	7.4%	0	40.0%	12	51.9%	4	28.9%	14	43.3%	6	20.8%	8	16.1%	6
Once a year or less often	14.0%	30	18.1%	5	0.0%	0	0.0%	0	7.6%	2	4.7%	0	23.6%	12	7.7%	1	12.3%	5	11.2%	4
(Don't know / varies)	13.9%	30	23.3%	7	100.0%	2	0.0%	0	1.2%	0	12.4%	1	4.4%	2	24.5%	4	33.9%	14	0.0%	0
Mean:		*0.22*		*0.23*		*0.00*		*0.15*		*0.21*		*0.10*		*0.10*		*0.56*		*0.13*		*0.37*
Weighted base:		213		30		2		3		31		8		50		15		41		35
Sample:		127		12		4		4		27		11		19		7		17		26

Q43 Where do you or members of your household normally go for family entertainment?
Those who go to family entertainment venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
All Star Lanes, Brick Lane	9.3%	20	0.0%	0	0.0%	0	38.3%	1	13.8%	4	58.9%	5	16.2%	8	0.0%	0	3.9%	2	0.0%	0
All Star Lanes, Stratford City, Westfield	23.8%	51	8.7%	3	0.0%	0	0.0%	0	15.0%	5	0.0%	0	18.3%	9	3.7%	1	37.4%	15	53.8%	19
Brooklyn Bowl, The O2, Peninsula Square, London	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Dagenham Bowling, Dagenham Leisure Park, Ripple Road, Dagenham	3.1%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.4%	2	0.0%	0	5.9%	2	3.7%	1
Hollywood Bowl, Surrey Quays	23.6%	50	18.1%	5	0.0%	0	0.0%	0	27.6%	9	0.0%	0	34.0%	17	34.9%	5	33.9%	14	1.3%	0
Namco Funscape, The Brewery, Waterloo Road, Romford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Palace Superbowl, Elephant & Castle Shopping Centre, London	0.5%	1	0.0%	0	0.0%	0	30.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Finsbury Park	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Queensway	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The O2 Arena, Peninsula Square, London	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Tower Hamlets	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Wapping	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	34.0%	73	73.2%	22	100.0%	2	30.9%	1	31.3%	10	21.8%	2	22.7%	11	53.7%	8	19.0%	8	28.1%	10
Weighted base:		213		30		2		3		31		8		50		15		41		35
Sample:		127		12		4		4		27		11		19		7		17		26

Q46 What improvements could be made to Tower Hamlet's leisure offer that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
A casino	0.2%	2	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	4.6%	41	2.7%	3	2.4%	1	15.7%	5	14.3%	10	7.2%	4	0.0%	0	2.5%	4	7.1%	10	4.2%	5
A theatre	0.7%	7	0.0%	0	0.8%	0	0.8%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.5%	1	2.8%	4
A multi-screen cinema	1.4%	12	2.0%	2	1.5%	1	0.0%	0	2.5%	2	0.5%	0	0.0%	0	0.9%	1	0.0%	0	4.8%	6
An art house cinema	0.3%	2	0.4%	0	0.5%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	4.4%	39	2.1%	3	3.3%	1	6.1%	2	12.0%	8	10.9%	6	4.1%	7	0.4%	1	5.4%	7	3.6%	5
Improved access by foot and cycle	0.7%	6	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.5%	1
Improved public transport	0.6%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	3	1.0%	1
Improved security / CCTV	0.5%	4	0.0%	0	1.2%	0	0.0%	0	2.4%	2	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.5%	1
Improved street furniture	0.2%	2	0.0%	0	4.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	1.2%	10	0.0%	0	10.9%	4	0.4%	0	0.0%	0	0.0%	0	1.7%	3	2.1%	3	0.0%	0	0.3%	0
More / better car parking	1.1%	10	0.4%	0	0.0%	0	0.0%	0	4.7%	3	1.0%	0	0.0%	0	0.8%	1	2.1%	3	1.4%	2
More / better cultural facilities	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.1%	4
More / better disabled access	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.0%	0	0.0%	0
More / better health clubs / gyms / classes	8.2%	74	5.2%	6	8.5%	3	10.1%	3	1.1%	1	5.3%	3	13.8%	25	5.9%	9	15.0%	21	2.8%	4
More / better policing	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.2%	5
More / better public houses	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.2%	4	0.4%	1	0.0%	0	1.2%	2
More / better seats	0.2%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better signposting and information	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
More better parks / green spaces	4.3%	38	0.0%	0	8.3%	3	18.7%	6	10.3%	7	9.7%	5	4.1%	7	2.5%	4	0.0%	0	5.1%	7
More for children / younger people	8.3%	75	8.1%	10	8.8%	3	10.8%	3	8.8%	6	20.0%	10	9.6%	17	4.0%	6	9.8%	14	4.5%	6
More local sports & recreation facilities	4.3%	38	2.0%	2	5.2%	2	3.2%	1	7.2%	5	3.6%	2	6.5%	12	0.0%	0	7.4%	10	3.4%	4
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	1.4%	12	0.0%	0	2.9%	1	1.6%	0	2.6%	2	0.5%	0	3.3%	6	0.0%	0	0.0%	0	2.3%	3
More quality restaurants	3.6%	32	3.9%	5	0.9%	0	3.7%	1	5.3%	4	2.1%	1	1.6%	3	5.0%	7	3.4%	5	5.2%	7
More street cleaning	1.2%	11	0.8%	1	5.4%	2	3.2%	1	4.7%	3	2.1%	1	0.0%	0	0.0%	0	0.5%	1	1.9%	2
Provision of public toilets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.5%	1
Ten-pin bowling	1.5%	13	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	4.1%	7	0.4%	1	0.0%	0	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of what's available	2.6%	23	0.8%	1	4.2%	1	2.0%	1	1.1%	1	2.1%	1	1.7%	3	0.8%	1	5.0%	7	5.7%	7
More shopping facilities	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
More for older people to do	0.6%	5	1.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.2%	0	1.6%	2	0.3%	0	0.2%	0
Better opening hours	1.3%	12	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.7%	1	0.2%	0	2.1%	3	5.0%	7	0.0%	0
Make space for allotments	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce arcades	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Reduce litter	0.8%	7	3.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.3%	0
More / better retailers	2.1%	19	3.7%	5	2.1%	1	0.6%	0	0.4%	0	0.5%	0	1.1%	2	0.4%	1	0.0%	0	7.7%	10
More which appeals to women	2.7%	24	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	5.8%	10	3.6%	5	2.5%	3	1.9%	2
More areas for live music	0.3%	2	0.4%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Library	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	41.3%	371	47.7%	59	41.8%	14	29.5%	9	25.3%	17	32.7%	17	44.8%	81	52.0%	75	46.3%	64	27.5%	35
(Don't do leisure activities)	2.3%	20	7.0%	9	0.0%	0	0.0%	0	1.6%	1	3.7%	2	2.2%	4	1.5%	2	1.1%	1	1.0%	1
(Don’t know)	12.7%	115	12.2%	15	10.4%	4	22.7%	7	13.7%	9	12.0%	6	6.9%	12	15.2%	22	10.0%	14	19.9%	25
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Male	40.5%	364	48.8%	60	44.5%	15	59.6%	18	45.8%	32	38.8%	20	35.1%	64	40.3%	58	38.5%	53	35.0%	45
Female	59.5%	534	51.2%	63	55.5%	19	40.4%	12	54.2%	38	61.2%	31	64.9%	118	59.7%	86	61.5%	85	65.0%	83
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

AGE Can I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
18-24	14.6%	131	7.1%	9	0.0%	0	9.5%	3	13.4%	9	4.1%	2	18.3%	33	10.8%	16	32.5%	45	11.3%	15
25-34	24.8%	223	21.2%	26	16.6%	6	38.0%	12	42.3%	29	12.2%	6	28.5%	52	14.4%	21	15.0%	21	39.6%	51
35-44	25.3%	228	23.2%	28	27.6%	9	27.5%	8	21.6%	15	39.4%	20	29.2%	53	25.8%	37	23.8%	33	18.3%	23
45-54	11.7%	105	12.6%	16	14.9%	5	10.6%	3	9.6%	7	17.5%	9	12.6%	23	14.6%	21	7.7%	11	9.0%	12
55-64	9.8%	88	13.2%	16	19.0%	6	7.5%	2	5.3%	4	9.6%	5	5.4%	10	15.8%	23	7.7%	11	9.0%	11
65+	10.0%	90	16.4%	20	14.4%	5	4.6%	1	6.2%	4	10.0%	5	3.0%	5	16.0%	23	8.7%	12	10.7%	14
(Refused)	3.8%	34	6.4%	8	7.5%	3	2.3%	1	1.6%	1	7.3%	4	2.9%	5	2.6%	4	4.5%	6	2.0%	3
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Working full time	54.8%	493	59.6%	73	50.7%	17	53.1%	16	53.2%	37	61.9%	31	48.8%	89	55.7%	80	49.6%	68	62.9%	81
Working part time	12.4%	111	10.8%	13	7.8%	3	15.8%	5	13.0%	9	7.7%	4	15.4%	28	10.6%	15	16.3%	23	9.1%	12
Unemployed	5.9%	53	4.3%	5	1.0%	0	5.3%	2	3.8%	3	6.9%	3	8.7%	16	2.4%	4	11.1%	15	3.8%	5
Retired	12.4%	111	16.5%	20	18.4%	6	7.2%	2	11.3%	8	11.6%	6	5.7%	10	17.7%	25	12.1%	17	12.5%	16
A housewife	1.5%	14	0.0%	0	8.3%	3	0.0%	0	5.5%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	3.1%	4
A student	1.0%	9	0.0%	0	0.0%	0	3.2%	1	5.6%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Self employed	3.8%	34	0.0%	0	4.5%	2	4.6%	1	2.3%	2	1.2%	1	4.7%	8	9.3%	13	2.1%	3	3.2%	4
Sick / disabled	1.0%	9	2.9%	4	0.0%	0	0.6%	0	0.0%	0	1.0%	0	0.5%	1	0.9%	1	0.5%	1	1.8%	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	0.0%	0	0.0%	0
(Refused)	7.3%	65	5.9%	7	9.2%	3	10.2%	3	5.2%	4	9.7%	5	12.4%	22	3.4%	5	8.2%	11	3.6%	5
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

HOM How many people live in your home including yourself and children?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	14.8%	133	18.1%	22	27.0%	9	18.3%	6	12.2%	8	18.8%	10	10.0%	18	22.9%	33	12.8%	18	7.2%	9
Two	20.9%	187	25.3%	31	35.2%	12	16.9%	5	8.7%	6	17.3%	9	16.7%	30	22.0%	32	16.2%	22	31.2%	40
Three	15.3%	137	13.6%	17	9.6%	3	18.7%	6	13.7%	9	9.2%	5	14.8%	27	14.0%	20	17.4%	24	20.8%	27
Four	15.4%	138	12.1%	15	4.7%	2	18.9%	6	20.2%	14	25.7%	13	15.8%	29	20.5%	30	6.1%	8	17.6%	23
Five	11.7%	105	2.9%	4	10.5%	4	14.3%	4	14.6%	10	12.2%	6	14.7%	27	10.6%	15	8.8%	12	17.9%	23
Six	8.0%	72	11.4%	14	4.2%	1	5.5%	2	12.3%	9	3.0%	2	8.0%	14	4.5%	6	16.1%	22	1.3%	2
Seven or more	6.8%	61	1.6%	2	2.1%	1	1.6%	0	10.6%	7	3.0%	2	13.1%	24	0.9%	1	16.9%	23	0.5%	1
(Refused)	7.2%	65	14.9%	18	6.7%	2	5.8%	2	7.7%	5	10.7%	5	6.9%	13	4.6%	7	5.8%	8	3.5%	4
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	18.1%	163	23.0%	28	28.0%	10	18.7%	6	23.2%	16	18.8%	10	11.0%	20	22.5%	32	12.8%	18	18.5%	24
Two	37.9%	340	38.3%	47	43.1%	15	33.8%	10	23.2%	16	44.8%	23	35.3%	64	40.4%	58	31.1%	43	50.2%	64
Three	16.9%	152	9.9%	12	11.3%	4	19.5%	6	13.8%	10	18.0%	9	23.9%	43	13.5%	19	20.1%	28	16.1%	21
Four or more	19.9%	179	13.7%	17	10.9%	4	19.1%	6	34.8%	24	7.7%	4	23.0%	42	18.5%	27	30.3%	42	11.4%	15
(Refused)	7.2%	65	14.9%	18	6.7%	2	9.0%	3	4.9%	3	10.7%	5	6.9%	13	5.0%	7	5.8%	8	3.7%	5
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	57.1%	513	55.4%	68	73.5%	25	70.7%	22	51.6%	36	49.9%	25	47.4%	86	71.1%	102	45.2%	62	67.5%	86
One	11.2%	100	12.4%	15	9.2%	3	14.2%	4	17.6%	12	16.3%	8	11.3%	21	6.0%	9	9.8%	14	11.4%	15
Two	14.7%	132	12.9%	16	8.5%	3	4.6%	1	15.9%	11	19.6%	10	15.6%	28	10.3%	15	19.8%	27	16.5%	21
Three	5.4%	48	4.4%	5	2.1%	1	1.6%	0	6.6%	5	4.0%	2	8.3%	15	3.6%	5	8.9%	12	1.9%	2
Four or more	4.6%	41	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	10.4%	19	3.6%	5	10.5%	15	0.0%	0
(Refused)	7.1%	64	14.9%	18	6.7%	2	9.0%	3	4.9%	3	10.2%	5	6.9%	13	5.4%	8	5.8%	8	2.7%	3
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	37.3%	336	30.9%	38	42.5%	15	42.4%	13	47.8%	33	44.4%	22	31.5%	57	37.6%	54	32.1%	44	45.9%	59
One	42.3%	380	39.8%	49	34.3%	12	29.4%	9	27.4%	19	35.5%	18	47.1%	85	52.1%	75	55.0%	76	29.0%	37
Two	10.1%	91	13.1%	16	13.1%	4	6.9%	2	4.5%	3	6.7%	3	14.4%	26	5.3%	8	7.1%	10	14.0%	18
Three or more	2.4%	21	5.1%	6	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
(Refused)	7.9%	71	11.0%	14	10.1%	3	21.3%	7	7.0%	5	13.4%	7	6.9%	13	4.9%	7	5.8%	8	6.5%	8
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Mean score [£k]: £0 - £15,000 = 7.5, £15,001 - £20,000 = 17.5, £20,001 - £30,000 = 25, £30,001 - £40,000 = 35, £40,001 - £50,000 = 45, £50,001 - £60,000 = 55, £60,001 - £70,000 = 65, £70,001 - £80,000 = 75, £80,001 - £90,000 = 85, £90,001 - £100,000 = 95, £100,001 - £150,000 = 125, £150,001+ = 200

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£0 - £15,000	8.3%	74	5.4%	7	7.5%	3	5.5%	2	11.6%	8	11.0%	6	5.8%	10	5.1%	7	14.4%	20	9.6%	12
£15,001 - £20,000	4.2%	38	4.3%	5	4.3%	1	4.3%	1	4.1%	3	2.1%	1	1.7%	3	4.6%	7	4.3%	6	8.0%	10
£20,001 - £30,000	3.7%	33	2.4%	3	5.7%	2	4.3%	1	6.9%	5	1.7%	1	2.7%	5	1.2%	2	1.5%	2	10.0%	13
£30,001 - £40,000	4.0%	36	6.9%	8	2.7%	1	7.5%	2	8.1%	6	4.6%	2	4.7%	9	2.0%	3	2.3%	3	1.2%	2
£40,001 - £50,000	3.7%	33	4.8%	6	5.6%	2	3.8%	1	1.1%	1	2.8%	1	4.9%	9	1.2%	2	4.6%	6	3.9%	5
£50,001 - £60,000	5.1%	46	6.4%	8	0.0%	0	11.5%	4	1.1%	1	2.5%	1	6.7%	12	3.8%	5	6.1%	8	5.1%	7
£60,001 - £70,000	2.7%	24	3.6%	4	0.5%	0	2.0%	1	2.6%	2	2.1%	1	3.7%	7	5.8%	8	0.0%	0	1.0%	1
£70,001 - £80,000	1.3%	12	2.1%	3	6.7%	2	3.5%	1	0.0%	0	6.1%	3	0.0%	0	0.8%	1	0.6%	1	0.5%	1
£80,001 - £90,000	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	2.5%	4	1.5%	2	1.0%	1
£90,001 - £100,000	0.9%	8	0.0%	0	3.9%	1	5.4%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.9%	2
£100,001 - £150,000	1.4%	13	0.8%	1	2.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	2.5%	3	1.4%	2
£150,001+	2.0%	18	7.7%	10	3.7%	1	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.0%	0	2.9%	4
(Don't know / refused)	61.8%	555	55.5%	68	57.3%	20	50.2%	15	63.5%	44	66.1%	33	66.9%	121	68.6%	99	62.3%	86	53.8%	69
Mean:		*47.96*		*68.14*		*59.39*		*50.14*		*26.81*		*37.26*		*46.56*		*56.12*		*35.19*		*44.46*
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

ETH Finally the following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
White (British / Irish / Other)	44.8%	403	59.4%	73	66.2%	23	31.5%	10	24.6%	17	46.7%	24	29.1%	53	77.6%	112	31.1%	43	38.7%	50
Black / Black British (Caribbean / African / other black)	6.9%	62	2.7%	3	4.1%	1	7.0%	2	7.8%	5	3.4%	2	8.0%	15	2.3%	3	5.0%	7	17.7%	23
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	30.2%	272	22.1%	27	8.3%	3	18.4%	6	43.7%	30	23.2%	12	54.4%	99	3.6%	5	45.3%	63	21.5%	28
Mixed (any mixed category)	4.3%	39	0.0%	0	1.8%	1	7.5%	2	11.8%	8	12.3%	6	0.0%	0	1.2%	2	8.1%	11	6.6%	8
Chinese	2.9%	26	0.0%	0	11.5%	4	19.7%	6	7.3%	5	4.1%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	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	0.0%	0	0.0%	0
(Refused)	10.9%	98	15.8%	19	8.2%	3	15.8%	5	4.8%	3	10.2%	5	8.4%	15	15.2%	22	10.5%	14	8.3%	11
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Zone 1	13.7%	123	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.8%	34	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.4%	31	0.0%	0	0.0%	0	100.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.7%	69	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	5.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	20.2%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	181	0.0%	0	0.0%	0	0.0%	0
Zone 7	16.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0
Zone 8	15.4%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	138	0.0%	0
Zone 9	14.2%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

London Borough of Tower Hamlets Town Centre Retail Capacity Review for Carter Jonas

PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
E1 0	3.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	33	0.0%	0	0.0%	0	0.0%	0
E1 1	1.8%	16	0.0%	0	0.0%	0	0.0%	0	23.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 2	2.3%	21	0.0%	0	0.0%	0	0.0%	0	29.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 3	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	19	0.0%	0	0.0%	0	0.0%	0
E1 4	7.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	64	0.0%	0	0.0%	0	0.0%	0
E1 5	3.6%	33	0.0%	0	0.0%	0	0.0%	0	47.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 6	1.4%	13	0.0%	0	0.0%	0	41.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 7	1.0%	9	0.0%	0	0.0%	0	27.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 8	1.1%	10	0.0%	0	0.0%	0	31.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 0	3.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	34	0.0%	0
E14 2	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
E14 3	6.6%	59	48.1%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 4	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 6	4.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	43	0.0%	0
E14 7	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	25	0.0%	0	0.0%	0	0.0%	0
E14 8	4.7%	43	34.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 9	2.3%	20	16.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E15 2	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	25
E15 3	3.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	32
E16 1	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	35
E16 4	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	36
E1W 1	0.9%	8	0.0%	0	22.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 2	1.1%	10	0.0%	0	28.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 3	1.8%	16	0.0%	0	46.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 0	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	20	0.0%	0	0.0%	0	0.0%	0
E2 6	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 7	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 9	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.0%	0	0.0%	0	0.0%	0
E3 2	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	35	0.0%	0	0.0%	0
E3 3	3.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	27	0.0%	0
E3 4	3.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	28	0.0%	0
E3 5	7.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	63	0.0%	0	0.0%	0
E9 5	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0
E9 7	4.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	38	0.0%	0	0.0%	0
EC3N 4	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Appendix 3:

Data Tabulations

By Zone – Filtered (Weighted)

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	1.5%	13	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	8.6%	10
Asda, East Ferry Road, ISLE OF DOGS	14.9%	129	42.9%	53	4.0%	1	6.2%	2	4.6%	3	2.3%	1	13.8%	23	0.8%	1	30.4%	42	2.0%	2
Asda, Marshall Road, LEYTON	1.9%	16	1.7%	2	0.0%	0	0.0%	0	2.3%	2	2.3%	1	3.5%	6	0.4%	1	0.3%	0	3.9%	5
Asda, Anchor Retail Park, STEPNEY GREEN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.1%	1	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Co-Op, Mile End Road, BOW	0.5%	4	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.7%	6	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	4.2%	5
Co-Op, Cassilis Road, ISLE OF DOGS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-Op, Chrisp Street, POPLAR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Co-Op, Shooters Hill Road, SHOOTERS HILL	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	3	0.6%	1	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.8%	12
Iceland, High Street North, EAST HAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Wood Grange Road, FOREST GATE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Iceland, Vesey Path, POPLAR	1.2%	10	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Iceland, Watney Street Market, STEPNEY	1.4%	12	0.0%	0	6.3%	2	0.4%	0	6.8%	5	5.6%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Lidl, Tollgate Road, BECKTON	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Burdett Road, LIMEHOUSE	3.1%	26	5.0%	6	2.2%	1	3.5%	1	0.3%	0	2.3%	1	5.5%	9	1.2%	2	3.4%	5	1.5%	2
Lidl, Stratford Centre, STRATFORD	0.5%	5	0.0%	0	0.5%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Marks & Spencer, Jubilee Place, CANARY WHARF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	2.0%	2
Morrisons, The Grove, STRATFORD	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	2	3.1%	4	12.1%	14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	1.0%	9	0.0%	0	8.5%	3	12.1%	3	0.0%	0	2.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	0.8%	7	0.0%	0	0.0%	0	3.4%	1	1.1%	1	0.0%	0	2.2%	4	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	3.3%	4
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	2
Sainsbury's Superstore, Claps Gate Lane, BECKTON	1.3%	11	2.0%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	5.0%	6
Sainsbury's Superstore, Dalston Cross Shopping Centre, DALSTON	0.2%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road [New Cross Gate Superstore], NEW CROSS GATE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.7%	4
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	12.8%	111	1.3%	2	6.6%	2	24.6%	7	43.5%	29	20.0%	9	21.2%	36	12.9%	18	3.4%	5	2.0%	2
Tesco Express, Merchants Quarter, BOW	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	3.1%	4	0.0%	0
Tesco Express, Violet Road, BOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, High Street South, EAST HAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.8%	7	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westward Parade (Baltimore Iod),	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
ISLE OF DOGS																				
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.9%	8	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.5%	3	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Tesco Express, High Street, STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Tesco Express, Romford Road, STRATFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Marine Wharf, SURREY QUAYS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Gallions Reach, BECKTON	1.9%	16	3.5%	4	0.0%	0	0.0%	0	2.3%	2	2.7%	1	0.5%	1	0.4%	1	0.3%	0	6.2%	7
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	1.2%	11	0.0%	0	2.0%	1	1.2%	0	0.0%	0	0.0%	0	5.7%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.6%	6	3.3%	4	0.8%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	7.3%	63	0.0%	0	6.4%	2	0.4%	0	0.0%	0	6.6%	3	5.3%	9	13.1%	18	18.4%	25	4.6%	6
Waitrose, Canada Square, CANARY WHARF	4.7%	41	19.1%	23	2.6%	1	0.4%	0	0.0%	0	0.0%	0	6.1%	10	1.2%	2	3.0%	4	0.0%	0
Waitrose, Westfield, STRATFORD CITY	0.1%	1	0.0%	0	1.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Bethnal Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Canning Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Central London	0.1%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Crossharbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lewisham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Poplar High Street	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Roman Road East, Bow (Roman Road market)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.0%	7	0.0%	0	0.0%	0
Shoreditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stratford City (Westfield)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Stratford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Asda, Merrielands Crescent, Dagenham	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green Road, Bethnal Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.3%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Well Street, Hackney	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.3%	2	3.4%	5	0.0%	0	0.0%	0
London Fields Sunday Market, Perry Court, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.1%	1	0.0%	0	0.0%	0	1.8%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sainsbury's Local, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Aldgate East Tube, Aldgate	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Kingsland Road, Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Landmark Tower, Westferry Road, London	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.5%	5	0.0%	0	0.0%	0	0.4%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	4.4%	38	0.0%	0	0.0%	0	0.0%	0	4.0%	3	26.1%	12	7.9%	13	4.6%	6	2.5%	3	0.0%	0
Tesco Metro, Bishopsgate, London	0.3%	3	0.0%	0	0.0%	0	4.9%	1	0.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	15	0.0%	0	0.0%	0
Tesco Superstore, Morning Lane, Hackney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	2.0%	17	0.8%	1	42.9%	14	5.6%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	7.6%	66	3.2%	4	8.0%	3	2.5%	1	8.8%	6	9.6%	4	8.6%	15	17.8%	25	3.4%	5	3.3%	4
Weighted base:		865		123		34		28		68		46		170		140		137		120
Sample:		865		99		91		69		100		76		96		98		98		138

Q01AWhich retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0
Iceland	7.0%	5	0.0%	0	0.0%	0	0.0%	0	25.9%	2	11.0%	0	15.0%	2	0.0%	0	0.0%	0	6.8%	0
Morrisons	5.1%	3	65.3%	3	0.0%	0	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	41.1%	27	0.0%	0	66.9%	2	25.6%	0	25.9%	2	50.9%	2	55.3%	8	49.1%	12	17.7%	1	6.8%	0
Sainsbury’s	10.9%	7	11.6%	0	27.1%	1	15.7%	0	13.2%	1	11.0%	0	0.0%	0	4.8%	1	7.9%	0	75.3%	3
Tesco	34.4%	22	23.2%	1	5.9%	0	58.9%	0	35.0%	2	0.0%	0	29.7%	4	46.1%	11	74.4%	3	0.0%	0
Waitrose	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		4		3		1		6		4		15		24		5		4
Sample:		53		4		5		4		6		8		9		9		3		5

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Nothing / very little	3.6%	29	4.0%	5	0.0%	0	5.8%	2	0.7%	0	2.5%	1	1.6%	3	10.1%	12	3.2%	4	2.1%	2
Attractive environment / nice place	2.2%	17	5.4%	6	5.6%	2	1.8%	0	0.9%	1	0.5%	0	0.0%	0	0.5%	1	1.6%	2	4.6%	5
Close to friends or relatives	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to home	50.0%	400	61.2%	73	59.9%	19	62.8%	17	66.3%	41	55.7%	23	49.7%	77	49.7%	57	33.5%	44	41.6%	48
Close to work	2.7%	22	2.2%	3	1.4%	0	3.3%	1	0.0%	0	2.1%	1	0.5%	1	5.8%	7	3.2%	4	4.4%	5
Compact	0.8%	6	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	4	0.0%	0	1.1%	0	2.2%	1	0.3%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Easy to get to by car	1.2%	10	0.4%	0	0.0%	0	5.3%	1	0.5%	0	0.0%	0	2.4%	4	1.6%	2	0.0%	0	1.8%	2
Easy to park	4.2%	34	7.5%	9	1.4%	0	2.6%	1	0.3%	0	2.1%	1	7.5%	12	1.9%	2	4.7%	6	2.3%	3
Good facilities	1.0%	8	1.2%	1	0.5%	0	4.8%	1	0.0%	0	1.2%	0	0.6%	1	0.0%	0	0.9%	1	1.8%	2
Good food stores	3.3%	26	6.6%	8	0.5%	0	7.5%	2	0.0%	0	2.5%	1	3.5%	5	0.5%	1	6.4%	9	0.6%	1
Good prices / value	20.3%	162	21.8%	26	12.7%	4	8.2%	2	15.2%	9	9.2%	4	19.7%	31	10.7%	12	31.3%	42	28.0%	32
Good pubs, cafés or restaurants	0.2%	2	0.0%	0	0.5%	0	3.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.3%	11	0.0%	0	1.9%	1	0.0%	0	2.8%	2	2.3%	1	2.4%	4	0.5%	1	1.2%	2	1.2%	1
Makes a change from other places	0.2%	2	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality of goods	9.3%	74	9.3%	11	13.7%	4	8.5%	2	6.7%	4	8.0%	3	5.4%	8	11.7%	13	13.8%	18	7.9%	9
Quiet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Range of goods	24.0%	192	14.0%	17	24.4%	8	17.5%	5	26.5%	16	28.8%	12	31.9%	49	22.1%	25	26.2%	35	21.6%	25
Safe and secure	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Traditional	0.8%	7	0.4%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there / staff discount	0.5%	4	0.8%	1	0.0%	0	0.6%	0	3.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.8%	15	0.4%	0	1.5%	0	0.0%	0	0.6%	0	3.7%	2	3.2%	5	1.0%	1	2.6%	3	2.0%	2
Good customer service / friendly staff	0.8%	6	0.4%	0	5.3%	2	0.4%	0	0.6%	0	2.3%	1	0.6%	1	0.5%	1	0.6%	1	0.5%	1
Good layout	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.8%	1	1.7%	3	0.0%	0	0.6%	1	2.5%	3
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Good loyalty scheme	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	20	0.9%	1	3.7%	1	0.4%	0	2.0%	1	2.9%	1	2.9%	5	1.9%	2	3.4%	4	3.9%	5
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	31.4%	251	42.4%	50	22.3%	7	24.6%	7	18.1%	11	17.2%	7	44.0%	68	20.0%	23	32.2%	43	30.2%	35
Car / van (as passenger)	7.9%	63	2.4%	3	4.7%	1	1.9%	1	5.6%	3	7.9%	3	6.5%	10	9.3%	11	14.7%	19	9.5%	11
Bus, minibus or coach	11.8%	94	7.1%	8	9.7%	3	15.1%	4	5.1%	3	12.8%	5	6.6%	10	22.9%	26	16.6%	22	9.8%	11
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.6%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Walk	40.6%	324	36.9%	44	56.1%	17	39.5%	11	64.9%	40	56.8%	24	35.4%	55	43.8%	50	24.9%	33	43.4%	50
Taxi	0.8%	6	0.4%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.9%	1	0.5%	1
Underground	1.7%	14	1.3%	2	1.4%	0	3.5%	1	2.5%	2	0.0%	0	1.0%	2	0.0%	0	3.2%	4	2.8%	3
Overground	1.8%	15	4.2%	5	1.4%	0	2.8%	1	0.3%	0	0.5%	0	3.0%	5	0.0%	0	0.9%	1	2.1%	2
Other rail	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.0%	8	1.6%	2	1.9%	1	0.0%	0	1.7%	1	1.8%	1	0.5%	1	1.1%	1	0.0%	0	1.1%	1
Mobility scooter / wheelchair	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.2%	18	3.0%	4	0.8%	0	3.5%	1	1.5%	1	0.5%	0	2.4%	4	2.5%	3	3.2%	4	0.7%	1
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes - non-food shopping	7.5%	60	14.9%	18	6.6%	2	2.2%	1	5.5%	3	6.1%	3	2.0%	3	12.4%	14	2.9%	4	11.1%	13
Yes - other food shopping	6.0%	48	7.8%	9	1.0%	0	3.9%	1	4.1%	3	15.1%	6	5.1%	8	7.9%	9	4.8%	6	4.2%	5
Yes - bars / pubs	0.9%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.0%	2
Yes - bingo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes - cafés	4.2%	34	4.1%	5	10.6%	3	1.8%	0	3.4%	2	3.0%	1	5.3%	8	0.5%	1	3.2%	4	7.8%	9
Yes - cinemas	0.2%	1	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Yes - get petrol	1.1%	9	4.9%	6	5.7%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Yes - go to park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	0.6%	5	1.6%	2	1.7%	1	5.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - library	1.1%	9	0.0%	0	1.4%	0	4.8%	1	1.5%	1	0.0%	0	1.4%	2	0.5%	1	0.0%	0	3.2%	4
Yes - markets	0.9%	7	0.0%	0	0.5%	0	0.4%	0	4.7%	3	0.0%	0	0.0%	0	1.4%	2	0.6%	1	1.7%	2
Yes - meeting family	0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Yes - meeting friends	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.6%	5	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	2
Yes - restaurants	0.8%	6	2.2%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Yes - swimming	0.5%	4	3.0%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.2%	10	0.0%	0	0.5%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	2	2.0%	2	0.3%	0	2.6%	3
Yes - work	2.5%	20	5.2%	6	3.6%	1	5.8%	2	2.5%	2	2.1%	1	0.0%	0	2.2%	2	2.6%	3	2.7%	3
Yes - school run	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	4.5%	5	0.0%	0	0.0%	0
Yes - other leisure	0.5%	4	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	2.1%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	74.4%	595	68.4%	81	67.7%	21	77.6%	21	74.9%	46	71.2%	30	80.5%	125	69.9%	80	86.8%	115	64.4%	75
(Don’t know)	0.9%	7	0.0%	0	0.0%	0	0.4%	0	0.5%	0	3.0%	1	0.5%	1	1.6%	2	0.0%	0	2.3%	3
Weighted base:		799		119		31		28		62		42		155		115		133		116
Sample:		811		95		86		65		94		68		87		88		95		133

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Beckton	10.7%	19	24.0%	8	3.8%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	12.9%	2	21.4%	8
Bethnal Green	10.7%	19	0.0%	0	33.5%	3	0.0%	0	3.8%	1	66.0%	7	10.1%	3	20.7%	6	0.0%	0	0.0%	0
Bromley-by-Bow	2.4%	4	0.0%	0	15.8%	1	2.5%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Canary Wharf	13.5%	25	44.0%	14	2.9%	0	0.0%	0	12.0%	2	0.0%	0	22.9%	6	3.7%	1	7.0%	1	0.0%	0
Canning Town	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	10
Central London	2.6%	5	0.0%	0	8.6%	1	11.7%	1	2.6%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0
Chrisp Street	1.2%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0
Crossharbour	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	3	0.0%	0
East Ham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hackney Central	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	11	0.0%	0	0.0%	0
Ilford	0.3%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Limehouse Station	0.9%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.3%	0	0.0%	0
London West End	0.7%	1	0.0%	0	0.0%	0	21.9%	1	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.3%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Roman Road East, Bow (Roman Road market)	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	3.2%	1	9.0%	3	0.0%	0	0.0%	0
Stratford City (Westfield)	1.6%	3	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	5.2%	1	0.7%	0
Stratford Town Centre	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.3%	0	31.9%	12
Surrey Quays	3.7%	7	0.0%	0	2.9%	0	13.6%	1	0.0%	0	0.0%	0	22.9%	6	0.0%	0	0.0%	0	0.0%	0
Thomas More	0.5%	1	0.0%	0	8.1%	1	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.5%	1	0.0%	0	8.4%	1	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.5%	1
Whitechapel	11.3%	21	0.0%	0	8.4%	1	29.6%	1	77.0%	11	3.6%	0	22.9%	6	0.0%	0	0.0%	0	3.2%	1
Bethnal Green Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Market, Hackney	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Clapton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Harrow	0.1%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Isle of Dogs	7.0%	13	24.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	5.5%	2	2.3%	0	0.0%	0
Islington	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	3	0.0%	0
Leyton Mills	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Leytonstone	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Mare Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Pitsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Richmond	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.1%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
West India Quay	0.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		182		33		9		4		14		10		26		31		16		38
Sample:		194		22		19		15		21		17		16		27		13		44

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

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	1.6%	8	0.7%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7
Asda, East Ferry Road, ISLE OF DOGS	12.9%	62	34.5%	22	10.4%	2	1.5%	0	9.6%	4	11.2%	2	16.1%	16	2.4%	2	17.3%	13	0.0%	0
Asda, Marshall Road, LEYTON	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	4.1%	4	3.2%	2	0.0%	0	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	1.3%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Co-Op, Chrisp Street, POPLAR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Iceland, Roman Road, BOW	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.1%	4	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Iceland, Wood Grange Road, FOREST GATE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Iceland, Barking Road, PLAISTOW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, Vesey Path, POPLAR	2.2%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	11.9%	9	0.0%	0
Iceland, Watney Street Market, STEPNEY	2.4%	12	0.0%	0	21.7%	4	12.2%	2	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Iceland Extra, New Cross Road, NEW CROSS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Tollgate Road, BECKTON	0.8%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Lidl, Burdett Road, LIMEHOUSE	3.5%	17	0.7%	0	3.3%	1	6.2%	1	0.6%	0	0.0%	0	5.8%	6	0.8%	1	10.5%	8	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	1	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	1.0%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.6%	1	0.0%	0
Marks & Spencer, Trafalgar Road, GREENWICH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Marks & Spencer, Westfield, STRATFORD CITY	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1	5.4%	4	0.0%	0
Morrisons, The Grove, STRATFORD	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.4%	3	0.5%	0	12.9%	9
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	0.4%	2	0.0%	0	0.0%	0	4.7%	1	1.8%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	0
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.7%	3	1.6%	1	4.4%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Charlton Riverside, CHARLTON	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Myrtle Road, EAST HAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Riverdale/ Lewisham Centre, LEWISHAM	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, The Mall, STRATFORD	1.3%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	6.6%	5
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	10.8%	52	7.1%	5	12.2%	2	8.5%	1	24.6%	11	21.8%	4	21.4%	21	5.9%	4	3.8%	3	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Romford Rd,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
FOREST GATE																				
Tesco Express, Manchester Road, ISLE OF DOGS	1.1%	5	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Express, South Quay Plaza, ISLE OF DOGS	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	0.5%	3	0.0%	0	2.1%	0	0.0%	0	2.4%	1	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	0.1%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.5%	2
Tesco Express, High Street, STRATFORD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tesco Express, Marine Wharf, SURREY QUAYS	0.7%	3	2.4%	2	3.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Gallions Reach, BECKTON	1.8%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	7.6%	5
Tesco Extra, Surrey Quays Centre, SURREY QUAYS	0.8%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	1.2%	6	7.0%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	3.0%	14	0.0%	0	0.0%	0	1.1%	0	3.5%	2	0.0%	0	3.7%	4	0.8%	1	8.8%	7	2.4%	2
Waitrose, Canada Square, CANARY WHARF	6.2%	30	16.4%	11	5.7%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	9	2.4%	2	3.7%	3	6.1%	4
Waitrose, Westfield, STRATFORD CITY	0.7%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Aldgate	0.2%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Beckton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Bethnal Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Crossharbour	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hackney Central	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road East, Bow (Roman Road market)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	1.3%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	3.6%	2
Stratford Town Centre	1.0%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Surrey Quays	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.7%	4	0.0%	0	0.0%	0	3.2%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Kent Road, Southwark	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Middlesex Street, Aldgate	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods Food Hall, Brompton Road, London	0.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Beckton Retail Park, Alpine Way, Beckton	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, Bethnal Green Road, Bethnall Green	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	2.2%	2	1.8%	1	0.0%	0	0.0%	0
Iceland, East Street, Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Iceland, Elephant & Castle Shopping Centre, Elephant & Castle	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Isle of Dogs	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.4%	2	0.0%	0	0.0%	0
Makro, Anchor & Hope Lane, Charlton	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Morrisons, Aylesham Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Rye Lane, Peckham																				
Sainsbury's Local, Bethnal Green Road, Hackney	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.3%	1	0.0%	0	3.6%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, New Bridge Street, Blackfriars	0.9%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Woodford Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.2%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.3%	1	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	1.2%	6	0.0%	0	0.0%	0	1.1%	0	1.9%	1	19.5%	4	0.8%	1	0.0%	0	0.5%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.1%	1	0.0%	0	0.0%	0	2.2%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Tooley Street, Southwark	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	13	1.0%	1	0.0%	0
Tesco Metro, Well Street, Hackney	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0
Tesco Superstore, Dunton Road, Southwark	0.3%	2	0.0%	0	7.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Gainsborough Road, Leytonstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, Morning	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lane, Hackney																				
Waitrose, Baker Street, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Waitrose, Cherry Tree Walk Centre, Whitecross Street, Barbican, London	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Street, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.3%	1	0.0%	0	3.0%	1	3.2%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whole Foods Market, The Barkers Building, Kensington High Street, London	0.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	6.0%	29	0.0%	0	3.3%	1	3.2%	0	8.8%	4	5.3%	1	4.4%	4	16.9%	12	0.5%	0	8.6%	6
Weighted base:		478		65		20		16		44		18		100		70		76		69
Sample:		474		51		48		42		55		33		55		55		62		73

Q06AWhich internet / home delivery retailer do you also use for your main food shopping?

Those who shop online at Q06 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda	19.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	5	0.0%	0	0.0%	0
Ocado	37.7%	10	0.0%	0	100.0%	1	0.0%	0	39.8%	2	0.0%	0	49.9%	2	46.0%	5	0.0%	0	0.0%	0
Sainsbury’s	18.0%	5	0.0%	0	0.0%	0	0.0%	0	39.8%	2	100.0%	1	50.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco	15.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	100.0%	4
Waitrose	1.9%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	3.0%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Organic	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0
Weighted base:		26		0		1		0		4		1		4		12		0		4
Sample:		20		0		2		1		3		2		3		5		1		3

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, East Ferry Road, ISLE OF DOGS	3.5%	20	20.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	4.8%	4	0.0%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Mile End Road, BOW	0.2%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newport Avenue, VIRGINIA QUAY (EAST INDIA)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Co-Op, Mile End Road, BOW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.8%	5	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Co-Op, Chrisp Street, POPLAR	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.4%	0
Co-Op, Mile End Road, STEPNEY GREEN	0.6%	3	1.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0
Iceland, Roman Road, BOW	2.7%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	14.4%	15	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	11
Iceland, Wood Grange Road, FOREST GATE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Iceland, Barking Road, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	0
Iceland, Vesey Path, POPLAR	1.4%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0
Iceland, Watney Street Market, STEPNEY	4.0%	23	0.0%	0	26.2%	7	14.8%	2	12.4%	6	0.0%	0	3.8%	5	0.0%	0	3.9%	3	0.0%	0
Iceland, Beresford Square, WOOLWICH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Lidl, Tollgate Road, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lidl, Burdett Road, LIMEHOUSE	2.2%	13	3.0%	2	0.0%	0	5.9%	1	0.6%	0	0.0%	0	5.5%	7	0.0%	0	2.8%	2	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Marks & Spencer, Jubilee Place, CANARY WHARF	1.4%	8	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Marks & Spencer, Westfield, STRATFORD CITY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.4%	2	0.4%	0
Morrisons, The Grove, STRATFORD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN	1.0%	6	0.0%	0	0.0%	0	7.3%	1	1.7%	1	6.6%	2	0.0%	0	1.1%	1	0.0%	0	0.6%	0
Sainsbury's Local, Bromley-by-Bow Sation [Block D, The Plaza, Devas Street], BROMLEY BY BOW	1.1%	6	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Sainsbury's Local, Greenwich High Road, GREENWICH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Commerical Road, LIMEHOUSE	2.4%	14	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mile End Road, MILE END	1.6%	9	0.0%	0	0.0%	0	1.4%	0	0.4%	0	0.0%	0	6.4%	8	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, Romford Road [Stratford Romford Road Local], NEAR STRATFORD/FOREST GATE	0.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Sainsbury's Local, Celebration Avenue [Stratford East Village Local], STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Lee Green, Burnt Ash Road, LEWISHAM	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Mall, STRATFORD	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	4.8%	3
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	4.1%	24	0.0%	0	0.0%	0	7.0%	1	9.4%	4	3.6%	1	12.1%	15	2.4%	2	0.0%	0	0.0%	0
Tesco Express, Merchants	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Quarter, BOW																				
Tesco Express, Violet Road, BOW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Tesco Express, Romford Rd, FOREST GATE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, FOREST GATE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Barking Road, GREEN GATE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Manchester Road, ISLE OF DOGS	0.6%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.6%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Express, Leytonstone Rd, LEYTONSTONE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Tesco Express, Burdett Road/ Frances Wharf, LIMEHOUSE	1.5%	9	1.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	3.9%	3	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	2.6%	15	5.5%	4	0.0%	0	8.4%	1	2.5%	1	6.8%	2	4.4%	5	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Mile End Road, MILE END	0.4%	2	0.0%	0	0.0%	0	8.9%	1	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Poplar High Street, POPLAR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Western Gateway, ROYAL VICTORIA DOCK	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5
Tesco Express, High Street, STRATFORD	0.4%	3	0.0%	0	2.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Marine Wharf, SURREY QUAYS	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, Gallions Reach, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Cabot Square, CANARY WHARF	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	4.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	6.4%	7	13.7%	12	0.4%	0
Waitrose, Canada Square, CANARY WHARF	1.9%	11	9.3%	7	3.7%	1	0.7%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aberfeldy Street	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Aldgate	0.4%	2	0.6%	0	0.0%	0	1.1%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkantine Estate	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Ben Jonson Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	3.4%	20	3.3%	3	0.0%	0	0.0%	0	6.1%	3	24.0%	7	5.4%	7	0.5%	1	0.0%	0	0.0%	0
Bluewater	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.3%	2	0.0%	0	0.0%	0	0.7%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	1.8%	1
Canary Wharf	0.8%	5	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Canning Town	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	1	0.0%	0	2.4%	2	15.0%	10
Chrisp Street	1.1%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0
Columbia Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Hackney Central	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Lewisham	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.7%	4	3.3%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.3%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.9%	1	0.0%	0
Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Poplar High Street	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	6.1%	5	0.0%	0
Roman Road East, Bow (Roman Road market)	4.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	19.9%	21	0.0%	0	0.0%	0
Roman Road West, Bow (Globe Town Market)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Salmon Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	2.0%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	11	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stratford Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.2%	5
Surrey Quays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.7%	4	0.0%	0	16.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.4%	2	0.0%	0	0.0%	0	1.4%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
West Ham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Westferry Road	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	3.6%	21	0.0%	0	1.9%	1	0.0%	0	21.0%	10	0.0%	0	8.6%	10	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Filling Station), Vallance Road, Bethnal Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Genoa Building, Short Blue Place, Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bethnal Green Road, Bethnal Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Bow	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	5.1%	5	0.9%	1	0.0%	0
Broadway Market, Hackney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Globe Road, Bethnal Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hackney Road, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Junction Road, Archway, Highgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Middlesex Street, Aldgate	0.2%	1	0.0%	0	0.0%	0	5.5%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl's Court	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hoxton Street, Shoreditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.7%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.8%	3	0.0%	0	0.0%	0
Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Fenchurch Street Place, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Milk Yard, Wapping	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.7%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Lane, Whitechapel	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fenchurch Street, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Local, Goodmans Fields, Leman Street, Aldgate	0.3%	2	0.0%	0	2.7%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.2%	1	0.0%	0	2.7%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stratton Street, Mayfair	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.4%	2	0.0%	0	1.0%	0	5.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Simply Fresh, Roman Road, Bethnal Green	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.9%	3	0.0%	0	0.0%	0
Tesco Express, Bethnal Green Road, Bethnal Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney Road, Bethnal Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Road, Hackney																				
Tesco Express, High Street, Shoreditch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansell Street, Whitechapel	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Katharines Way, St Katharine Docks	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tower Bridge Road, Bermondsey	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitechapel Road, Whitechapel	0.9%	5	0.0%	0	0.0%	0	0.0%	0	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	9	0.7%	1	2.9%	3	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.3%	2	0.0%	0	3.2%	1	3.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0
Tesco Metro, Well Street, Hackney	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10	0.0%	0	0.0%	0
Upton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Victoria Park	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	1.4%	8	0.0%	0	25.0%	7	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Weighted base:		584		79		27		17		46		31		122		105		87		69
Sample:		578		65		67		44		63		53		68		71		59		88

Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
0 - 10%	0.8%	5	1.1%	1	1.2%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.4%	0
11 - 20%	1.5%	11	0.5%	0	5.3%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	4.5%	5	0.4%	0	1.4%	1
21 - 30%	2.7%	19	1.8%	1	7.3%	2	1.9%	0	1.8%	1	1.9%	1	3.5%	5	3.7%	4	0.8%	1	2.7%	3
31 - 40%	2.9%	20	1.1%	1	0.0%	0	0.7%	0	0.6%	0	7.5%	3	3.4%	5	5.3%	6	2.2%	2	2.4%	2
41 - 50%	8.1%	56	11.4%	10	15.3%	4	3.6%	1	9.9%	6	3.3%	1	8.8%	12	7.2%	9	4.5%	4	8.9%	9
51 - 60%	6.8%	47	0.5%	0	4.1%	1	8.1%	2	6.9%	4	11.4%	4	18.6%	25	2.8%	3	3.3%	3	3.1%	3
61 - 70%	16.8%	116	17.6%	15	20.8%	6	9.4%	2	14.4%	9	10.7%	4	19.1%	26	5.7%	7	28.9%	28	19.6%	20
71 - 80%	22.8%	157	23.6%	20	20.7%	6	30.5%	7	23.1%	14	26.6%	10	20.3%	28	30.5%	37	9.5%	9	26.0%	27
81 - 90%	12.8%	88	13.8%	12	13.3%	4	6.9%	2	8.5%	5	8.4%	3	10.8%	15	17.9%	22	14.4%	14	12.3%	13
91 - 100%	3.9%	27	3.0%	3	2.7%	1	4.0%	1	1.4%	1	1.3%	0	0.7%	1	0.9%	1	10.6%	10	9.2%	9
(Don't know / varies)	20.2%	139	25.5%	21	9.2%	3	32.0%	8	31.0%	18	29.0%	11	14.1%	19	20.1%	24	21.0%	20	14.1%	14
(Refused)	0.6%	4	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Mean:		*69.86*		*71.57*		*64.61*		*73.03*		*69.05*		*68.65*		*66.81*		*67.75*		*74.70*		*72.74*
Weighted base:		689		84		28		24		59		39		135		122		95		102
Sample:		681		69		72		59		83		62		76		82		67		111

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, Tollgate Road, BECKTON	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Asda, East Ferry Road, ISLE OF DOGS	3.4%	8	12.9%	4	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Asda, Marshall Road, LEYTON	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, Anchor Retail Park, STEPNEY GREEN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Whitechapel Road, WHITECHAPEL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bow Road, BOW	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	6	0.0%	0	0.0%	0
Co-Op, Mile End Road, BOW	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Barking Road, CANNING TOWN	0.9%	2	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Co-Op, Chrisp Street, POPLAR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Co-Op, Mile End Road, STEPNEY GREEN	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	10.0%	3	1.6%	1
Iceland, Roman Road, BOW	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	5	0.0%	0	0.0%	0
Iceland, Barking Road, CANNING TOWN	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Iceland, High Street North, EAST HAM	1.5%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Iceland, Vesey Path, POPLAR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Iceland, Watney Street Market, STEPNEY	3.3%	8	0.0%	0	0.0%	0	29.9%	1	13.1%	2	3.8%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Green Street, UPTON PARK	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Lidl, Burdett Road, LIMEHOUSE	4.7%	11	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	10.0%	3	0.0%	0
Lidl, Stratford Centre, STRATFORD	0.3%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Marks & Spencer, Jubilee Place, CANARY WHARF	1.0%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield, STRATFORD CITY	0.6%	1	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1
Morrisons, The Grove, STRATFORD	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	14.3%	5
Sainsbury's Local, Jamaica Road [Bermondsey Station Local], BERMONDSEY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Cambridge Heath Road [Bethnal Green Local], BETHNAL GREEN																				
Sainsbury's Local, Mile End Road, MILE END	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	8	1.7%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's Superstore, The Mall, STRATFORD	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3
Sainsbury's Superstore, Cambridge Heath/ Mile End Road [Whitechapel Superstore], WHITECHAPEL	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	8.8%	6	5.1%	2	4.6%	2	0.0%	0
Tesco Express, Merchants Quarter, BOW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Express, Commerical Road, LIMEHOUSE	1.2%	3	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mile End Road, MILE END	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	2.4%	1	0.0%	0
Tesco Express, Romford Road, STRATFORD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Gallions Reach, BECKTON	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Metro, Cabot Square, CANARY WHARF	1.8%	4	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	2
Waitrose, Canada Square, CANARY WHARF	4.8%	11	18.2%	6	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	3.6%	1
Waitrose, Westfield, STRATFORD CITY	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.6%	1
Bethnal Green	4.2%	10	0.0%	0	0.0%	0	0.0%	0	6.9%	1	28.4%	4	8.5%	6	0.0%	0	0.0%	0	0.0%	0
Brick Lane	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Canning Town	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3
Central London	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	3.4%	8	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0
East Ham	0.6%	1	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	23.7%	8	0.0%	0	0.0%	0
Limehouse Station	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	8.3%	3	0.0%	0
Mile End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Poplar High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0
Roman Road East, Bow	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Roman Road market)																				
Salmon Lane	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Stepney Green	3.0%	7	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	0.1%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Town Centre	1.7%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Surrey Quays	0.1%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.5%	1	0.0%	0	14.1%	1	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.6%	1	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	4.8%	11	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0	11.1%	7	0.0%	0	3.6%	1	3.6%	1
Borough Market, Southwark	0.6%	1	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Co-op, The Highway, Shadwell	0.4%	1	0.0%	0	0.0%	0	23.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Costcutter, Commercial Road, Stepney	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Globetown Market, Roman Road, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Iceland, Bethnal Green Road, Bethnall Green	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamouth	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Well Street, Hackney	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.1%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Bethnal Green Road, Hackney	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cannon Street, City of London	1.8%	4	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hackney Road, Allgood Street, Hackney	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mansell Street, Aldgate	0.1%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mare Street, Hackney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old Street, Shoreditch	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Tesco Express, Commercial Street, Spitalfields	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Leytonstone	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Tesco Express, Mansell	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, Whitechapel																				
Tesco Express, St Katharines Way, St Katharine Docks	0.2%	1	0.0%	0	5.4%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Romford	0.1%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.1%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Fieldgate Street, Whitechapel	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Vernon Road, Bow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Waitrose, Baker Street, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.5%	1	2.8%	1	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.5%	1	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Weighted base:		238		34		6		4		11		13		67		35		35		34
Sample:		225		24		21		14		18		25		33		25		23		42

Q09AWhich internet / home delivery retailer do you also use for your top-up food shopping?

Those who shop online at Q07 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Ocado	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1		0		1		0		0		0		0		0		0		0
Sample:		1		0		1		0		0		0		0		0		0		0

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.3%	11	4.5%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.6%	1	0.5%	1
John Lewis, Oxford Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Beckton Triangle Retail Park, Beckton, Beckton	1.8%	15	4.4%	5	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.4%	1	3.1%	4	2.2%	3
Claps Gate Lane Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gallions Reach Shopping Park, Beckton	1.9%	15	7.2%	8	2.3%	1	4.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.6%	2	2.1%	3
Leyton Mills, Leyton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Aldgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Beckton	1.0%	8	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	3.3%	4	2.5%	3
Bethnal Green	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.3%	0	6.9%	3	1.0%	2	2.4%	3	0.0%	0	0.0%	0
Bluewater	0.3%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Brick Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	4.9%	41	22.1%	24	7.6%	2	0.9%	0	1.2%	1	0.0%	0	4.2%	7	0.8%	1	3.6%	5	0.0%	0
Canning Town	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Central London	9.9%	82	1.7%	2	27.1%	9	15.8%	4	7.5%	5	13.9%	6	8.5%	14	24.5%	32	5.4%	7	1.8%	2
Charlton	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.7%	6	4.0%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
East Ham	0.5%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.6%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Greenwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Hackney Central	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Ilford	0.7%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.5%	1	0.4%	1	1.2%	2	0.4%	0
Lakeside	1.6%	14	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.8%	0	4.7%	8	0.4%	1	0.3%	0	2.1%	3
Lewisham	0.6%	5	1.7%	2	2.3%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
London West End	1.4%	11	4.2%	5	7.3%	2	2.3%	1	0.9%	1	5.5%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mile End	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Poplar High Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Roman Road, Bow	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	4	0.8%	1	0.0%	0	0.0%	0
Romford	0.4%	3	0.4%	0	0.0%	0	0.0%	0	0.3%	0	1.6%	1	0.0%	0	0.4%	1	0.6%	1	0.4%	0
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.4%	4	0.0%	0	0.0%	0	1.7%	0	3.4%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	47.5%	395	23.4%	25	19.8%	6	43.5%	11	53.9%	35	40.7%	19	57.2%	98	46.4%	61	59.1%	77	51.7%	62
Stratford Town Centre	2.9%	24	0.4%	0	4.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.6%	5	2.4%	3	11.2%	13
Surrey Quays	0.6%	5	0.9%	1	0.0%	0	1.7%	0	2.7%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Watney Market	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
West Ham	0.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.8%	15	0.0%	0	0.5%	0	3.0%	1	4.8%	3	5.7%	3	4.7%	8	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Abroad	0.2%	1	0.4%	0	0.8%	0	0.7%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borough Market, Southwark Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cheshunt	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Finsbury Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highbury Corner, Islington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Isle of Dogs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Lewisham	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katharine Docks	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	12.7%	105	16.6%	18	15.0%	5	22.1%	6	10.2%	7	10.0%	5	11.1%	19	9.4%	12	11.7%	15	15.7%	19
Weighted base:		831		109		32		26		65		46		171		131		131		119
Sample:		807		82		85		66		94		72		92		89		93		134

Q10AWhich internet / home delivery retailer do you use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who shop online at Q10 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	19.8%	13	9.5%	1	10.4%	0	11.5%	0	37.2%	1	0.0%	0	30.9%	4	27.6%	2	0.0%	0	27.8%	4
ASOS	10.9%	7	0.0%	0	22.1%	1	36.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	5
Debenhams	0.3%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	7.4%	5	9.5%	1	10.4%	0	2.7%	0	37.2%	1	0.0%	0	0.0%	0	15.0%	1	8.3%	1	4.5%	1
John Lewis	2.8%	2	14.8%	1	10.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	4.9%	3	25.7%	3	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Next	14.4%	9	0.0%	0	4.8%	0	36.4%	1	0.0%	0	0.0%	0	37.7%	5	0.0%	0	22.5%	2	2.1%	0
Tesco	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	3	0.0%	0
Other	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	2
Ambrose Wilson	1.4%	1	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Cotton Traders	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Damart	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	6.7%	1	0.0%	0	0.0%	0
Dorothy Perkins	0.6%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion World	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Fifty Plus	4.0%	3	25.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finisterre	0.5%	0	0.0%	0	10.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	4	0.0%	0	0.0%	0	0.0%	0
JD Williams	1.6%	1	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Meade	0.3%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Turner	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeleine	0.2%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Ward	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Matalan	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mothercare	1.1%	1	0.0%	0	22.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Windsor	0.7%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0
Simply Be	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	3	0.0%	0	0.0%	0
Sports Direct	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	2	0.0%	0
Weighted base:		65		10		3		4		2		1		14		8		9		13
Sample:		65		8		9		9		4		3		8		7		5		12

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who gave a destination at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car / van (as driver)	21.2%	154	19.7%	18	19.0%	5	17.9%	4	27.7%	16	8.3%	3	27.6%	42	14.1%	17	25.6%	30	18.8%	19
Car / van (as passenger)	3.6%	26	3.7%	3	1.2%	0	1.1%	0	1.9%	1	3.1%	1	9.0%	14	1.4%	2	2.1%	2	2.1%	2
Bus, minibus or coach	21.5%	156	10.3%	9	7.7%	2	12.0%	2	13.8%	8	26.6%	11	17.0%	26	33.6%	40	29.7%	34	22.9%	23
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.0%	73	19.8%	18	3.7%	1	3.5%	1	6.1%	4	15.8%	7	5.6%	8	14.2%	17	2.3%	3	15.0%	15
Taxi	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	0	1.0%	1	0.0%	0	0.3%	0
Underground	21.6%	157	21.8%	20	45.8%	13	50.3%	10	31.5%	19	30.3%	12	13.4%	20	27.1%	32	8.1%	9	21.2%	21
Overground	9.7%	70	16.3%	15	4.8%	1	5.3%	1	5.4%	3	4.0%	2	11.6%	18	1.0%	1	17.2%	20	9.5%	10
Other rail	6.0%	44	7.3%	7	12.6%	3	7.0%	1	12.2%	7	6.9%	3	8.9%	14	0.0%	0	6.7%	8	0.9%	1
Bicycle	0.7%	5	1.1%	1	0.0%	0	1.1%	0	0.0%	0	1.8%	1	1.2%	2	0.0%	0	0.0%	0	1.5%	2
Mobility scooter / wheelchair	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	5.0%	36	0.0%	0	0.0%	0	1.7%	0	1.3%	1	1.5%	1	5.4%	8	7.3%	9	8.4%	10	7.8%	8
Weighted base:		726		91		27		21		59		41		152		119		115		100
Sample:		693		66		71		52		84		64		80		78		82		116

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	2.6%	9	20.9%	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	1.8%	7	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.7%	0	6.2%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.2%	0
Gallions Reach Shopping Park, Beckton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Leyton Mills, Leyton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.8%	0
Bethnal Green	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0
Brick Lane	0.3%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Camden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Canary Wharf	3.4%	12	14.6%	6	1.3%	0	1.2%	0	0.0%	0	0.0%	0	8.4%	5	0.7%	1	0.7%	0	0.0%	0
Central London	5.2%	19	0.0%	0	8.9%	2	5.5%	1	13.4%	4	11.4%	3	3.1%	2	7.5%	6	1.6%	1	1.6%	1
Chrisp Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hackney Central	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lewisham	0.6%	2	0.0%	0	3.7%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Romford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	20.4%	73	0.0%	0	3.5%	1	5.1%	1	19.9%	6	18.5%	4	28.6%	15	5.6%	5	41.9%	21	55.6%	20
Stratford Town Centre	1.0%	4	0.0%	0	0.0%	0	6.4%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.7%	0	2.8%	1
Surrey Quays	0.7%	3	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.4%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Street	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.9%	3	0.0%	0	0.0%	0	3.6%	1	3.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Currys, Anchor House, Mile End Road, Stepney Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Watford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	54.0%	194	59.7%	26	74.6%	15	63.2%	12	52.2%	15	53.8%	13	51.8%	28	68.6%	58	32.6%	16	32.1%	12
Weighted base:		359		43		20		19		29		24		54		84		51		36
Sample:		352		29		45		44		38		38		34		48		34		42

Q12A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who shop online at Q12 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	92.3%	164	95.7%	23	92.0%	13	90.5%	10	84.0%	12	72.7%	9	100.0%	27	91.9%	47	100.0%	16	91.2%	6
Argos	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.2%	7	4.3%	1	2.9%	0	0.0%	0	16.0%	2	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
AbeBooks	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	1.0%	2	0.0%	0	5.1%	1	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Juno Records	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
iTunes	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Weighted base:		177		24		14		11		15		12		27		52		16		7
Sample:		170		14		30		22		19		20		20		24		11		10

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.7%	4	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	2.1%	13	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	12.6%	11	0.4%	0	1.2%	1
Currys PC World, Mile End Road, Mile End Road	21.8%	135	21.2%	15	18.7%	5	14.4%	3	27.4%	16	28.7%	11	28.9%	40	24.1%	21	25.2%	23	1.0%	1
Currys PC World, Old Kent Road, Old Kent Road	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	2.9%	18	0.0%	0	16.8%	5	3.1%	1	7.3%	4	5.2%	2	2.5%	3	2.1%	2	0.0%	0	1.5%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	3.8%	23	3.6%	2	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	12.4%	11	10.4%	9
Claps Gate Lane Retail Park, Beckton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Gallions Reach Shopping Park, Beckton	1.9%	12	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	8.5%	7
Gateway Retail Park, Claps Gate Lane, Beckton	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Leyton Mills, Leyton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Beckton	0.8%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.6%	2
Bethnal Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canary Wharf	2.0%	12	14.2%	10	2.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Central London	3.3%	20	0.0%	0	8.0%	2	8.2%	2	2.7%	2	6.6%	3	3.1%	4	5.9%	5	2.6%	2	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Forest Gate	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Hackney Central	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lakeside	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lewisham	0.4%	2	0.0%	0	2.6%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.8%	5	0.0%	0	2.2%	1	0.5%	0	0.0%	0	3.6%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Mile End	1.8%	11	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.3%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	2.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Stepney Green	2.1%	13	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	2.9%	4	0.0%	0	6.6%	6	0.0%	0
Stratford City (Westfield)	14.8%	92	4.4%	3	2.1%	1	2.6%	1	4.0%	2	12.4%	5	19.3%	27	12.7%	11	26.4%	24	22.2%	19
Stratford Town Centre	2.5%	15	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%	1	14.8%	13
Surrey Quays	0.1%	1	0.0%	0	1.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	2.2%	14	0.0%	0	0.9%	0	2.8%	1	7.6%	4	0.0%	0	4.2%	6	1.4%	1	1.4%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Currys, Ravensbourne Retail Park, Bromley Road, Catford	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
John Lewis, Bluewater, Greenhithe	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	30.9%	191	40.6%	28	36.4%	10	61.7%	15	35.1%	21	38.9%	15	28.3%	39	27.1%	24	16.1%	14	29.7%	25
Weighted base:		618		69		28		24		58		39		138		87		89		85
Sample:		601		47		73		59		74		62		77		61		58		90

Q13A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?
Those who shop online at Q13 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	45.3%	64	31.2%	6	79.3%	7	82.5%	10	57.1%	9	34.7%	4	31.3%	8	27.0%	4	40.7%	6	56.4%	11
AO.com	2.0%	3	5.2%	1	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	3.0%	1
Argos	4.9%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.5%	1	14.3%	4	0.0%	0	0.0%	0	12.5%	2
ASOS	1.1%	2	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	14.9%	21	0.0%	0	6.1%	0	8.1%	1	2.4%	0	20.5%	2	46.2%	12	0.0%	0	14.3%	2	15.5%	3
Ebay	12.3%	17	44.0%	9	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	40.0%	6	10.5%	2	0.0%	0
John Lewis	7.0%	10	10.1%	2	3.2%	0	2.4%	0	12.6%	2	4.4%	0	5.1%	1	14.8%	2	0.0%	0	6.4%	1
PC World	1.9%	3	4.8%	1	0.0%	0	2.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.5%	2	2.3%	0	3.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Apple	2.2%	3	0.0%	0	0.0%	0	4.2%	0	2.4%	0	9.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Appliances online	0.3%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dabs Direct	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Dell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
EE	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	3	0.0%	0
Jessops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.5%	1	0.0%	0	3.2%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	5.3%	1	0.0%	0
Weighted base:		142		20		8		12		15		11		26		16		14		19
Sample:		129		13		16		22		17		16		11		9		10		15

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	1.0%	7	5.2%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.5%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	3.0%	22	5.1%	5	0.0%	0	5.6%	1	0.3%	0	0.0%	0	0.0%	0	12.2%	15	0.3%	0	0.5%	0
Currys PC World, Mile End Road, Mile End Road	24.3%	178	10.7%	10	30.1%	8	25.4%	7	27.0%	17	27.2%	12	43.6%	71	19.9%	24	26.4%	29	0.3%	0
Currys PC World, Old Kent Road, Old Kent Road	0.6%	5	0.0%	0	2.7%	1	0.0%	0	0.3%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Curry's PC World, Stonelake Retail Park, Greenwich / Woolwich	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ikea, Tottenham/Edmonton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Oxford Street	3.6%	26	0.0%	0	15.8%	4	10.6%	3	7.2%	4	9.7%	4	1.3%	2	5.9%	7	0.3%	0	1.0%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Beckton Triangle Retail Park, Beckton, Beckton	3.5%	26	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	12.3%	14	9.3%	8
Claps Gate Lane Retail Park, Beckton	0.5%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.9%	3
Gallions Reach Shopping Park, Beckton	1.1%	8	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.8%	2
Gateway Retail Park, Claps Gate Lane, Beckton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.5%	0
Leyton Mills, Leyton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.9%	1	0.0%	0	1.7%	2
Peninsula Park, Bugsby's Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Beckton	1.8%	13	5.7%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.3%	6	1.1%	1
Bethnal Green	1.1%	8	0.0%	0	1.8%	1	0.4%	0	0.6%	0	3.3%	1	1.0%	2	3.5%	4	0.0%	0	0.0%	0
Bluewater	0.4%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canary Wharf	2.7%	20	17.4%	16	2.7%	1	0.9%	0	0.5%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central London	1.1%	8	0.0%	0	1.2%	0	2.6%	1	1.7%	1	3.5%	2	0.0%	0	1.9%	2	1.4%	2	0.5%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hackney Central	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lakeside	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	1.0%	1
Lewisham	0.4%	3	0.0%	0	2.6%	1	0.9%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	0	0.0%	0	0.9%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.4%	10	1.0%	1	0.0%	0	3.7%	1	4.4%	3	3.5%	2	2.4%	4	0.0%	0	0.3%	0	0.0%	0
Roman Road, Bow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.9%	2	0.3%	0	0.0%	0
Stepney Green	1.0%	7	0.0%	0	0.6%	0	0.0%	0	2.5%	2	0.5%	0	2.4%	4	0.0%	0	1.4%	1	0.0%	0
Stratford City (Westfield)	11.4%	84	1.0%	1	0.6%	0	1.4%	0	5.5%	3	5.9%	3	7.1%	12	14.6%	18	26.1%	29	21.4%	19
Stratford Town Centre	4.6%	34	0.0%	0	2.6%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.7%	1	26.4%	23
Surrey Quays	0.1%	1	0.0%	0	1.5%	0	0.9%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.5%	4	0.0%	0	0.0%	0	1.9%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Whitechapel	3.8%	28	0.0%	0	1.5%	0	9.8%	3	6.1%	4	14.6%	6	4.4%	7	0.0%	0	6.7%	7	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Abbey Retail Park, Barking	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.7%	1	0.0%	0
Asda, Marshall Road, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys PC World, De Mandeville Gate, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Oxford Street, London	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Anchor House, Mile End Road, Stepney Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's, Dalston Cross Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	25.3%	185	42.5%	40	30.3%	8	31.7%	8	31.5%	19	22.9%	10	24.3%	40	22.7%	27	10.9%	12	23.6%	20
Weighted base:		733		94		28		26		62		44		164		120		110		86
Sample:		719		70		75		64		89		66		89		78		80		108

Q14A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Those who shop online at Q14 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	23.3%	35	26.4%	9	16.5%	1	54.3%	4	53.0%	8	25.4%	2	0.0%	0	4.9%	1	16.2%	2	47.1%	8
AO.com	14.0%	21	24.3%	8	30.7%	2	6.9%	0	1.2%	0	24.9%	2	8.6%	2	0.0%	0	26.4%	3	13.3%	2
Argos	13.0%	19	24.3%	8	0.0%	0	1.6%	0	0.0%	0	23.2%	2	23.0%	6	0.0%	0	28.7%	3	0.0%	0
Asda	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
ASOS	0.2%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.2%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	15.6%	23	1.4%	0	25.2%	2	2.7%	0	18.4%	3	14.7%	1	32.2%	8	30.5%	7	0.0%	0	7.3%	1
Ebay	6.7%	10	13.2%	4	3.2%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	5	0.0%	0	0.0%	0
John Lewis	23.3%	34	9.0%	3	16.2%	1	27.8%	2	22.1%	3	11.9%	1	29.6%	8	39.7%	9	28.7%	3	23.2%	4
Littlewoods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sainsbury’s	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Appliances online	0.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Bosch	0.7%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Gumtree	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.0%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.4%	1	0.0%	0	0.0%	0
Weighted base:		148		33		8		7		15		8		26		23		12		17
Sample:		133		18		20		17		17		11		13		11		8		18

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	2.3%	14	10.8%	9	2.0%	0	0.5%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0
John Lewis, Oxford Street	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Beckton Triangle Retail Park, Beckton, Beckton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0
Gallions Reach Shopping Park, Beckton	0.4%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Beckton	1.0%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	3.7%	3	2.6%	2
Bethnal Green	3.2%	20	0.6%	0	0.0%	0	2.3%	0	0.8%	0	14.5%	6	3.8%	5	6.9%	7	0.8%	1	0.0%	0
Brick Lane	0.2%	1	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	8.0%	49	31.0%	25	4.1%	1	1.1%	0	3.2%	2	0.0%	0	12.9%	16	1.7%	2	2.6%	2	0.0%	0
Canning Town	0.7%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.8%	3
Central London	6.2%	37	0.0%	0	17.4%	4	10.7%	2	13.1%	6	8.6%	4	8.2%	10	9.0%	9	0.9%	1	1.3%	1
Charlton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Chrisp Street	0.9%	5	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
East Greenwich	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
East Ham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Forest Gate	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Hackney Central	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.4%	0
Lewisham	0.4%	3	0.0%	0	2.9%	1	1.1%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	2	1.3%	1	0.0%	0	0.5%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mile End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road, Bow	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.4%	0	0.0%	0
Romford	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Shoreditch	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0
Spitalfields	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	23.2%	140	10.2%	8	7.4%	2	5.6%	1	29.7%	14	10.6%	4	18.8%	24	27.8%	27	42.3%	40	28.4%	19
Stratford Town Centre	3.3%	20	0.0%	0	3.5%	1	5.7%	1	0.4%	0	0.0%	0	0.7%	1	1.1%	1	2.4%	2	20.0%	14
Stroudley Walk	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays	0.7%	4	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.9%	5	0.0%	0	1.0%	0	2.3%	0	0.8%	0	0.0%	0	2.7%	3	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
West Ham	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Whitechapel	2.4%	15	0.0%	0	1.3%	0	6.3%	1	7.5%	4	2.5%	1	5.9%	7	0.0%	0	0.9%	1	0.0%	0
Anchor Retail Park, Mile End Road, Stepney Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Borough Market, Southwark Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Broadway Market, Hackney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheapside	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	1.3%	8	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Liverpool Street	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	0
Southwark	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wapping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	36.3%	219	30.2%	25	56.0%	14	45.0%	10	39.1%	19	45.2%	19	36.3%	46	38.8%	37	33.4%	31	26.5%	18
Weighted base:		603		81		25		22		48		41		128		97		94		67
Sample:		588		63		64		59		61		61		71		68		61		80

Q15A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopedias,, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Those who shop online at Q15 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	89.0%	169	91.4%	22	89.2%	12	86.8%	8	98.9%	16	66.9%	10	89.6%	35	90.9%	31	89.0%	23	91.4%	14
Ebay	0.2%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	1.9%	4	0.0%	0	0.0%	0	11.1%	1	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	1
AbeBooks	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.5%	1	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookreader	0.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mills & Boon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Play.com	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	4.8%	1
The People's Friend	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	2.7%	5	6.6%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Waterstones	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.6%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		190		24		13		9		16		15		39		34		26		15
Sample:		183		16		27		22		22		20		21		24		13		18

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	3.1%	15	21.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
John Lewis, Oxford Street	0.6%	3	0.0%	0	3.6%	1	0.0%	0	4.8%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Beckton Triangle Retail Park, Beckton, Beckton	2.5%	12	0.0%	0	7.7%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	3.7%	3	8.3%	4	2.3%	2
Claps Gate Lane Retail Park, Beckton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Gallions Reach Shopping Park, Beckton	4.1%	19	12.1%	8	0.0%	0	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.8%	7
Leyton Mills, Leyton	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	4.0%	19	7.3%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.5%	3	0.0%	0	7.0%	3	9.9%	7
Bethnal Green	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Brick Lane	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	1.7%	1	0.0%	0
Canary Wharf	3.1%	14	12.7%	8	4.2%	1	0.0%	0	2.1%	1	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Central London	1.9%	9	0.0%	0	10.4%	2	4.6%	0	6.1%	2	10.8%	3	0.8%	1	0.6%	1	0.0%	0	0.0%	0
Charlton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Chrisp Street	1.2%	5	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
East Ham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Eltham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	0
Greenwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hackney Central	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.5%	2	2.4%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Mile End	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	7.0%	3	0.0%	0
Poplar High Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Roman Road, Bow	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.8%	1	0.6%	1	0.7%	0	0.0%	0
Romford	0.6%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0
Shoreditch	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.2%	1	0.0%	0	0.0%	0	2.3%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	22.9%	107	3.9%	3	6.8%	1	19.6%	2	23.3%	9	17.6%	4	32.2%	34	21.5%	18	33.2%	16	27.7%	20
Stratford Town Centre	5.0%	24	0.7%	0	3.9%	1	2.3%	0	0.0%	0	0.9%	0	0.0%	0	6.1%	5	1.5%	1	22.6%	16
Surrey Quays	2.2%	10	0.0%	0	9.1%	2	0.0%	0	1.0%	0	0.0%	0	6.9%	7	1.5%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Watney Market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0
Whitechapel	4.5%	21	1.6%	1	0.9%	0	5.8%	1	15.6%	6	7.3%	2	8.5%	9	0.6%	1	4.1%	2	0.0%	0
Bow	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Broadway Market, Hackney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Holborn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Isle of Dogs	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Pets at Home, Cantium Retail Park, Old Kent Road, Southwark	0.5%	2	0.0%	0	9.6%	2	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Waitrose, Canada Square, Canary Wharf	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	27.4%	128	26.4%	17	38.5%	7	57.2%	6	22.2%	9	29.8%	7	21.2%	22	37.8%	32	28.2%	14	19.3%	14
Weighted base:		467		66		18		10		38		25		105		85		50		70
Sample:		375		37		39		27		45		36		54		41		30		66

Q16A Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

Those who shop online at Q16 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	68.5%	64	46.7%	5	95.0%	5	59.2%	2	88.0%	3	88.1%	5	100.0%	13	56.2%	15	44.8%	6	87.6%	9
Argos	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	3	0.0%	0
Ebay	11.8%	11	49.1%	5	5.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	5	0.0%	0	0.0%	0
John Lewis	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	1
Maplin	0.5%	0	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	4.2%	4	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	3	0.0%	0
All Jigsaw Puzzles	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.4%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nike	1.9%	2	0.0%	0	0.0%	0	25.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Wicked Uncle	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	5	0.0%	0	0.0%	0
Wiggle	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Weighted base:		93		11		5		4		3		6		13		27		14		10
Sample:		69		7		8		9		4		8		7		11		6		9

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	1.7%	9	2.4%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	2.0%	2	0.0%	0	0.9%	1	4.2%	3
B&Q, Leyton Mills, Leyton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Carpetright/Wickes, Canning Town	2.3%	12	6.9%	4	0.7%	0	4.6%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.5%	2
Homebase, Green Lanes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Ilford	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.3%	2	0.0%	0	0.7%	0	0.5%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	3.1%	16	1.7%	1	8.0%	2	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	10	2.7%	2
Ikea, Tottenham/Edmonton	4.6%	25	1.7%	1	0.7%	0	6.8%	1	4.4%	2	7.8%	2	3.3%	4	9.3%	8	0.0%	0	8.0%	5
John Lewis, Oxford Street	3.8%	20	6.6%	4	12.6%	3	7.0%	1	1.8%	1	5.6%	2	2.3%	3	5.0%	5	1.9%	2	0.9%	1
Beckton Triangle Retail Park, Beckton, Beckton	10.2%	54	1.5%	1	1.2%	0	4.5%	1	1.8%	1	4.8%	2	20.4%	23	9.2%	8	14.3%	12	10.4%	7
Claps Gate Lane Retail Park, Beckton	1.5%	8	1.5%	1	0.7%	0	0.0%	0	0.4%	0	0.0%	0	1.6%	2	1.3%	1	2.5%	2	2.5%	2
Gallions Reach Shopping Park, Beckton	4.6%	25	11.1%	7	15.3%	3	11.4%	2	5.5%	2	3.3%	1	3.3%	4	0.0%	0	4.9%	4	1.2%	1
Gateway Retail Park, Claps Gate Lane, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Leyton Mills, Leyton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Beckton	2.6%	14	1.7%	1	0.7%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	5.6%	5	9.7%	7
Bethnal Green	5.8%	31	3.3%	2	0.0%	0	4.5%	1	7.1%	3	10.3%	3	15.3%	17	0.6%	1	4.9%	4	0.0%	0
Bromley-by-bow	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Canary Wharf	1.0%	5	0.0%	0	0.0%	0	1.9%	0	0.7%	0	0.0%	0	2.7%	3	1.2%	1	0.0%	0	0.9%	1
Canning Town	1.4%	7	1.7%	1	0.0%	0	2.3%	0	0.9%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Central London	6.2%	33	12.5%	8	11.6%	2	10.8%	2	3.1%	1	7.1%	2	5.5%	6	11.7%	10	0.0%	0	0.0%	0
Charlton	1.3%	7	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.6%	0
Chrisp Street	1.0%	6	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Green Street	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	1	0.4%	0
Hackney Central	1.3%	7	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0
Ilford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Lakeside	1.1%	6	0.0%	0	9.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.1%	3
Lewisham	0.6%	3	0.0%	0	4.1%	1	1.1%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
London West End	0.7%	4	0.0%	0	1.6%	0	0.0%	0	1.8%	1	0.7%	0	2.0%	2	0.0%	0	0.4%	0	0.0%	0
Manor Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Mile End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.2%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0
Roman Road, Bow	3.0%	16	0.0%	0	0.7%	0	0.0%	0	2.6%	1	1.5%	0	2.7%	3	11.4%	10	0.9%	1	0.0%	0
Romford	0.5%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1
Shoreditch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	6.9%	37	3.0%	2	1.2%	0	0.8%	0	0.4%	0	8.6%	3	7.0%	8	4.5%	4	9.5%	8	17.3%	12
Stratford Town Centre	2.1%	11	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.3%	1	0.0%	0	4.1%	4	1.9%	2	6.9%	5
Surrey Quays	0.2%	1	0.0%	0	2.3%	0	1.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.1%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
Whitechapel	1.7%	9	0.0%	0	0.0%	0	1.1%	0	8.9%	4	4.5%	1	2.0%	2	0.0%	0	0.0%	0	1.8%	1
Abroad	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Bluewater Retail Park, Greenhithe	0.2%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Carpetright, Holloway Road, Holloway	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Carpetright, Kent Park Industrial Estate, Old Kent Road, Southwark	0.3%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadworth Heath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Great Cambridge Road, Enfield	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Tottenham Court Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Edmonton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Friern Barnet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Hoxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mare Street, Hackney	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	18.0%	96	26.7%	17	20.2%	4	16.1%	3	15.5%	7	13.5%	4	25.8%	28	17.3%	16	9.2%	8	12.9%	9
Weighted base:		532		63		22		21		43		32		110		90		83		68

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sample:		521		43		59		53		58		48		63		59		56		82

Q17AWhich internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q17 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	25.4%	14	14.7%	2	0.0%	0	0.0%	0	0.0%	0	38.1%	1	30.9%	6	20.8%	1	50.0%	3	72.5%	1
Argos	8.9%	5	0.0%	0	0.0%	0	6.1%	0	21.5%	1	22.0%	1	0.0%	0	0.0%	0	50.0%	3	0.0%	0
Ebay	5.1%	3	7.2%	1	0.0%	0	8.0%	0	22.9%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Habitat	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Ikea	15.7%	9	32.6%	4	0.0%	0	33.2%	1	0.0%	0	13.7%	0	16.2%	3	0.0%	0	0.0%	0	0.0%	0
John Lewis	19.8%	11	37.8%	5	72.4%	1	19.6%	1	44.9%	2	8.3%	0	9.2%	2	22.6%	1	0.0%	0	0.0%	0
Marks & Spencer	0.5%	0	0.0%	0	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	5	0.0%	0	0.0%	0	27.5%	0
Carpetright	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.6%	3	0.0%	0	0.0%	0
DFS	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Harveys	1.7%	1	0.0%	0	0.0%	0	33.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ideal World	0.7%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	1.9%	1	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		56		13		1		3		3		3		19		5		7		1
Sample:		52		10		3		7		5		6		13		3		2		3

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.4%	2	0.5%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	23.6%	135	31.1%	28	38.9%	8	23.3%	3	20.8%	9	3.5%	1	27.6%	30	1.2%	1	29.5%	25	37.0%	30
B&Q, Leyton Mills, Leyton	15.1%	86	2.7%	2	6.7%	1	7.6%	1	14.7%	6	16.3%	6	17.8%	19	39.8%	37	7.0%	6	8.0%	6
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	7.9%	45	8.2%	7	2.0%	0	3.9%	0	2.6%	1	5.1%	2	8.1%	9	12.6%	12	15.9%	13	0.0%	0
B&Q, Old Kent Road , Old Kent Road	1.0%	6	0.0%	0	16.3%	3	4.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Carpetright/Wickes, Canning Town	0.7%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	2.4%	2
Homebase, Green Lanes	0.3%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Homebase, High Road, Ilford	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Homebase, Kidbrooke Park Road, Kidbrooke	0.2%	1	0.0%	0	3.4%	1	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	1.9%	11	9.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Ikea, Tottenham/Edmonton	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
Wickes, Greenwich	0.8%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Beckton Triangle Retail Park, Beckton, Beckton	4.5%	26	6.0%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	3.3%	3	8.3%	7	3.4%	3
Claps Gate Lane Retail Park, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Gallions Reach Shopping Park, Beckton	1.4%	8	1.1%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.0%	2	0.0%	0	2.9%	2	0.7%	1
Gateway Retail Park, Claps Gate Lane, Beckton	0.1%	1	0.5%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton Mills, Leyton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Beckton	3.0%	17	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.4%	3	0.0%	0	9.3%	8	5.7%	5
Bethnal Green	3.6%	20	0.0%	0	0.0%	0	0.0%	0	5.5%	2	36.4%	14	1.5%	2	0.6%	1	2.5%	2	0.0%	0
Brick Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Camden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Canary Wharf	1.6%	9	9.1%	8	3.4%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Canning Town	1.6%	9	1.1%	1	0.0%	0	3.9%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Central London	0.8%	4	0.0%	0	0.0%	0	5.7%	1	0.4%	0	1.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Charlton	0.4%	3	2.1%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chrisp Street	0.3%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Columbia Road	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Crossharbour	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
East Ham	0.5%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hackney Wick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.4%	4	3.3%	3	0.0%	0	0.0%	0
Lewisham	0.2%	1	0.5%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.5%	3	2.9%	3	0.8%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poplar High Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1
Roman Road, Bow	2.0%	12	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.0%	2	9.8%	9	0.0%	0	0.0%	0
Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Salmon Lane	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.8%	4	0.0%	0	0.0%	0	25.6%	3	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.5%	3	0.0%	0	1.2%	0	1.8%	0	1.5%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	4	1.2%	1	2.7%	2	1.5%	1
Stratford Town Centre	3.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.9%	4	1.3%	1	16.5%	13
Surrey Quays	0.4%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.0%	6	0.0%	0	1.2%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	3	0.0%	0	1.0%	1	0.0%	0
Whitechapel	1.3%	8	0.0%	0	0.0%	0	8.0%	1	10.7%	5	2.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Deacon Industrial Estate, Cabinet Way, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tottenham Hale Retail Park, Broad Lane, Tottenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsgate	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.3%	3	0.9%	1	0.0%	0
Burdock Road, Tottenham Hale	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Growing Concerns, Wick Lane, Victoria Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Highway Trading Estate, Heckford Street,	0.5%	3	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Limehouse																				
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leyton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leytonstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Rayleigh	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sscrewfix, Maverton Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wickes, Manor Road, Canning Town	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	3.5%	3
Internet / catalogue	6.2%	36	14.4%	13	9.2%	2	1.7%	0	11.9%	5	7.8%	3	8.8%	10	0.0%	0	3.4%	3	0.0%	0
Weighted base:		571		90		21		13		43		38		109		94		83		80
Sample:		545		60		52		39		60		55		60		62		62		95

Q18A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Those who shop online at Q18 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	50.6%	12	68.5%	6	40.5%	1	0.0%	0	43.6%	2	0.0%	0	62.6%	4	0.0%	0	26.9%	1	0.0%	0
Argos	0.4%	0	0.0%	0	0.0%	0	100.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	37.7%	9	0.0%	0	59.5%	1	0.0%	0	51.5%	2	100.0%	2	37.4%	2	0.0%	0	73.1%	2	0.0%	0
Garden Organic	0.7%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	10.6%	3	31.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		24		8		2		0		4		2		6		0		3		0
Sample:		17		4		3		1		4		1		2		0		2		0

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	6.7%	49	32.6%	34	1.7%	0	0.7%	0	0.0%	0	2.5%	1	1.7%	3	0.5%	1	8.3%	10	0.0%	0
B&Q, Claps Gate Retail Park, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
BOXPARK, Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Leyton Mills Retail Park, Leyton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Mile End Road, Mile End Road	0.3%	3	0.0%	0	0.5%	0	0.0%	0	2.7%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	1.0%	7	0.0%	0	8.4%	2	0.0%	0	2.7%	2	2.1%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.3%	2	1.0%	1	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.9%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.3%	1
Claps Gate Lane Retail Park, Beckton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Gallions Reach Shopping Park, Beckton	2.8%	20	6.7%	7	2.5%	1	0.0%	0	5.5%	3	2.5%	1	0.6%	1	0.0%	0	1.7%	2	5.9%	6
Leyton Mills, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldgate	0.2%	2	0.0%	0	0.0%	0	4.0%	1	0.3%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Beckton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.3%	0	3.0%	3	0.0%	0	5.0%	5
Bethnal Green	3.6%	26	0.0%	0	0.0%	0	3.9%	1	3.7%	2	27.6%	12	6.8%	10	1.2%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bromley-by-bow	3.2%	24	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	4	8.6%	9	7.5%	9	0.0%	0
Cambridge Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	6.6%	48	21.4%	22	8.2%	2	0.0%	0	0.5%	0	0.0%	0	7.4%	11	1.1%	1	7.1%	9	2.5%	2
Canning Town	1.3%	10	0.0%	0	1.7%	0	2.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Central London	6.2%	46	4.2%	4	18.2%	5	30.6%	8	13.2%	7	10.3%	4	3.1%	5	10.1%	10	0.7%	1	0.5%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chrisp Street	1.3%	9	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Devons Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
East Ham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.7%	1	3.2%	3
Greenwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Hackney Central	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0
Ilford	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lakeside	0.4%	3	0.4%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lewisham	1.1%	8	2.4%	2	2.5%	1	2.9%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	3	1.4%	1	1.2%	0	2.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Manchester Road	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.1%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	2	4.9%	2	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	5.5%	7	0.0%	0
Roman Road, Bow	3.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	12	16.1%	17	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Shoreditch	0.3%	2	0.0%	0	2.5%	1	2.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	22.7%	165	5.0%	5	11.5%	3	11.2%	3	10.9%	6	10.7%	4	30.3%	46	29.3%	30	34.9%	42	25.7%	25
Stratford Town Centre	7.6%	55	0.9%	1	6.4%	2	3.9%	1	0.7%	0	4.2%	2	4.8%	7	5.7%	6	2.2%	3	34.7%	33
Surrey Quays	1.7%	12	0.0%	0	3.7%	1	2.9%	1	0.3%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	1.0%	8	0.0%	0	0.5%	0	0.0%	0	5.4%	3	0.0%	0	0.6%	1	0.0%	0	2.9%	3	0.0%	0
Whitechapel	5.1%	38	0.0%	0	0.5%	0	18.2%	5	20.3%	11	8.7%	4	7.9%	12	1.2%	1	3.5%	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	0.0%	0	0.3%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	0
Bow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.6%	1	0.0%	0
Broadway Market, Hackney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Elephant & Castle Shopping Centre, London	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.3%	0	0.0%	0
Liverpool Street	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
London Stansted Airport, Stansted	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Finsbury Pavement, Moorgate	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
One New Change Shopping Centre, St Paul's	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.9%	7	0.0%	0	0.0%	0	3.9%	1	6.7%	4	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
South Woodford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Waitrose, Thomas More Street, St Katharine Docks, London	0.2%	1	0.0%	0	3.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	8.9%	65	17.7%	18	15.8%	5	6.4%	2	7.8%	4	10.0%	4	4.8%	7	3.5%	4	10.6%	13	7.9%	8
Weighted base:		730		104		29		25		56		42		153		103		121		96
Sample:		711		79		75		65		80		62		85		70		83		112

Q19A Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Those who shop online at Q19 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	37.7%	18	45.2%	6	54.0%	1	93.3%	2	0.0%	0	29.9%	1	40.9%	1	50.0%	1	16.6%	2	49.1%	3
Asda	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	0	0.0%	0	0.0%	0	6.5%	0
Boots	3.6%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	17.0%	8	30.8%	4	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	3	0.0%	0
John Lewis	3.3%	2	6.8%	1	0.0%	0	6.8%	0	0.0%	0	14.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	3
Tesco	3.6%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Avon	1.5%	1	3.3%	0	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benefit	2.2%	1	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.3%	1	0.0%	0	13.1%	0	0.0%	0	0.0%	0	21.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Origins	1.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%	1	0.0%	0	0.0%	0	0.0%	0
Savers	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	3	0.0%	0
Superdrug	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	3	0.0%	0
The Perfume Shop	0.7%	0	0.0%	0	13.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		47		14		3		2		2		4		2		2		12		7
Sample:		43		9		7		4		2		5		3		2		4		7

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	5.5%	40	21.9%	22	1.2%	0	0.0%	0	0.6%	0	0.0%	0	6.7%	9	0.0%	0	5.7%	7	1.2%	1
B&Q, Claps Gate Retail Park, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.4%	3	0.9%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Claps Gate Lane Retail Park, Beckton	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Beckton	1.4%	10	4.3%	4	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.0%	4
Tottenham Hale Retail Park, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberfeldy Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Aldgate	0.4%	3	0.0%	0	4.1%	1	5.8%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.3%	0	2.7%	3	3.0%	3	3.0%	3
Ben Jonson Road	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	7.0%	51	1.0%	1	0.0%	0	0.0%	0	8.8%	5	56.7%	24	10.5%	14	5.2%	6	0.0%	0	0.0%	0
Brick Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	3.7%	27	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	1.6%	2	10.3%	12	10.5%	12	0.6%	1
Cambridge Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	8.2%	60	31.4%	32	7.3%	2	0.0%	0	0.5%	0	0.0%	0	12.6%	17	0.0%	0	6.1%	7	1.2%	1
Canning Town	4.9%	35	0.0%	0	1.2%	0	1.9%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	33
Central London	6.6%	48	5.2%	5	24.7%	7	28.8%	8	10.8%	6	13.0%	6	2.2%	3	8.0%	9	0.0%	0	4.1%	4
Chrisp Street	2.9%	21	4.7%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	12.8%	15	0.3%	0
Columbia Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devons Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
East Ham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Green Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0
Hackney Central	3.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	22.3%	26	0.0%	0	0.0%	0
Ilford	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lewisham	0.6%	5	0.9%	1	2.6%	1	2.8%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Road	0.8%	5	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	1.8%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.2%	2	4.7%	5	4.4%	5	0.0%	0
North Woolwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Plaistow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Poplar High Street	3.1%	22	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	17.8%	20	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Roman Road, Bow	6.7%	49	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	10.1%	14	29.0%	33	1.0%	1	0.0%	0
Shoreditch	0.3%	2	0.0%	0	1.2%	0	1.9%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	4.0%	29	0.0%	0	1.7%	0	1.3%	0	0.5%	0	0.0%	0	20.0%	27	0.0%	0	0.3%	0	0.0%	0
Stratford City (Westfield)	9.8%	71	5.1%	5	5.0%	1	4.6%	1	6.6%	4	1.1%	0	7.2%	10	9.0%	10	18.1%	21	18.1%	18
Stratford Town Centre	4.9%	36	0.5%	0	6.1%	2	11.0%	3	0.6%	0	0.0%	0	2.3%	3	0.0%	0	2.1%	2	24.5%	25
Surrey Quays	0.8%	6	0.0%	0	3.0%	1	3.2%	1	0.3%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	1.2%	9	0.0%	0	27.3%	8	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	2.1%	15	0.0%	0	0.6%	0	0.0%	0	9.5%	6	0.0%	0	3.6%	5	0.0%	0	3.7%	4	0.0%	0
Wentworth Street	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westferry Road	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	6.6%	48	0.0%	0	1.5%	0	18.2%	5	39.4%	23	7.7%	3	11.8%	16	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bow	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Burdett Road, Poplar	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Cambridge Heath Road, Whitechapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East India Dock, Poplar	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hoxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	2.0%	14	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Limehouse	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Street	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Mare Street, Hackney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Shadwell	0.2%	1	0.0%	0	0.6%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Surrey Quays Centre, Redriff Road, Rotherhithe	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Thomas More Street, St Katharine Docks, London	0.2%	1	0.0%	0	3.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesley Avenue, Silvertown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
White Horse Lane, Bethnal Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Internet / catalogue	1.6%	12	0.9%	1	5.7%	2	4.4%	1	0.6%	0	1.7%	1	0.0%	0	3.2%	4	3.0%	3	0.0%	0
Weighted base:		725		101		28		26		59		43		137		115		115		101
Sample:		748		80		80		66		86		69		80		82		83		122

Q20A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Those who shop online at Q20 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	4.5%	0	100.1%	0	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	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodybuilding.com	9.6%	1	0.0%	0	0.0%	0	84.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	8.8%	1	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	1	0.0%	0	0.0%	0
Holland & Barrett	3.6%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	30.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.9%	3	0.0%	0	0.0%	0
Superdrug	35.8%	4	0.0%	0	0.0%	0	15.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
Weighted base:		10		0		0		1		0		1		0		4		3		0
Sample:		9		1		1		2		1		1		0		2		1		0

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Asda, East Ferry Road, Isle of Dogs	0.5%	2	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Ikea, Lakeside	1.5%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.2%	4	1.5%	1	0.0%	0	1.7%	1
Ikea, Tottenham/Edmonton	0.6%	3	0.0%	0	0.8%	0	2.7%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street	1.0%	5	0.0%	0	8.3%	2	3.0%	1	0.8%	0	1.5%	0	0.8%	1	0.0%	0	1.0%	1	0.8%	1
Sainsbury's Superstore, Claps Gate Lane, BECKTON	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton, Beckton	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Gallions Reach Shopping Park, Beckton	2.8%	14	6.8%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	10.1%	7
Aldgate	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	5.7%	4
Bethnal Green	1.7%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	2	4.7%	1	3.7%	4	0.7%	1	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Cambridge Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	6.4%	33	30.5%	19	8.9%	2	1.0%	0	3.8%	2	0.0%	0	0.7%	1	3.0%	2	6.9%	5	1.8%	1
Canning Town	0.9%	5	0.0%	0	1.8%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Central London	7.6%	39	0.7%	0	26.8%	5	13.0%	2	3.3%	1	17.6%	5	3.3%	4	25.7%	19	0.0%	0	1.8%	1
Chrisp Street	1.7%	9	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Columbia Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Forest Gate	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Green Street	1.9%	10	0.0%	0	0.0%	0	0.0%	0	3.8%	2	3.5%	1	1.9%	2	0.0%	0	6.2%	5	0.0%	0
Greenwich	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Central	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Ilford	0.7%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
Lakeside	1.2%	6	0.0%	0	2.6%	0	0.6%	0	0.0%	0	1.2%	0	3.2%	4	0.0%	0	0.0%	0	1.9%	1
Lewisham	0.4%	2	0.0%	0	3.8%	1	4.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.7%	4	2.5%	2	2.7%	1	5.9%	1	0.0%	0	0.8%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.5%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.5%	1	0.3%	0	0.0%	0	1.0%	1	0.0%	0
Roman Road, Bow	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.5%	1	0.0%	0	0.0%	0
Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Shoreditch	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields	0.5%	3	0.0%	0	0.0%	0	0.6%	0	2.8%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stepney Green	0.8%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	28.5%	146	10.1%	6	12.7%	2	4.9%	1	19.8%	8	27.9%	8	31.5%	36	38.4%	29	45.9%	36	25.8%	18
Stratford Town Centre	7.2%	37	0.0%	0	8.5%	2	13.1%	2	0.0%	0	3.5%	1	4.0%	5	6.9%	5	6.2%	5	24.5%	17
Surrey Quays	0.5%	2	0.7%	0	0.8%	0	4.0%	1	0.4%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wapping Lane	0.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Whitechapel	3.2%	16	0.0%	0	0.0%	0	11.9%	2	15.8%	6	5.1%	2	5.3%	6	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	4	0.0%	0	3.8%	1	0.0%	0	0.9%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Central Street, Finsbury	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.5%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, Thurrock	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Jubilee Place, Canary Wharf	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Petticoat Lane Market, Middlesex Street, London	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thomas More Street, St Katharine Docks, London	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	20.3%	104	28.7%	18	10.1%	2	11.9%	2	31.5%	13	13.6%	4	26.9%	31	16.4%	12	17.9%	14	9.8%	7
Weighted base:		511		64		19		18		41		30		115		75		79		69
Sample:		446		43		46		46		49		42		61		41		50		68

Q21A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Those who shop online at Q21 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Amazon	31.7%	19	11.6%	1	73.8%	1	0.0%	0	9.9%	1	39.5%	1	28.4%	6	67.5%	1	59.5%	6	33.8%	1
Argos	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	3	0.0%	0
Ebay	21.5%	13	59.4%	5	0.0%	0	0.0%	0	9.9%	1	0.0%	0	28.4%	6	0.0%	0	7.3%	1	0.0%	0
John Lewis	13.7%	8	29.0%	3	17.9%	0	59.5%	1	19.5%	2	18.5%	0	0.0%	0	0.0%	0	0.0%	0	66.2%	2
Next	2.6%	2	0.0%	0	0.0%	0	0.0%	0	19.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.3%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Awards	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Gems TV	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	4	0.0%	0	0.0%	0	0.0%	0
Monsoon	2.6%	2	0.0%	0	0.0%	0	0.0%	0	19.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisbets	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	1.8%	1	0.0%	0	0.0%	0	40.5%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	1	0.0%	0	0.0%	0
The Jewellery Channel	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watch Shop	10.1%	6	0.0%	0	0.0%	0	0.0%	0	19.5%	2	0.0%	0	21.2%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		59		9		2		1		8		3		21		2		10		4
Sample:		40		4		5		3		7		4		8		2		5		2

Q22 Which of these centres do you visit most often for your non-food shopping? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	24.8%	223	60.1%	74	34.6%	12	8.1%	2	14.9%	10	2.9%	1	24.5%	44	12.7%	18	18.5%	25	27.2%	35
Petticoat Lane / Wentworth Street	0.5%	4	0.0%	0	3.1%	1	0.9%	0	2.2%	2	0.7%	0	0.0%	0	0.0%	0	0.3%	0	0.4%	1
Whitechapel	12.7%	114	5.6%	7	7.9%	3	32.4%	10	32.0%	22	7.8%	4	23.6%	43	6.1%	9	7.1%	10	5.8%	7
Bethnal Green	7.1%	63	0.7%	1	3.3%	1	3.5%	1	4.9%	3	41.8%	21	11.3%	20	6.3%	9	2.5%	3	2.2%	3
Roman Road East, Bow (Roman Road market)	8.3%	75	0.0%	0	0.0%	0	0.4%	0	2.2%	2	3.4%	2	2.6%	5	39.1%	56	5.3%	7	2.3%	3
Roman Road West, Bow (Globe Town Market)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Witney Market	4.2%	37	0.0%	0	8.1%	3	7.1%	2	8.7%	6	2.1%	1	10.3%	19	0.0%	0	4.9%	7	0.0%	0
Chris Street	7.2%	65	7.5%	9	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	37.1%	51	1.8%	2
Cross harbour	0.1%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	4.1%	37	1.7%	2	2.6%	1	11.3%	3	8.1%	6	13.7%	7	1.7%	3	4.7%	7	3.1%	4	3.2%	4
Bromley by Bow	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	4.0%	6	6.1%	8	3.6%	5
(None of these)	28.3%	254	24.4%	30	36.5%	13	35.7%	11	25.5%	18	26.2%	13	23.0%	42	27.1%	39	15.2%	21	53.4%	68
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a year]: Daily = 365, 4-6 days a week = 260, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 4, Once a year = 1, Less often = 0.5

Q23 How often do you or your household visit (CENTRE FROM Q22) for your non food shopping?
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Daily	11.6%	75	9.8%	9	6.6%	1	4.9%	1	12.3%	6	17.0%	6	7.6%	11	17.5%	18	12.5%	15	11.9%	7
4-6 days a week	3.1%	20	4.3%	4	3.9%	1	1.2%	0	0.0%	0	3.4%	1	1.6%	2	2.9%	3	6.3%	7	2.1%	1
2-3 days a week	19.2%	124	20.6%	19	0.7%	0	2.0%	0	27.3%	14	12.9%	5	18.0%	25	22.1%	23	27.8%	33	7.8%	5
One day a week	27.9%	180	34.9%	32	15.1%	3	29.0%	6	20.5%	11	19.1%	7	31.8%	44	19.8%	21	34.1%	40	25.9%	15
Every two weeks	12.2%	79	6.5%	6	23.8%	5	18.7%	4	16.0%	8	22.5%	8	10.9%	15	17.8%	19	5.4%	6	12.1%	7
Monthly	14.1%	91	12.3%	11	35.1%	8	19.7%	4	12.4%	6	5.3%	2	20.7%	29	12.6%	13	4.7%	6	20.3%	12
Once every two months	4.5%	29	7.2%	7	10.7%	2	9.5%	2	4.0%	2	2.8%	1	1.4%	2	3.4%	4	6.2%	7	3.4%	2
Three-four times a year	2.7%	17	0.5%	0	3.4%	1	9.5%	2	4.2%	2	6.8%	3	2.6%	4	2.4%	2	0.3%	0	5.0%	3
Once a year	0.7%	5	0.5%	0	0.7%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	5.0%	3
Less often	0.6%	4	2.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don’t know)	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.9%	1	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0
(Varies)	2.8%	18	0.5%	0	0.0%	0	4.9%	1	0.0%	0	8.9%	3	4.8%	7	1.1%	1	1.6%	2	6.1%	4
Mean:		*98.28*		*96.73*		*53.50*		*48.91*		*98.41*		*114.97*		*81.36*		*117.74*		*120.02*		*83.60*
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q24 What do you like about (CENTRE FROM Q22)? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Attractive environment / nice place	14.8%	95	18.1%	17	16.5%	4	7.6%	1	13.8%	7	6.0%	2	6.9%	10	16.7%	18	19.2%	22	23.9%	14
Close to friends or relatives	0.4%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	2	0.7%	0
Close to home	41.3%	266	44.3%	41	42.7%	9	33.0%	7	48.5%	25	62.5%	23	47.3%	66	39.5%	41	40.6%	48	9.8%	6
Close to work	4.2%	27	7.6%	7	6.1%	1	1.2%	0	1.1%	1	1.0%	0	1.6%	2	0.0%	0	2.9%	3	20.0%	12
Compact	3.7%	24	7.9%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	5	10.1%	11	0.0%	0	0.5%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.2%	8	2.7%	3	5.7%	1	0.6%	0	1.4%	1	2.8%	1	0.0%	0	1.6%	2	0.0%	0	0.7%	0
Easy to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Easy to park	2.0%	13	2.0%	2	7.0%	2	0.0%	0	0.3%	0	0.0%	0	2.2%	3	1.6%	2	3.8%	4	0.0%	0
Good facilities	2.1%	13	0.0%	0	2.8%	1	1.2%	0	4.9%	3	2.0%	1	4.7%	7	0.0%	0	0.6%	1	3.0%	2
Good food stores	5.9%	38	4.9%	5	8.4%	2	3.5%	1	5.5%	3	11.9%	4	6.3%	9	5.2%	5	4.9%	6	5.9%	4
Good pubs, cafés or restaurants	2.9%	19	6.8%	6	2.3%	0	2.1%	0	0.0%	0	3.4%	1	0.6%	1	2.9%	3	0.3%	0	10.2%	6
Good range of non-food shops	31.4%	202	39.7%	37	31.1%	7	26.0%	5	41.8%	22	23.8%	9	28.5%	40	29.3%	31	31.2%	36	27.0%	16
Makes a change from other places	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Quiet	2.5%	16	2.8%	3	1.2%	0	2.5%	0	0.0%	0	1.3%	0	2.2%	3	1.7%	2	5.4%	6	2.1%	1
Safe and secure	1.6%	10	4.7%	4	2.4%	1	0.0%	0	3.0%	2	0.0%	0	0.6%	1	2.9%	3	0.0%	0	0.0%	0
The market	6.7%	43	8.4%	8	13.5%	3	18.8%	4	13.5%	7	6.4%	2	3.4%	5	5.6%	6	5.1%	6	5.1%	3
Traditional	2.8%	18	5.7%	5	6.6%	1	0.6%	0	3.5%	2	0.0%	0	0.0%	0	3.9%	4	3.7%	4	2.2%	1
Traffic free shopping centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	1
Other - including a specific shop / attraction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.8%	12	4.7%	4	0.0%	0	0.0%	0	0.7%	0	8.3%	3	0.0%	0	2.9%	3	0.6%	1	0.0%	0
Familiarity / habit	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	0.0%	0	0.0%	0	3.6%	4	1.2%	1
Good library	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0
Good prices / value	1.8%	12	0.0%	0	2.3%	0	4.9%	1	6.3%	3	2.6%	1	1.6%	2	2.8%	3	0.0%	0	1.2%	1
Easy to get to be train / tube	1.1%	7	2.1%	2	3.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Good layout	0.7%	4	0.0%	0	4.1%	1	0.0%	0	0.0%	0	5.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Good range of leisure facilities	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	4.1%	2
Good quality items available	0.3%	2	0.0%	0	4.5%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	4.7%	30	1.0%	1	1.5%	0	16.2%	3	1.6%	1	3.2%	1	3.4%	5	5.0%	5	7.8%	9	8.2%	5
(Don't know)	3.3%	21	1.0%	1	0.7%	0	7.4%	1	1.6%	1	5.4%	2	6.5%	9	0.5%	1	4.0%	5	2.5%	2
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q25 What could be improved about (CENTRE FROM Q22) that would make you visit more often? [MR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Better access by road	2.6%	17	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	3	5.9%	6	5.7%	7	0.5%	0
Better public transport	2.4%	16	0.5%	0	3.3%	1	5.6%	1	0.0%	0	2.6%	1	0.0%	0	4.1%	4	5.4%	6	3.0%	2
Better signposting	0.4%	3	0.0%	0	7.9%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cleaner streets	5.3%	34	3.2%	3	0.0%	0	23.2%	5	15.4%	8	6.1%	2	7.1%	10	2.3%	2	3.4%	4	0.0%	0
Facilities which would assist you if shopping with children	0.9%	6	0.0%	0	0.0%	0	10.0%	2	0.7%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.1%	1
Free car parking	0.9%	6	0.5%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.7%	1	0.5%	0
Jewellery / food markets / other events	1.2%	8	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.9%	58	11.1%	10	5.3%	1	0.9%	0	8.5%	4	19.5%	7	11.6%	16	8.0%	8	7.9%	9	0.7%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.6%	10	1.0%	1	1.6%	0	0.6%	0	3.0%	2	0.0%	0	2.6%	4	0.5%	1	0.0%	0	4.8%	3
More / better food shops	3.8%	24	2.8%	3	4.1%	1	0.6%	0	5.1%	3	7.1%	3	3.3%	5	2.9%	3	6.8%	8	0.0%	0
More / better parking	2.9%	19	5.8%	5	3.3%	1	0.0%	0	3.7%	2	5.5%	2	3.2%	4	1.1%	1	0.3%	0	5.0%	3
More / better pedestrianised streets	1.8%	11	0.0%	0	4.9%	1	0.9%	0	3.3%	2	4.1%	2	3.2%	4	0.0%	0	0.0%	0	4.1%	2
More / better public conveniences	0.7%	5	2.8%	3	1.6%	0	5.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	1.0%	7	1.1%	1	1.6%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.1%	2
More / better services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.8%	63	15.1%	14	4.5%	1	6.4%	1	7.3%	4	10.9%	4	7.5%	10	15.2%	16	3.1%	4	15.0%	9
Protection from the weather (i.e.. covered shopping malls)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.9%	6	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of independent shops	1.3%	9	0.0%	0	3.6%	1	0.0%	0	0.3%	0	1.0%	0	2.5%	4	1.2%	1	1.8%	2	0.7%	0
Better market	3.0%	20	4.7%	4	0.0%	0	3.3%	1	3.4%	2	2.0%	1	2.2%	3	1.6%	2	5.7%	7	1.0%	1
Better prices	1.2%	8	0.0%	0	1.6%	0	0.0%	0	3.0%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	4.8%	3
Less congestion / too busy	2.2%	14	0.0%	0	1.2%	0	0.0%	0	1.0%	1	2.8%	1	2.2%	3	6.0%	6	0.0%	0	5.5%	3
Better security / policing	1.6%	11	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.9%	1	2.2%	3	0.0%	0	4.3%	5	1.4%	1
Improve the environment / refurbish	2.1%	13	0.0%	0	0.7%	0	0.9%	0	1.6%	1	3.2%	1	0.0%	0	8.8%	9	1.4%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More pedestrian crossings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing)	45.0%	290	42.0%	39	53.3%	12	42.3%	8	39.8%	21	34.4%	13	49.7%	69	42.2%	44	51.9%	61	39.1%	23
(Don't know)	9.1%	59	5.5%	5	8.4%	2	12.4%	2	9.3%	5	15.5%	6	7.7%	11	13.1%	14	4.9%	6	14.3%	9
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q26 In addition to ... (centre mentioned at Q22), which of these other centres do you regularly visit ? [MR/PR]
Those who mentioned a centre at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Canary Wharf	6.8%	44	2.1%	2	6.0%	1	11.3%	2	12.2%	6	11.3%	4	11.0%	15	7.2%	8	2.6%	3	3.2%	2
Wentworth Street/Petticoat Lane	4.2%	27	4.7%	4	0.7%	0	13.1%	3	13.9%	7	4.1%	2	2.5%	3	1.1%	1	2.1%	2	6.9%	4
Whitechapel	11.8%	76	5.2%	5	1.9%	0	15.1%	3	12.7%	7	21.7%	8	13.0%	18	4.8%	5	22.2%	26	6.9%	4
Bethnal Green	11.3%	73	2.6%	2	2.4%	1	3.0%	1	36.3%	19	13.2%	5	10.1%	14	13.8%	15	11.9%	14	5.5%	3
Roman Road East, Bow (Roman Road market)	9.3%	60	5.7%	5	2.4%	1	0.9%	0	13.1%	7	12.2%	5	10.6%	15	11.2%	12	13.7%	16	0.5%	0
Roman Road West, Bow (Globe Town Market)	4.7%	30	5.2%	5	0.0%	0	0.9%	0	4.5%	2	3.8%	1	9.4%	13	2.1%	2	5.4%	6	0.0%	0
Witney Market	14.5%	94	18.1%	17	11.5%	2	13.2%	3	22.1%	11	5.8%	2	25.5%	36	6.5%	7	11.2%	13	4.5%	3
Chris Street	6.7%	43	7.2%	7	0.7%	0	2.1%	0	7.2%	4	0.6%	0	15.1%	21	1.6%	2	6.9%	8	2.5%	2
Cross harbour	3.7%	24	9.5%	9	1.9%	0	0.9%	0	3.0%	2	2.0%	1	4.7%	7	1.6%	2	3.3%	4	0.5%	0
Brick Lane	9.5%	61	1.0%	1	9.2%	2	17.4%	3	25.2%	13	26.5%	10	11.2%	16	9.5%	10	3.5%	4	4.1%	2
Bromley by Bow	3.2%	21	2.8%	3	0.0%	0	0.9%	0	4.0%	2	3.8%	1	2.7%	4	1.1%	1	4.3%	5	7.2%	4
(None of these)	53.6%	345	70.5%	66	65.6%	14	43.8%	9	28.2%	15	33.4%	12	39.5%	55	64.5%	68	50.9%	60	79.6%	47
Weighted base:		645		93		22		20		52		37		140		105		117		60
Sample:		583		70		61		45		76		55		76		67		78		55

Q27 Do you or your household visit any of the following leisure attractions? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bingo / casino / bookmaker	2.8%	25	2.1%	3	0.9%	0	1.7%	1	1.9%	1	4.1%	2	0.4%	1	6.5%	9	0.8%	1	5.5%	7
Cinema	52.7%	474	48.6%	60	57.7%	20	43.5%	13	60.7%	42	50.8%	26	52.3%	95	54.4%	78	54.3%	75	51.0%	65
Gym / health club / sports facility	32.5%	292	29.6%	36	32.6%	11	28.9%	9	35.2%	24	34.1%	17	30.4%	55	33.5%	48	36.1%	50	31.8%	41
Theatre/ concert / music venue	31.8%	286	38.3%	47	60.9%	21	43.4%	13	33.7%	23	29.8%	15	22.0%	40	40.9%	59	22.5%	31	28.3%	36
Museum / gallery or place of historical / cultural interest	36.4%	327	50.4%	62	52.3%	18	39.9%	12	49.3%	34	48.3%	24	33.9%	61	37.6%	54	19.7%	27	26.5%	34
Pub / bar / nightclub	31.2%	280	35.6%	44	54.4%	19	51.8%	16	27.7%	19	29.7%	15	18.3%	33	47.1%	68	13.2%	18	37.8%	48
Restaurant / café	73.4%	660	75.3%	93	79.0%	27	78.8%	24	81.3%	56	64.6%	33	70.9%	129	74.1%	107	65.7%	91	79.1%	101
Family entertainment (e.g. tenpin bowling, skating rink)	23.7%	213	24.2%	30	5.0%	2	10.3%	3	44.5%	31	15.7%	8	27.6%	50	10.3%	15	29.5%	41	27.0%	35
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	15.3%	137	13.2%	16	10.3%	4	19.0%	6	13.7%	9	14.5%	7	16.8%	30	17.3%	25	19.4%	27	10.2%	13
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q28 How often do you go to bingo / casino / bookmaker?
Those who go to bingo / a casino or bookmaker at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	13.4%	3	18.2%	0	50.0%	0	0.0%	0	13.0%	0	18.2%	0	0.0%	0	0.0%	0	100.0%	1	15.4%	1
Once a week	18.7%	5	0.0%	0	0.0%	0	0.0%	0	27.8%	0	58.0%	1	100.0%	1	5.9%	1	0.0%	0	25.5%	2
Once a fortnight	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1
Once a month	57.8%	14	40.9%	1	0.0%	0	65.8%	0	59.3%	1	23.8%	0	0.0%	0	94.1%	9	0.0%	0	42.7%	3
Once every two months	5.9%	1	40.9%	1	0.0%	0	34.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less often	0.6%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.65*		*0.53*		*1.00*		*0.23*		*0.72*		*1.02*		*1.00*		*0.34*		*2.00*		*0.76*
Weighted base:		25		3		0		1		1		2		1		9		1		7
Sample:		40		3		2		3		3		5		2		4		3		15

Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who go to bingo / a casino or bookmaker at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Gala Bingo, Stratford	35.2%	7	59.1%	1	0.0%	0	0.0%	0	0.0%	0	35.8%	1	50.0%	0	33.0%	3	33.3%	0	32.7%	1
Gala Bingo, Surrey Quays	3.8%	1	0.0%	0	0.0%	0	0.0%	0	82.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Fairlop Road, Ilford	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0
Mecca, Dagenham Leisure Park, Cook Road, Dagenham	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	16.4%	1
The London Palace, Elephant & Castle Shopping Centre, London	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspers Casino, Westfield Stratford City, London	25.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	5	0.0%	0	0.0%	0
Bow	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Canning Town	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1
Coral, High Street, Poplar	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
Gala Bingo, Southernhay, Basildon	5.0%	1	40.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, East India Dock Road, London	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
Mecca, Arlington Road, Camden Town	1.1%	0	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddy Power, Bethnal Green Road, Bethnal Green	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1
Westfield Stratford City	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0
William Hill, Mile End Road, Stepney Green	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Sidney Street, Whitechapel	0.8%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		21		3		0		0		1		2		1		9		1		4
Sample:		30		3		0		1		2		5		2		4		3		10

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q30 How often do you go to the cinema?
Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Once a week	5.8%	28	4.3%	3	3.7%	1	1.3%	0	5.2%	2	4.7%	1	9.5%	9	4.6%	4	0.0%	0	12.3%	8
Once a fortnight	13.8%	66	6.1%	4	9.0%	2	23.0%	3	21.5%	9	24.2%	6	17.9%	17	5.0%	4	10.3%	8	20.2%	13
Once a month	34.3%	163	41.9%	25	46.0%	9	30.3%	4	30.4%	13	32.8%	8	31.6%	30	48.8%	38	27.3%	20	22.1%	14
Once every two months	25.0%	119	22.8%	14	26.7%	5	19.7%	3	26.6%	11	18.4%	5	13.6%	13	19.0%	15	42.9%	32	32.7%	21
Once every six months	14.0%	66	14.5%	9	12.5%	2	22.0%	3	11.4%	5	16.1%	4	19.9%	19	16.3%	13	8.5%	6	8.0%	5
Once a year or less often	2.4%	11	8.0%	5	0.8%	0	0.0%	0	0.4%	0	0.0%	0	3.7%	3	2.3%	2	1.1%	1	0.0%	0
(Don't know / varies)	4.5%	21	2.4%	1	1.3%	0	3.7%	0	4.5%	2	1.8%	0	3.9%	4	3.9%	3	9.9%	7	4.1%	3
Mean:		*0.27*		*0.23*		*0.25*		*0.25*		*0.29*		*0.33*		*0.31*		*0.25*		*0.20*		*0.35*
Weighted base:		474		60		20		13		42		26		95		78		75		65
Sample:		385		31		48		34		48		35		46		49		36		58

Q31 Where do you or members of your household normally go to the cinema?
Those who go to the cinema at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Barbican, Silk Street, London	1.2%	5	0.0%	0	2.5%	0	4.4%	1	5.2%	2	3.0%	1	0.0%	0	1.6%	1	0.0%	0	0.8%	0
Bfi IMAX, Charlie Chaplin Walk, Waterloo	0.5%	2	0.0%	0	6.4%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Clements Road, Ilford	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.6%	1	0.0%	0	0.0%	0
Cineworld, The O2, Greenwich	4.8%	21	9.7%	5	0.0%	0	0.0%	0	3.9%	2	8.4%	2	8.1%	7	0.0%	0	0.0%	0	7.8%	4
Cineworld, West India Quay/Canary Wharf	24.7%	107	57.5%	31	31.6%	5	9.0%	1	23.9%	10	10.4%	3	33.4%	30	8.6%	6	27.1%	18	4.2%	2
Close-Up Cinema, 97 Sclater Street, London	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon Bloomsbury	0.5%	2	0.0%	0	1.9%	0	1.4%	0	0.0%	0	0.0%	0	0.4%	0	1.6%	1	0.0%	0	0.0%	0
Everyman Cinema, Lower Mall- 2 Crossrail Place, Canary Wharf	1.4%	6	7.5%	4	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Genesis, Mile End Road, Whitechapel	18.9%	82	0.0%	0	27.6%	5	45.3%	6	37.8%	15	17.2%	4	30.9%	28	14.8%	10	18.6%	12	2.1%	1
Odeon IMAX, Bugsby Way, Greenwich	2.9%	12	0.0%	0	1.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	6	6.4%	4
Odeon, 135 Shaftesbury Avenue, London WEST END	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Odeon, 24-26 Leicester Square, London WEST END	0.6%	3	0.0%	0	4.1%	1	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0
Odeon, Redriff Road, Surrey Quays	2.9%	12	8.0%	4	2.1%	0	0.0%	0	0.0%	0	1.5%	0	8.1%	7	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Greenwich High Road, Greenwich	2.5%	11	1.8%	1	1.0%	0	3.9%	0	0.0%	0	2.0%	0	0.0%	0	7.4%	5	5.1%	3	0.0%	0
Picturehouse, Mare Street, Hackney,	5.6%	24	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.0%	1	4.8%	4	26.4%	18	0.0%	0	0.8%	0
Premiere Cinema, Mercury Mall, Mercury Gardens, Romford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Rich Mix, Bethnal Green Road	4.6%	20	0.0%	0	2.1%	0	6.4%	1	3.8%	2	47.6%	12	1.0%	1	6.8%	5	0.0%	0	0.0%	0
Showcase, Bluewater	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Jenkins Lane, Barking	2.2%	9	9.9%	5	4.4%	1	3.9%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.7%	2
Showcase, Wood Green	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Stratford Picture House, Stratford Town Centre	2.4%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	13.2%	8
Vue, Angel Central, 36	0.4%	2	0.0%	0	1.6%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Parkfield Street, Islington																				
Vue, Dagenham Leisure Park, Dagenham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Vue, Lakeside Shopping Centre, Thurrock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Vue, The Brewery, Romford	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Westfield, Stratford City	20.2%	88	3.7%	2	1.6%	0	15.3%	2	4.3%	2	4.3%	1	5.9%	5	28.5%	20	34.2%	23	56.3%	32
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Institute of Contemprary Arts, Trafalgar Square	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picturehouse, Tottenham Lane, Crouch End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Vue, Denmark Street, Altrincham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		434		54		17		13		40		24		91		70		67		57
Sample:		351		29		42		32		45		31		45		45		33		49

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q32 How often do you go to a gym / health club / sports facility?
Those who use a gym / health club / sports facility at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	63.4%	185	38.4%	14	62.4%	7	66.9%	6	41.8%	10	65.2%	11	62.3%	34	91.2%	44	52.9%	26	78.6%	32
Once a week	23.4%	68	42.6%	15	24.3%	3	21.6%	2	31.4%	8	31.9%	6	21.4%	12	5.1%	2	27.9%	14	16.8%	7
Once a fortnight	3.2%	9	0.0%	0	7.9%	1	3.8%	0	6.3%	2	2.8%	0	0.0%	0	0.0%	0	11.0%	6	1.1%	0
Once a month	3.0%	9	0.0%	0	2.3%	0	7.6%	1	0.0%	0	0.0%	0	10.7%	6	2.6%	1	1.5%	1	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.1%	3	0.0%	0	3.1%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Once a year or less often	0.9%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	15	11.9%	4	0.0%	0	0.0%	0	14.2%	3	0.0%	0	5.6%	3	1.1%	1	4.1%	2	3.6%	1
Mean:		*1.61*		*1.36*		*1.54*		*1.60*		*1.38*		*1.64*		*1.58*		*1.90*		*1.46*		*1.81*
Weighted base:		292		36		11		9		24		17		55		48		50		41
Sample:		216		16		26		20		27		22		24		25		22		34

Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who use a gym / health club / sports facility at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Active Newham, Atherton leisure Centre, Romford Road, Stratford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Balaam Leisure Centre, Balaam Street, Paistow	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Better Gym, North Greenwich	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Bodylines Fitness, Bethnal Green Road, Bethnal Green	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Health Club, Canary Wharf	0.7%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Columbo Centre, Colombo Street, London Marylebone	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
David Lloyd Leisure Club, 1 Alie Street, London Whitechapel	2.7%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
David Lloyd Leisure Club, Kidbrooke Park Road, Kidbrooke	1.2%	3	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
East Ham Leisure Centre, Barking Road, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Fit4Less, Violet Road, Bow	3.3%	7	17.1%	4	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Fitness First, Leyton Mills Retail Park, Marshall Road, Leyton	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Fitness4Less, Barking Road, Canning Town	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	6
Gymbox, Chestnut Place, Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
John Orwell Sports Centre, Tench Street, Wapping,	1.6%	3	0.0%	0	30.8%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Hall Gym, The Piazza, Covent Garden	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
LA Fitness, West India Quay/Canary Wharf	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Leytonstone Leisure Centre, Cathall Road, Leytonstone	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Mile End Climbing Wall, Haverfield Road, Mile End	5.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	5	7.8%	3	9.4%	3	0.0%	0
Mile End Leisure Centre & Stadium, Burdett Road, Mile End	16.0%	35	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	51.1%	20	3.1%	1	30.6%	11	4.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham ABC, Old Bath House, Church Street, Stratford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Nuffield Health, 4 Cousin Lane, London MONUMENT	0.3%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 20 Little Britain, St Paul's, London BARBICAN	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, 5 Hertsmere Road, West India Quay / Canary Wharf	2.7%	6	20.9%	5	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reebok Sports Club, Canada Square/Canary Wharf	0.7%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
St Georges Leisure Centre, The Highway, Wapping	0.7%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Sovereign Close, Wapping	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiller Leisure Centre, Tiller Road, Tower Hamlets	2.5%	5	21.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, 5 Old Broad Street, London LIVERPOOL STREET	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vigin Active, Tower Bridge, Ibex House, 1 Haydon Street, London ALDGATE	0.2%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Broadgate, One Exchange Place, London LIVERPOOL STREET	0.6%	1	0.0%	0	0.0%	0	3.3%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.4%	3	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ability Bow, St. Paul's Church, St. Stephen's Road, Bow	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Anytime Fitness, Alie Street, Whitechapel	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	5	0.0%	0	0.0%	0
Bethnal Green	1.8%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Bromley-by-Bow	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Canary Wharf	2.2%	5	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.1%	1	0.0%	0	0.0%	0
Central London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.5%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowne Plaza, Royal Victoria Dock, Western Gateway	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Dagenham	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
EasyGym, Winston Way, Ilford	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Fit4Less, Coventry Road, Bethnal Green	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Mansell Street, Tower Hill	0.3%	1	0.0%	0	3.4%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Baker Street, London	0.2%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Frying Pan Alley, Spitalfields Tower, Aldgate East	0.6%	1	0.0%	0	0.0%	0	17.8%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Liverpool Street, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Thomas More Square, Wapping	1.0%	2	0.0%	0	19.4%	2	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4Less, Cambridge Heath Road, Cambridge Heath	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	6	0.0%	0	0.0%	0	0.0%	0
Frame, New Inn Yard, East London	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Lane Leisure Centre, Barbican Centre, Silk Street	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Tower Bridge Hotel, Prescot Street, London	1.5%	3	0.0%	0	0.0%	0	9.1%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Gymbox, St Martin's Lane, London	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Hayaa Fitness, Fieldgate Street London	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironmonger Row Baths, Norman Street, London	0.6%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Isle of Dogs	0.2%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KO Muay Thai Gym, The Arches, Globe Road, Bethnal Green	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Kings College, London	2.0%	4	17.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linklaters, Silk Street, London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Fields Fitness Studio, Mentmore Terrace, London	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	5	0.0%	0	0.0%	0
Mulberry School for Girls, Richard Street, Commercial Road, London	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Newham Leisure Centre, Prince Regents Lane,	1.0%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Newham																				
Notting Hill	0.2%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, South Quay Plaza, Marsh Wall, Canary Wharf	0.7%	1	0.0%	0	14.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Qmotion Health and Fitness Centre, Godward Square, Mile End	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Re Spa, Canada Square, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revolution Personal Training Studio, Upper Street, Angel Islington	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Ruggieri Dance Academy, Sovereign Close, Wapping	0.2%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho Gym, Bow Wharf, Grove Road	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	7	0.0%	0	0.0%	0
The Copper Box, Queen Elizabeth Olympic Park, London	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Upton Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Urban Fitness, Hooper Street, London	0.8%	2	0.0%	0	0.0%	0	3.3%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Aldersgate Street, Barbican	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Woolston Hall, Abridge Road, Chigwell	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0
Wapping	0.8%	2	3.8%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel Sports Centre, Durward Street, Whitechapel	2.0%	4	0.0%	0	0.0%	0	21.1%	1	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yoga Place, Bethnal Green Road, Bethnal Green	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Hall, Old Ford Road, Bethnal Green	4.4%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	1	27.6%	4	8.8%	3	4.3%	2	0.0%	0	0.0%	0
Weighted base:		217		25		10		5		22		13		40		40		37		26
Sample:		169		11		24		16		23		17		19		20		17		22

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q34 How often do you go to the theatre / concert / music venue?
Those who go to a theatre/ concert / music venue at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.3%	1	0.0%	0	3.5%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.8%	5	2.0%	1	1.6%	0	2.7%	0	3.4%	1	2.5%	0	0.0%	0	2.9%	2	0.0%	0	1.6%	1
Once a fortnight	2.8%	8	1.0%	0	20.2%	4	10.8%	1	3.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Once a month	15.6%	44	24.9%	12	7.9%	2	21.0%	3	13.1%	3	20.7%	3	11.1%	4	14.1%	8	15.4%	5	12.8%	5
Once every two months	27.0%	77	27.6%	13	34.6%	7	35.2%	5	27.1%	6	33.9%	5	19.1%	8	25.4%	15	20.1%	6	33.3%	12
Once every six months	30.3%	87	26.0%	12	18.7%	4	16.1%	2	24.8%	6	30.4%	5	38.2%	15	35.0%	21	30.5%	9	34.8%	13
Once a year or less often	11.1%	32	1.0%	0	7.0%	1	12.8%	2	14.1%	3	8.5%	1	20.9%	8	11.5%	7	11.7%	4	12.9%	5
(Don't know / varies)	11.1%	32	17.6%	8	6.5%	1	0.0%	0	13.6%	3	4.0%	1	10.8%	4	9.4%	6	22.3%	7	4.7%	2
Mean:		*0.13*		*0.15*		*0.26*		*0.21*		*0.14*		*0.13*		*0.06*		*0.12*		*0.09*		*0.09*
Weighted base:		286		47		21		13		23		15		40		59		31		36
Sample:		329		36		55		36		36		29		25		47		23		42

Q35 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who go to a theatre/ concert / music venue at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Apollo Victoria Theatre, Wilton Road, Westminster, London	5.6%	8	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	4.4%	1	0.0%	0	35.9%	4	11.2%	2
Dominion Theatre, Tottenham Court Road, Camden, London	0.5%	1	0.0%	0	3.3%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lyceum Theatre, Wellington Street, Westminster, London	7.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	6	0.0%	0	19.4%	2	11.2%	2
O2 Academy, Brixton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Arena, Peninsula Square, Greenwich	17.6%	25	28.1%	7	21.9%	2	32.1%	2	24.5%	2	0.0%	0	0.0%	0	30.2%	8	0.0%	0	13.2%	3
O2 Empire, Shepherd's Bush	0.7%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Albert Hall, London	4.3%	6	18.2%	5	4.4%	0	14.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The London Palladium, Argyll Street Westminster, London	1.8%	3	0.0%	0	0.0%	0	0.0%	0	17.8%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	0
Wilton's Music Hall, Grace's Alley, London	0.4%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adelphi Theatre, Strand, London	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Aldwych Theatre, Aldwych	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Arcola Theatre, Ashwin Street, London	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbican Centre, Silk Street, London	2.0%	3	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Birmingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Cadogan Hall, Sloane Terrace, London	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	27.0%	38	22.6%	6	13.6%	1	22.0%	2	24.2%	2	64.6%	7	29.9%	6	28.1%	8	26.3%	3	17.7%	4
Covent Garden	0.3%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duke of York's Theatre, St Martin's Lane, London	0.2%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney Empire, Mare Street, London	1.4%	2	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0
Ilford	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Isle of Dogs	0.7%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jazz Café, Parkway, London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KOKO, Camden High Street, London	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Kenneth More Theatre, Ilford	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
London West End	2.6%	4	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0
Lopping Hall, Loughton	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Menier Chocolate Factory, Southwark Street, London	0.3%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Theatre, Upper Ground, London	3.0%	4	3.6%	1	4.1%	0	4.2%	0	4.7%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0
Palace Theater, Shaftesbury Avenue, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Peacock Theatre, Portugal Street, London	1.1%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Prince Edward Theatre, Old Compton Street, London	1.9%	3	0.0%	0	13.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Ronnie Scotts', Frith Street, London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roundhouse, Chalk Farm Road, London	0.5%	1	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Botanic Gardens, Kew Green, Richmond	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Opera House, Bow Street, London	1.3%	2	0.0%	0	2.0%	0	7.3%	0	0.0%	0	3.5%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Sadler's Wells Theatre, Rosebery Avenue, London	1.2%	2	3.6%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Theatre, Shaftesbury Avenue, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Shakespeare’s Globe, New Globe Walk, Bankside	1.5%	2	3.9%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Soho	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Southbank Centre, Belvedere Road, London	0.6%	1	1.7%	0	2.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark Cathedral, London Bridge, London	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields Music, Brushfield Street, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Half Moon Theatre, Mile End Road, Stepney Green	2.3%	3	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	7.7%	1	0.0%	0
The London Coliseum, St Martin's Lane, London	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	4.2%	1	3.4%	0	0.0%	0
The Mermaid Conference & Events Centre, Puddle Dock, Blackfriars	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Victoria Pub, Queensbridge Road, London	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Suffolk	0.6%	1	1.7%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Street, London																				
Under the Bridge, Stamford Bridge, Fulham Road, London	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Walthamstow	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Wembley Park	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Wigmore Hall, Wigmore Street, London	0.5%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Weighted base:		141		26		8		7		10		11		20		27		11		22
Sample:		168		22		23		20		16		17		14		21		10		25

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q36 How often do you go to a museum / gallery or place of historical / cultural interest?
Those who go to museums / galleries or places of historical / cultural interest at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	0.6%	2	0.0%	0	0.9%	0	2.3%	0	0.5%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Once a week	4.6%	15	1.5%	1	12.9%	2	11.3%	1	8.3%	3	13.4%	3	3.6%	2	2.3%	1	2.8%	1	0.0%	0
Once a fortnight	4.4%	14	0.0%	0	19.5%	3	4.2%	1	3.6%	1	10.1%	2	1.4%	1	4.1%	2	10.6%	3	1.7%	1
Once a month	23.2%	76	34.6%	21	17.2%	3	25.2%	3	13.0%	4	38.4%	9	12.6%	8	11.8%	6	24.6%	7	40.3%	14
Once every two months	24.9%	81	28.4%	18	16.9%	3	21.9%	3	32.1%	11	14.2%	3	36.3%	22	25.6%	14	9.9%	3	14.3%	5
Once every six months	22.5%	74	11.8%	7	14.8%	3	16.2%	2	20.9%	7	20.0%	5	25.3%	16	28.3%	15	36.4%	10	26.4%	9
Once a year or less often	10.7%	35	12.7%	8	7.8%	1	10.7%	1	20.1%	7	0.9%	0	12.4%	8	5.4%	3	15.7%	4	7.4%	3
(Don't know / varies)	9.3%	30	11.1%	7	10.0%	2	8.1%	1	1.6%	1	3.0%	1	8.4%	5	20.2%	11	0.0%	0	9.9%	3
Mean:		*0.19*		*0.17*		*0.35*		*0.30*		*0.19*		*0.32*		*0.13*		*0.19*		*0.16*		*0.16*
Weighted base:		327		62		18		12		34		24		61		54		27		34
Sample:		354		44		51		37		45		38		39		41		20		39

Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who go to museums / galleries or places of historical / cultural interest at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
British Museum, Great Russell Street, London	19.9%	36	35.0%	8	11.0%	1	24.0%	2	20.7%	4	6.5%	1	2.8%	1	22.1%	6	46.5%	10	19.5%	3
Espacio Gallery, 159 Bethnal Green Road, London	2.8%	5	4.5%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	1	4.8%	2	0.0%	0	3.5%	1	0.0%	0
Half Moon Theatre, 43 White Horse Road, London	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Imperial War Museum, Lambeth Road, London	0.2%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Immigration and Diversity, 19 Princelet Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, London	1.3%	2	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.7%	0	1.9%	0
Museum of London, 150 London Wall, London	3.6%	7	2.0%	0	2.5%	0	12.0%	1	1.8%	0	5.4%	1	3.8%	2	4.1%	1	0.0%	0	7.1%	1
National Gallery, Trafalgar Square, London	2.5%	5	0.0%	0	4.7%	0	5.5%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	20.8%	3
National Maritime Museum, Park Row, Greenwich	2.8%	5	4.0%	1	6.9%	1	0.0%	0	7.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	1.9%	0
National Portrait Gallery, St. Martin's Place, London	4.4%	8	6.1%	1	17.6%	2	10.8%	1	0.8%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, London	9.8%	18	0.0%	0	0.0%	0	11.0%	1	12.1%	3	18.9%	2	3.7%	2	20.9%	6	13.4%	3	15.3%	2
Royal London Hospital Museum, St Augustine with St Phillip's Church, London	0.8%	1	0.0%	0	3.2%	0	0.0%	0	0.0%	0	2.1%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Science Museum, Exhibition Road, London	3.6%	7	2.0%	0	9.7%	1	0.0%	0	3.8%	1	0.0%	0	8.0%	4	2.1%	1	0.0%	0	0.0%	0
Tate Modern, Bankside, London	5.5%	10	4.0%	1	25.5%	3	17.3%	2	2.7%	1	3.4%	0	4.8%	2	6.7%	2	0.0%	0	0.0%	0
V&A Museum of Childhood, Cambridge Heath Road, London	13.4%	24	18.8%	4	4.9%	1	0.0%	0	15.0%	3	25.4%	3	24.7%	11	4.1%	1	0.0%	0	8.5%	1
Victoria and Albert Museum, Cromwell Road, London	3.4%	6	0.0%	0	3.0%	0	5.5%	0	10.5%	2	0.0%	0	0.0%	0	8.9%	2	3.8%	1	0.0%	0
Whitechapel Gallery, 77-82 Whitechapel High Street, London	7.2%	13	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	12.8%	6	15.9%	4	9.6%	2	0.0%	0
Bethnal Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	10.6%	19	10.6%	2	0.0%	0	0.0%	0	11.3%	2	15.9%	2	11.4%	5	4.6%	1	19.6%	4	14.7%	2
Covent Garden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Geffrye Museum, Kingsland Road, London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Academy of Arts, Burlington House, Piccadilly	0.5%	1	2.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Festival Hall, Southbank Centre, Belvedere Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Soho	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.8%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The East London Mosque & London Muslim Centre, Whitechapel Road, London	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
The Wallace Collection, Hertford House, Manchester Square, London	0.7%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	2.1%	4	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
White Cube, Masons Yard, London	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		183		23		11		9		21		11		46		27		21		14
Sample:		220		21		32		26		29		20		28		24		16		24

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q38 How often do you go to pubs / bars / nightclubs?
Those who go to a pub / bar / nightclub at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	12.4%	35	9.1%	4	16.5%	3	35.9%	6	13.2%	3	25.7%	4	20.8%	7	4.1%	3	8.3%	2	9.0%	4
Once a week	35.8%	100	22.0%	10	39.6%	7	31.1%	5	47.5%	9	35.8%	5	38.5%	13	39.9%	27	63.1%	12	25.8%	13
Once a fortnight	20.5%	57	10.4%	5	10.9%	2	12.9%	2	10.1%	2	20.2%	3	17.0%	6	30.5%	21	13.1%	2	31.0%	15
Once a month	19.2%	54	43.7%	19	11.5%	2	16.5%	3	17.4%	3	12.7%	2	20.0%	7	11.5%	8	9.0%	2	17.3%	8
Once every two months	6.1%	17	11.3%	5	8.4%	2	1.1%	0	8.0%	2	2.5%	0	2.4%	1	6.2%	4	0.0%	0	7.1%	3
Once every six months	1.2%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	0	3.1%	2
Once a year or less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	14	3.6%	2	10.8%	2	2.5%	0	3.8%	1	3.0%	0	1.2%	0	6.1%	4	4.5%	1	6.6%	3
Mean:		*0.81*		*0.62*		*0.92*		*1.17*		*0.88*		*1.05*		*0.96*		*0.72*		*0.93*		*0.70*
Weighted base:		280		44		19		16		19		15		33		68		18		48
Sample:		306		33		53		34		31		25		26		39		14		51

Q39 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?
Those who go to a pub / bar / nightclub at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	2.7%	6	0.0%	0	0.0%	0	8.6%	1	28.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Beckton	1.4%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3
Bethnal Green	6.1%	14	0.0%	0	0.0%	0	7.2%	1	3.7%	1	37.3%	5	12.8%	4	5.5%	3	2.8%	0	0.0%	0
Bexleyheath	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane	3.9%	9	0.0%	0	0.0%	0	0.0%	0	7.6%	1	22.1%	3	15.0%	5	0.0%	0	0.0%	0	0.0%	0
Bromley-by-bow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	0	0.0%	0
Cambridge Heath	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Camden	1.8%	4	7.9%	3	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Canary Wharf	11.2%	26	39.7%	13	4.7%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	4	5.5%	3	26.2%	3	4.5%	2
Central London	15.0%	35	13.3%	4	9.9%	1	13.8%	2	8.1%	1	10.5%	1	22.3%	7	14.7%	8	12.0%	2	19.3%	8
Chrisp Street	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
East Ham	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Greenwich	0.4%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hackney Central	5.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	22.2%	12	0.0%	0	0.0%	0
Lakeside	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	2.3%	5	9.0%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
London West End	0.9%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Mile End	3.4%	8	0.0%	0	9.8%	1	7.2%	1	0.0%	0	0.0%	0	1.3%	0	5.5%	3	6.2%	1	3.1%	1
North Greenwich	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Roman Road East, Bow (Roman Road market)	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	11.3%	6	0.0%	0	0.0%	0
Romford	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	7.7%	18	0.0%	0	2.3%	0	28.6%	4	13.2%	2	10.1%	1	0.0%	0	10.3%	6	0.0%	0	10.3%	4
Spitalfields	1.0%	2	0.0%	0	0.0%	0	15.1%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City (Westfield)	4.1%	9	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	2.9%	1	9.3%	5	6.2%	1	2.6%	1
Stratford Town Centre	5.3%	12	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	12
Wapping Lane	2.9%	7	0.0%	0	43.1%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Watney Market	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.9%	4	0.0%	0	0.0%	0	2.6%	0	19.8%	3	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Bermondsey	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	3	0.0%	0
Bow	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.7%	1	0.0%	0
Brixton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Commercial Road	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalston	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Deancross Street	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
East India Dock Road	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.3%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Isle of Dogs	3.4%	8	24.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Sheppey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Islington	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lauriston Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leyton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Loughton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Maidstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mayfair	0.4%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Victoria Dock	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Silk Street	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.6%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.5%	1	0.0%	0	1.8%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Heliers Road	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Tower Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Wapping	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Side, Hackney	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Worcester	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		232		33		15		14		18		14		30		56		13		40
Sample:		249		24		44		26		28		22		22		32		11		40

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q40 How often do you go to restaurants / cafés?
Those who go to a restaurant / café at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	17.7%	117	17.0%	16	17.9%	5	34.7%	8	13.7%	8	20.5%	7	25.2%	32	13.8%	15	14.3%	13	13.3%	13
Once a week	31.0%	204	37.3%	35	40.2%	11	24.0%	6	43.5%	24	31.5%	10	21.0%	27	28.3%	30	31.0%	28	32.7%	33
Once a fortnight	21.2%	140	13.0%	12	8.7%	2	19.7%	5	23.1%	13	23.7%	8	28.3%	36	33.3%	36	4.4%	4	24.1%	24
Once a month	16.4%	108	22.7%	21	17.6%	5	11.7%	3	7.6%	4	16.8%	5	15.6%	20	9.4%	10	19.8%	18	21.3%	22
Once every two months	6.7%	44	5.7%	5	4.9%	1	1.7%	0	7.5%	4	4.1%	1	9.2%	12	3.1%	3	14.2%	13	3.5%	4
Once every six months	1.5%	10	0.0%	0	0.6%	0	3.5%	1	0.7%	0	1.1%	0	0.0%	0	2.2%	2	3.8%	3	2.6%	3
Once a year or less often	0.3%	2	1.0%	1	0.0%	0	4.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	34	3.2%	3	10.1%	3	0.7%	0	4.0%	2	1.5%	0	0.7%	1	9.8%	10	12.6%	11	2.5%	3
Mean:		*0.87*		*0.88*		*0.96*		*1.08*		*0.89*		*0.91*		*0.92*		*0.84*		*0.79*		*0.80*
Weighted base:		660		93		27		24		56		33		129		107		91		101
Sample:		616		66		74		58		73		54		68		70		54		99

Q41 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who go to a restaurant / café at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldgate	1.7%	8	0.0%	0	3.4%	1	24.6%	4	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.9%	4	0.0%	0	0.7%	0	6.2%	4
Bethnal Green	7.3%	33	0.0%	0	6.7%	1	6.1%	1	1.1%	0	27.2%	8	21.0%	20	2.9%	2	0.0%	0	0.7%	0
Brick Lane	2.4%	11	1.5%	1	0.7%	0	4.0%	1	8.4%	3	6.7%	2	2.3%	2	0.0%	0	4.2%	2	0.0%	0
Bromley-by-bow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Camden	0.6%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	9.8%	45	34.7%	22	4.4%	1	0.0%	0	1.1%	0	3.0%	1	6.9%	7	3.8%	3	2.3%	1	14.0%	9
Canning Town	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Central London	11.3%	51	3.8%	2	18.6%	4	8.0%	1	1.6%	1	4.3%	1	7.1%	7	17.7%	14	18.9%	9	17.6%	12
Chrisp Street	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
East Greenwich	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Eltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Green Street	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Hackney Central	4.9%	23	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	20.8%	17	2.3%	1	0.0%	0
Hackney Wick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lakeside	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lewisham	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse Station	1.0%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	2.8%	13	3.7%	2	3.6%	1	0.0%	0	0.0%	0	16.5%	5	3.9%	4	0.7%	1	1.5%	1	0.0%	0
Mile End	4.5%	21	0.0%	0	0.0%	0	9.2%	1	1.6%	1	0.0%	0	7.8%	7	4.5%	4	15.3%	8	0.0%	0
North Greenwich	0.2%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar High Street	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Roman Road East, Bow (Roman Road market)	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	14.6%	12	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Shoreditch	3.6%	16	0.0%	0	3.2%	1	14.7%	2	15.4%	5	11.2%	3	0.4%	0	5.4%	4	0.0%	0	0.0%	0
Spitalfields	1.1%	5	0.0%	0	0.0%	0	9.5%	2	5.4%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stepney Green	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.5%	1	0.0%	0
Stratford City (Westfield)	10.9%	50	9.5%	6	0.0%	0	3.1%	0	5.4%	2	0.8%	0	5.7%	5	7.8%	6	15.9%	8	32.6%	22
Stratford Town Centre	5.4%	25	7.4%	5	1.2%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	7.1%	6	0.0%	0	19.7%	13
Wapping Lane	2.2%	10	0.0%	0	44.2%	9	0.0%	0	1.3%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Whitechapel	10.9%	50	1.6%	1	0.7%	0	4.2%	1	33.1%	12	9.1%	3	19.9%	19	0.0%	0	29.6%	15	0.0%	0
Barkingside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Barnet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.6%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Buckhurst Hill	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Canvey Island	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Commercial Road	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hoxton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Dogs	2.5%	12	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lauriston Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Maldon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Newham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Queen Victoria Street	1.0%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Silk Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Bank, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
St Katharine Docks	0.4%	2	0.0%	0	5.0%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.2%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Tower Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Victoria Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Walthamstow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wanstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wapping	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		457		65		21		16		35		28		95		81		50		66
Sample:		436		46		58		38		49		44		47		49		34		71

Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

Q42 How often do you go to family entertainment venues (e.g. tenpin bowling, skating rink)?
Those who go to family entertainment venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More than once a week	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	3	0.0%	0	4.9%	2
Once a week	4.3%	9	8.7%	3	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Once a fortnight	5.1%	11	0.0%	0	0.0%	0	0.0%	0	7.6%	2	13.2%	1	1.8%	1	0.0%	0	0.0%	0	19.3%	7
Once a month	20.9%	45	28.3%	8	0.0%	0	30.9%	1	13.8%	4	0.0%	0	22.2%	11	0.0%	0	27.0%	11	25.9%	9
Once every two months	12.9%	28	3.5%	1	0.0%	0	61.7%	2	18.8%	6	17.9%	1	19.2%	10	3.7%	1	5.9%	2	13.9%	5
Once every six months	26.7%	57	18.1%	5	0.0%	0	7.4%	0	40.0%	12	51.9%	4	28.9%	14	43.3%	6	20.8%	8	16.1%	6
Once a year or less often	14.0%	30	18.1%	5	0.0%	0	0.0%	0	7.6%	2	4.7%	0	23.6%	12	7.7%	1	12.3%	5	11.2%	4
(Don't know / varies)	13.9%	30	23.3%	7	100.0%	2	0.0%	0	1.2%	0	12.4%	1	4.4%	2	24.5%	4	33.9%	14	0.0%	0
Mean:		*0.22*		*0.23*		*0.00*		*0.15*		*0.21*		*0.10*		*0.10*		*0.56*		*0.13*		*0.37*
Weighted base:		213		30		2		3		31		8		50		15		41		35
Sample:		127		12		4		4		27		11		19		7		17		26

Q43 Where do you or members of your household normally go for family entertainment?
Those who go to family entertainment venues at Q27 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
All Star Lanes, Brick Lane	14.1%	20	0.0%	0	0.0%	0	55.4%	1	20.0%	4	75.3%	5	21.0%	8	0.0%	0	4.8%	2	0.0%	0
All Star Lanes, Stratford City, Westfield	36.0%	51	32.5%	3	0.0%	0	0.0%	0	21.8%	5	0.0%	0	23.7%	9	8.0%	1	46.1%	15	74.8%	19
Brooklyn Bowl, The O2, Peninsula Square, London	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Dagenham Bowling, Dagenham Leisure Park, Ripple Road, Dagenham	4.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	5.7%	2	0.0%	0	7.3%	2	5.2%	1
Hollywood Bowl, Surrey Quays	35.7%	50	67.5%	5	0.0%	0	0.0%	0	40.1%	9	0.0%	0	44.0%	17	75.4%	5	41.8%	14	1.8%	0
Namco Funscape, The Brewery, Waterloo Road, Romford	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Palace Superbowl, Elephant & Castle Shopping Centre, London	0.7%	1	0.0%	0	0.0%	0	44.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Finsbury Park	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	1	0.0%	0	0.0%	0
Queensway	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The O2 Arena, Peninsula Square, London	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Tower Hamlets	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Wapping	1.1%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		141		8		0		2		21		6		39		7		33		25
Sample:		80		3		0		3		17		7		14		3		14		19

Q46 What improvements could be made to Tower Hamlet's leisure offer that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
A casino	0.2%	2	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	4.6%	41	2.7%	3	2.4%	1	15.7%	5	14.3%	10	7.2%	4	0.0%	0	2.5%	4	7.1%	10	4.2%	5
A theatre	0.7%	7	0.0%	0	0.8%	0	0.8%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.5%	1	2.8%	4
A multi-screen cinema	1.4%	12	2.0%	2	1.5%	1	0.0%	0	2.5%	2	0.5%	0	0.0%	0	0.9%	1	0.0%	0	4.8%	6
An art house cinema	0.3%	2	0.4%	0	0.5%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	4.4%	39	2.1%	3	3.3%	1	6.1%	2	12.0%	8	10.9%	6	4.1%	7	0.4%	1	5.4%	7	3.6%	5
Improved access by foot and cycle	0.7%	6	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.5%	1
Improved public transport	0.6%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	3	1.0%	1
Improved security / CCTV	0.5%	4	0.0%	0	1.2%	0	0.0%	0	2.4%	2	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.5%	1
Improved street furniture	0.2%	2	0.0%	0	4.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	1.2%	10	0.0%	0	10.9%	4	0.4%	0	0.0%	0	0.0%	0	1.7%	3	2.1%	3	0.0%	0	0.3%	0
More / better car parking	1.1%	10	0.4%	0	0.0%	0	0.0%	0	4.7%	3	1.0%	0	0.0%	0	0.8%	1	2.1%	3	1.4%	2
More / better cultural facilities	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.1%	4
More / better disabled access	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.0%	0	0.0%	0
More / better health clubs / gyms / classes	8.2%	74	5.2%	6	8.5%	3	10.1%	3	1.1%	1	5.3%	3	13.8%	25	5.9%	9	15.0%	21	2.8%	4
More / better policing	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.2%	5
More / better public houses	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.2%	4	0.4%	1	0.0%	0	1.2%	2
More / better seats	0.2%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better signposting and information	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
More better parks / green spaces	4.3%	38	0.0%	0	8.3%	3	18.7%	6	10.3%	7	9.7%	5	4.1%	7	2.5%	4	0.0%	0	5.1%	7
More for children / younger people	8.3%	75	8.1%	10	8.8%	3	10.8%	3	8.8%	6	20.0%	10	9.6%	17	4.0%	6	9.8%	14	4.5%	6
More local sports & recreation facilities	4.3%	38	2.0%	2	5.2%	2	3.2%	1	7.2%	5	3.6%	2	6.5%	12	0.0%	0	7.4%	10	3.4%	4
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	1.4%	12	0.0%	0	2.9%	1	1.6%	0	2.6%	2	0.5%	0	3.3%	6	0.0%	0	0.0%	0	2.3%	3
More quality restaurants	3.6%	32	3.9%	5	0.9%	0	3.7%	1	5.3%	4	2.1%	1	1.6%	3	5.0%	7	3.4%	5	5.2%	7
More street cleaning	1.2%	11	0.8%	1	5.4%	2	3.2%	1	4.7%	3	2.1%	1	0.0%	0	0.0%	0	0.5%	1	1.9%	2
Provision of public toilets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.5%	1
Ten-pin bowling	1.5%	13	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	4.1%	7	0.4%	1	0.0%	0	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of what's available	2.6%	23	0.8%	1	4.2%	1	2.0%	1	1.1%	1	2.1%	1	1.7%	3	0.8%	1	5.0%	7	5.7%	7
More shopping facilities	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
More for older people to do	0.6%	5	1.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.2%	0	1.6%	2	0.3%	0	0.2%	0
Better opening hours	1.3%	12	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.7%	1	0.2%	0	2.1%	3	5.0%	7	0.0%	0
Make space for allotments	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce arcades	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Reduce litter	0.8%	7	3.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.3%	0
More / better retailers	2.1%	19	3.7%	5	2.1%	1	0.6%	0	0.4%	0	0.5%	0	1.1%	2	0.4%	1	0.0%	0	7.7%	10
More which appeals to women	2.7%	24	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	5.8%	10	3.6%	5	2.5%	3	1.9%	2
More areas for live music	0.3%	2	0.4%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Library	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	41.3%	371	47.7%	59	41.8%	14	29.5%	9	25.3%	17	32.7%	17	44.8%	81	52.0%	75	46.3%	64	27.5%	35
(Don't do leisure activities)	2.3%	20	7.0%	9	0.0%	0	0.0%	0	1.6%	1	3.7%	2	2.2%	4	1.5%	2	1.1%	1	1.0%	1
(Don't know)	12.7%	115	12.2%	15	10.4%	4	22.7%	7	13.7%	9	12.0%	6	6.9%	12	15.2%	22	10.0%	14	19.9%	25
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Male	40.5%	364	48.8%	60	44.5%	15	59.6%	18	45.8%	32	38.8%	20	35.1%	64	40.3%	58	38.5%	53	35.0%	45
Female	59.5%	534	51.2%	63	55.5%	19	40.4%	12	54.2%	38	61.2%	31	64.9%	118	59.7%	86	61.5%	85	65.0%	83
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

AGE Can I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
18-24	14.6%	131	7.1%	9	0.0%	0	9.5%	3	13.4%	9	4.1%	2	18.3%	33	10.8%	16	32.5%	45	11.3%	15
25-34	24.8%	223	21.2%	26	16.6%	6	38.0%	12	42.3%	29	12.2%	6	28.5%	52	14.4%	21	15.0%	21	39.6%	51
35-44	25.3%	228	23.2%	28	27.6%	9	27.5%	8	21.6%	15	39.4%	20	29.2%	53	25.8%	37	23.8%	33	18.3%	23
45-54	11.7%	105	12.6%	16	14.9%	5	10.6%	3	9.6%	7	17.5%	9	12.6%	23	14.6%	21	7.7%	11	9.0%	12
55-64	9.8%	88	13.2%	16	19.0%	6	7.5%	2	5.3%	4	9.6%	5	5.4%	10	15.8%	23	7.7%	11	9.0%	11
65+	10.0%	90	16.4%	20	14.4%	5	4.6%	1	6.2%	4	10.0%	5	3.0%	5	16.0%	23	8.7%	12	10.7%	14
(Refused)	3.8%	34	6.4%	8	7.5%	3	2.3%	1	1.6%	1	7.3%	4	2.9%	5	2.6%	4	4.5%	6	2.0%	3
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Working full time	54.8%	493	59.6%	73	50.7%	17	53.1%	16	53.2%	37	61.9%	31	48.8%	89	55.7%	80	49.6%	68	62.9%	81
Working part time	12.4%	111	10.8%	13	7.8%	3	15.8%	5	13.0%	9	7.7%	4	15.4%	28	10.6%	15	16.3%	23	9.1%	12
Unemployed	5.9%	53	4.3%	5	1.0%	0	5.3%	2	3.8%	3	6.9%	3	8.7%	16	2.4%	4	11.1%	15	3.8%	5
Retired	12.4%	111	16.5%	20	18.4%	6	7.2%	2	11.3%	8	11.6%	6	5.7%	10	17.7%	25	12.1%	17	12.5%	16
A housewife	1.5%	14	0.0%	0	8.3%	3	0.0%	0	5.5%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	3.1%	4
A student	1.0%	9	0.0%	0	0.0%	0	3.2%	1	5.6%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Self employed	3.8%	34	0.0%	0	4.5%	2	4.6%	1	2.3%	2	1.2%	1	4.7%	8	9.3%	13	2.1%	3	3.2%	4
Sick / disabled	1.0%	9	2.9%	4	0.0%	0	0.6%	0	0.0%	0	1.0%	0	0.5%	1	0.9%	1	0.5%	1	1.8%	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	0.0%	0	0.0%	0
(Refused)	7.3%	65	5.9%	7	9.2%	3	10.2%	3	5.2%	4	9.7%	5	12.4%	22	3.4%	5	8.2%	11	3.6%	5
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

HOM How many people live in your home including yourself and children?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	14.8%	133	18.1%	22	27.0%	9	18.3%	6	12.2%	8	18.8%	10	10.0%	18	22.9%	33	12.8%	18	7.2%	9
Two	20.9%	187	25.3%	31	35.2%	12	16.9%	5	8.7%	6	17.3%	9	16.7%	30	22.0%	32	16.2%	22	31.2%	40
Three	15.3%	137	13.6%	17	9.6%	3	18.7%	6	13.7%	9	9.2%	5	14.8%	27	14.0%	20	17.4%	24	20.8%	27
Four	15.4%	138	12.1%	15	4.7%	2	18.9%	6	20.2%	14	25.7%	13	15.8%	29	20.5%	30	6.1%	8	17.6%	23
Five	11.7%	105	2.9%	4	10.5%	4	14.3%	4	14.6%	10	12.2%	6	14.7%	27	10.6%	15	8.8%	12	17.9%	23
Six	8.0%	72	11.4%	14	4.2%	1	5.5%	2	12.3%	9	3.0%	2	8.0%	14	4.5%	6	16.1%	22	1.3%	2
Seven or more	6.8%	61	1.6%	2	2.1%	1	1.6%	0	10.6%	7	3.0%	2	13.1%	24	0.9%	1	16.9%	23	0.5%	1
(Refused)	7.2%	65	14.9%	18	6.7%	2	5.8%	2	7.7%	5	10.7%	5	6.9%	13	4.6%	7	5.8%	8	3.5%	4
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One	18.1%	163	23.0%	28	28.0%	10	18.7%	6	23.2%	16	18.8%	10	11.0%	20	22.5%	32	12.8%	18	18.5%	24
Two	37.9%	340	38.3%	47	43.1%	15	33.8%	10	23.2%	16	44.8%	23	35.3%	64	40.4%	58	31.1%	43	50.2%	64
Three	16.9%	152	9.9%	12	11.3%	4	19.5%	6	13.8%	10	18.0%	9	23.9%	43	13.5%	19	20.1%	28	16.1%	21
Four or more	19.9%	179	13.7%	17	10.9%	4	19.1%	6	34.8%	24	7.7%	4	23.0%	42	18.5%	27	30.3%	42	11.4%	15
(Refused)	7.2%	65	14.9%	18	6.7%	2	9.0%	3	4.9%	3	10.7%	5	6.9%	13	5.0%	7	5.8%	8	3.7%	5
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	57.1%	513	55.4%	68	73.5%	25	70.7%	22	51.6%	36	49.9%	25	47.4%	86	71.1%	102	45.2%	62	67.5%	86
One	11.2%	100	12.4%	15	9.2%	3	14.2%	4	17.6%	12	16.3%	8	11.3%	21	6.0%	9	9.8%	14	11.4%	15
Two	14.7%	132	12.9%	16	8.5%	3	4.6%	1	15.9%	11	19.6%	10	15.6%	28	10.3%	15	19.8%	27	16.5%	21
Three	5.4%	48	4.4%	5	2.1%	1	1.6%	0	6.6%	5	4.0%	2	8.3%	15	3.6%	5	8.9%	12	1.9%	2
Four or more	4.6%	41	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	10.4%	19	3.6%	5	10.5%	15	0.0%	0
(Refused)	7.1%	64	14.9%	18	6.7%	2	9.0%	3	4.9%	3	10.2%	5	6.9%	13	5.4%	8	5.8%	8	2.7%	3
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	37.3%	336	30.9%	38	42.5%	15	42.4%	13	47.8%	33	44.4%	22	31.5%	57	37.6%	54	32.1%	44	45.9%	59
One	42.3%	380	39.8%	49	34.3%	12	29.4%	9	27.4%	19	35.5%	18	47.1%	85	52.1%	75	55.0%	76	29.0%	37
Two	10.1%	91	13.1%	16	13.1%	4	6.9%	2	4.5%	3	6.7%	3	14.4%	26	5.3%	8	7.1%	10	14.0%	18
Three or more	2.4%	21	5.1%	6	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
(Refused)	7.9%	71	11.0%	14	10.1%	3	21.3%	7	7.0%	5	13.4%	7	6.9%	13	4.9%	7	5.8%	8	6.5%	8
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

London Borough of Tower Hamlets Town Centre Retail Capacity Review for Carter Jonas

Mean score [£k]: £0 - £15,000 = 7.5, £15,001 - £20,000 = 17.5, £20,001 - £30,000 = 25, £30,001 - £40,000 = 35, £40,001 - £50,000 = 45, £50,001 - £60,000 = 55, £60,001 - £70,000 = 65, £70,001 - £80,000 = 75, £80,001 - £90,000 = 85, £90,001 - £100,000 = 95, £100,001 - £150,000 = 125, £150,001+ = 200

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£0 - £15,000	8.3%	74	5.4%	7	7.5%	3	5.5%	2	11.6%	8	11.0%	6	5.8%	10	5.1%	7	14.4%	20	9.6%	12
£15,001 - £20,000	4.2%	38	4.3%	5	4.3%	1	4.3%	1	4.1%	3	2.1%	1	1.7%	3	4.6%	7	4.3%	6	8.0%	10
£20,001 - £30,000	3.7%	33	2.4%	3	5.7%	2	4.3%	1	6.9%	5	1.7%	1	2.7%	5	1.2%	2	1.5%	2	10.0%	13
£30,001 - £40,000	4.0%	36	6.9%	8	2.7%	1	7.5%	2	8.1%	6	4.6%	2	4.7%	9	2.0%	3	2.3%	3	1.2%	2
£40,001 - £50,000	3.7%	33	4.8%	6	5.6%	2	3.8%	1	1.1%	1	2.8%	1	4.9%	9	1.2%	2	4.6%	6	3.9%	5
£50,001 - £60,000	5.1%	46	6.4%	8	0.0%	0	11.5%	4	1.1%	1	2.5%	1	6.7%	12	3.8%	5	6.1%	8	5.1%	7
£60,001 - £70,000	2.7%	24	3.6%	4	0.5%	0	2.0%	1	2.6%	2	2.1%	1	3.7%	7	5.8%	8	0.0%	0	1.0%	1
£70,001 - £80,000	1.3%	12	2.1%	3	6.7%	2	3.5%	1	0.0%	0	6.1%	3	0.0%	0	0.8%	1	0.6%	1	0.5%	1
£80,001 - £90,000	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	2.5%	4	1.5%	2	1.0%	1
£90,001 - £100,000	0.9%	8	0.0%	0	3.9%	1	5.4%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.9%	2
£100,001 - £150,000	1.4%	13	0.8%	1	2.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	2.5%	3	1.4%	2
£150,001+	2.0%	18	7.7%	10	3.7%	1	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.0%	0	2.9%	4
(Don't know / refused)	61.8%	555	55.5%	68	57.3%	20	50.2%	15	63.5%	44	66.1%	33	66.9%	121	68.6%	99	62.3%	86	53.8%	69
Mean:		*47.96*		*68.14*		*59.39*		*50.14*		*26.81*		*37.26*		*46.56*		*56.12*		*35.19*		*44.46*
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

ETH Finally the following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
White (British / Irish / Other)	44.8%	403	59.4%	73	66.2%	23	31.5%	10	24.6%	17	46.7%	24	29.1%	53	77.6%	112	31.1%	43	38.7%	50
Black / Black British (Caribbean / African / other black)	6.9%	62	2.7%	3	4.1%	1	7.0%	2	7.8%	5	3.4%	2	8.0%	15	2.3%	3	5.0%	7	17.7%	23
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	30.2%	272	22.1%	27	8.3%	3	18.4%	6	43.7%	30	23.2%	12	54.4%	99	3.6%	5	45.3%	63	21.5%	28
Mixed (any mixed category)	4.3%	39	0.0%	0	1.8%	1	7.5%	2	11.8%	8	12.3%	6	0.0%	0	1.2%	2	8.1%	11	6.6%	8
Chinese	2.9%	26	0.0%	0	11.5%	4	19.7%	6	7.3%	5	4.1%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	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	0.0%	0	0.0%	0
(Refused)	10.9%	98	15.8%	19	8.2%	3	15.8%	5	4.8%	3	10.2%	5	8.4%	15	15.2%	22	10.5%	14	8.3%	11
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Zone 1	13.7%	123	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.8%	34	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.4%	31	0.0%	0	0.0%	0	100.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.7%	69	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	5.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	20.2%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	181	0.0%	0	0.0%	0	0.0%	0
Zone 7	16.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0
Zone 8	15.4%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	138	0.0%	0
Zone 9	14.2%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
E1 0	3.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	33	0.0%	0	0.0%	0	0.0%	0
E1 1	1.8%	16	0.0%	0	0.0%	0	0.0%	0	23.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 2	2.3%	21	0.0%	0	0.0%	0	0.0%	0	29.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 3	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	19	0.0%	0	0.0%	0	0.0%	0
E1 4	7.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	64	0.0%	0	0.0%	0	0.0%	0
E1 5	3.6%	33	0.0%	0	0.0%	0	0.0%	0	47.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 6	1.4%	13	0.0%	0	0.0%	0	41.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 7	1.0%	9	0.0%	0	0.0%	0	27.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 8	1.1%	10	0.0%	0	0.0%	0	31.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 0	3.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	34	0.0%	0
E14 2	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
E14 3	6.6%	59	48.1%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 4	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 6	4.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	43	0.0%	0
E14 7	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	25	0.0%	0	0.0%	0	0.0%	0
E14 8	4.7%	43	34.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 9	2.3%	20	16.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E15 2	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	25
E15 3	3.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	32
E16 1	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	35
E16 4	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	36
E1W 1	0.9%	8	0.0%	0	22.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 2	1.1%	10	0.0%	0	28.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1W 3	1.8%	16	0.0%	0	46.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 0	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	20	0.0%	0	0.0%	0	0.0%	0
E2 6	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 7	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E2 9	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.0%	0	0.0%	0	0.0%	0
E3 2	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	35	0.0%	0	0.0%	0
E3 3	3.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	27	0.0%	0
E3 4	3.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	28	0.0%	0
E3 5	7.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	63	0.0%	0	0.0%	0
E9 5	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0
E9 7	4.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	38	0.0%	0	0.0%	0
EC3N 4	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		899		123		34		31		69		51		181		144		138		128
Sample:		899		100		93		74		102		81		103		100		100		146

Appendix 4:

Data Tabulations

By Q22 (Weighted)

Q22 Which of these centres do you visit most often for your non-food shopping? [PR]

	Total		Canary Wharf		Petticoat Lane / Wentworth Street		Whitechapel		Bethnal Green		Roman Road East, Bow (Roman Road market)		Roman Road West, Bow (Globe Town Market)		Watney Market		Chrisp Street		Crossharbour		Brick Lane		Bromley by Bow	
Canary Wharf	24.8%	223	100.0%	223	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petticoat Lane / Wentworth Street	0.5%	4	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	12.7%	114	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	7.1%	63	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road East, Bow (Roman Road market)	8.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road West, Bow (Globe Town Market)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Market	4.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chris Street	7.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	65	0.0%	0	0.0%	0	0.0%	0
Cross harbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Brick Lane	4.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0
Bromley by Bow	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	22
(None of these)	28.3%	254	0.0%	0	0.0%	0	0.0%	0	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:		899		223		4		114		63		75		2		37		65		1		37		22
Sample:		899		192		9		99		64		57		3		35		58		3		49		14

Mean score [Times a year]: Daily = 365, 4-6 days a week = 260, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 4, Once a year = 1, Less often = 0.5

Q23 How often do you or your household visit (CENTRE FROM Q22) for your non food shopping?

Those who mentioned a centre at Q22

	Total		Canary Wharf		Petticoat Lane / Wentworth Street		Whitechapel		Bethnal Green		Roman Road East, Bow (Roman Road market)		Roman Road West, Bow (Globe Town Market)		Watney Market		Chrisp Street		Crossharbour		Brick Lane		Bromley by Bow	
Daily	11.6%	75	9.5%	21	0.0%	0	4.8%	5	20.2%	13	20.4%	15	0.0%	0	6.4%	2	11.8%	8	0.0%	0	16.2%	6	17.5%	4
4-6 days a week	3.1%	20	4.1%	9	0.0%	0	2.2%	3	2.0%	1	0.0%	0	0.0%	0	2.3%	1	9.5%	6	0.0%	0	0.6%	0	0.0%	0
2-3 days a week	19.2%	124	11.4%	25	0.0%	0	24.1%	28	20.8%	13	31.2%	23	47.9%	1	11.4%	4	38.9%	25	68.6%	1	2.4%	1	10.8%	2
One day a week	27.9%	180	31.3%	70	9.1%	0	25.5%	29	25.4%	16	26.6%	20	52.1%	1	31.5%	12	19.4%	13	31.3%	0	26.8%	10	38.8%	9
Every two weeks	12.2%	79	12.6%	28	8.2%	0	17.4%	20	12.9%	8	5.9%	4	0.0%	0	19.2%	7	2.0%	1	0.0%	0	10.6%	4	24.5%	5
Monthly	14.1%	91	22.4%	50	45.9%	2	9.2%	11	5.9%	4	12.1%	9	0.0%	0	9.6%	4	5.7%	4	0.0%	0	18.9%	7	7.2%	2
Once every two months	4.5%	29	3.6%	8	17.4%	1	5.3%	6	1.4%	1	0.0%	0	0.0%	0	9.2%	3	8.1%	5	0.0%	0	12.0%	4	0.0%	0
Three-four times a year	2.7%	17	3.1%	7	13.0%	1	5.4%	6	1.5%	1	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0	5.8%	2	0.0%	0
Once a year	0.7%	5	0.6%	1	6.5%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.3%	1	0.0%	0
Less often	0.6%	4	0.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.5%	3	0.4%	1	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Varies)	2.8%	18	0.5%	1	0.0%	0	5.2%	6	8.8%	6	2.0%	2	0.0%	0	5.0%	2	1.2%	1	0.0%	0	3.3%	1	0.0%	0
Weighted base:		645		223		4		114		63		75		2		37		65		1		37		22
Sample:		583		192		9		99		64		57		3		35		58		3		49		14

Q24 What do you like about (CENTRE FROM Q22)? [MR]
Those who mentioned a centre at Q22

	Total		Canary Wharf		Petticoat Lane / Wentworth Street		Whitechapel		Bethnal Green		Roman Road East, Bow (Roman Road market)		Roman Road West, Bow (Globe Town Market)		Watney Market		Chrisp Street		Crossharbour		Brick Lane		Bromley by Bow	
Attractive environment / nice place	14.8%	95	28.5%	64	17.2%	1	7.0%	8	7.8%	5	6.7%	5	0.0%	0	0.7%	0	7.0%	5	0.0%	0	18.0%	7	5.9%	1
Close to friends or relatives	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	2.2%	1	0.0%	0
Close to home	41.3%	266	41.7%	93	13.0%	1	33.9%	39	50.4%	32	48.1%	36	47.9%	1	38.6%	14	41.7%	27	85.2%	1	26.8%	10	56.2%	13
Close to work	4.2%	27	7.9%	18	0.0%	0	1.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	10.8%	2
Compact	3.7%	24	6.5%	15	0.0%	0	4.5%	5	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.2%	8	2.6%	6	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.0%	13	3.6%	8	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	11.5%	3
Good facilities	2.1%	13	1.6%	4	0.0%	0	3.9%	4	4.6%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Good food stores	5.9%	38	5.4%	12	0.0%	0	6.8%	8	7.1%	5	1.7%	1	0.0%	0	13.3%	5	6.6%	4	14.8%	0	7.1%	3	1.2%	0
Good pubs, cafés or restaurants	2.9%	19	4.9%	11	8.2%	0	0.0%	0	0.4%	0	4.1%	3	0.0%	0	0.4%	0	1.3%	1	0.0%	0	9.1%	3	0.0%	0
Good range of non-food shops	31.4%	202	36.4%	81	60.8%	3	35.1%	40	22.7%	14	34.5%	26	90.6%	2	29.1%	11	23.2%	15	0.0%	0	26.8%	10	3.6%	1
Makes a change from other places	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	2.5%	16	6.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Safe and secure	1.6%	10	4.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	6.7%	43	0.0%	0	29.0%	1	14.1%	16	4.3%	3	12.3%	9	0.0%	0	9.4%	4	11.0%	7	0.0%	0	9.4%	4	0.0%	0
Traditional	2.8%	18	0.2%	0	2.6%	0	1.4%	2	0.9%	1	4.7%	4	0.0%	0	3.8%	1	15.9%	10	0.0%	0	0.8%	0	0.0%	0
Traffic free shopping centre	0.6%	4	0.3%	1	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - including a specific shop / attraction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.8%	12	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.0%	1	0.0%	0	0.0%	0	6.7%	4	0.0%	0	11.6%	4	0.0%	0
Familiarity / habit	0.9%	6	0.0%	0	8.7%	0	0.2%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0
Good library	0.4%	3	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices / value	1.8%	12	0.2%	0	37.0%	2	2.3%	3	4.9%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Easy to get to be train / tube	1.1%	7	3.1%	7	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout	0.7%	4	0.1%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Free / cheap parking	0.5%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of leisure facilities	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality items available	0.3%	2	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.7%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	4.7%	30	1.4%	3	0.0%	0	5.0%	6	9.2%	6	3.6%	3	0.0%	0	15.1%	6	9.0%	6	0.0%	0	0.7%	0	5.5%	1
(Don't know)	3.3%	21	3.5%	8	0.0%	0	1.9%	2	2.0%	1	0.7%	1	9.4%	0	2.8%	1	7.9%	5	0.0%	0	7.3%	3	1.2%	0
Weighted base:		645		223		4		114		63		75		2		37		65		1		37		22
Sample:		583		192		9		99		64		57		3		35		58		3		49		14

Q25 What could be improved about (CENTRE FROM Q22) that would make you visit more often? [MR]
Those who mentioned a centre at Q22

	Total		Canary Wharf		Petticoat Lane / Wentworth Street		Whitechapel		Bethnal Green		Roman Road East, Bow (Roman Road market)		Roman Road West, Bow (Globe Town Market)		Watney Market		Chrisp Street		Crossharbour		Brick Lane		Bromley by Bow	
Better access by road	2.6%	17	0.0%	0	0.0%	0	6.7%	8	6.3%	4	1.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	9.3%	3	1.2%	0
Better public transport	2.4%	16	2.9%	6	0.0%	0	2.1%	2	1.5%	1	0.1%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	9.9%	4	3.4%	1
Better signposting	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	5.3%	34	0.6%	1	4.3%	0	9.0%	10	7.9%	5	7.0%	5	0.0%	0	13.4%	5	7.1%	5	0.0%	0	6.7%	2	0.0%	0
Facilities which would assist you if shopping with children	0.9%	6	0.6%	1	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Free car parking	0.9%	6	1.3%	3	0.0%	0	1.9%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	1.2%	8	2.9%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.9%	58	8.8%	20	0.0%	0	7.1%	8	13.4%	9	11.5%	9	0.0%	0	13.2%	5	8.5%	5	68.6%	1	1.0%	0	6.0%	1
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.6%	10	3.2%	7	0.0%	0	0.3%	0	3.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
More / better food shops	3.8%	24	2.4%	5	0.0%	0	4.4%	5	2.4%	2	4.3%	3	0.0%	0	0.0%	0	7.0%	5	0.0%	0	3.4%	1	15.5%	3
More / better parking	2.9%	19	0.0%	0	0.0%	0	4.4%	5	10.3%	7	2.0%	2	0.0%	0	0.0%	0	7.6%	5	0.0%	0	2.8%	1	0.0%	0
More / better pedestrianised streets	1.8%	11	1.8%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0
More / better public conveniences	0.7%	5	1.3%	3	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	1.0%	7	1.2%	3	0.0%	0	0.0%	0	2.1%	1	2.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.8%	63	14.2%	32	2.6%	0	2.6%	3	8.7%	6	18.3%	14	0.0%	0	9.2%	3	7.9%	5	0.0%	0	2.1%	1	0.0%	0
Protection from the weather (i.e.. covered shopping malls)	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.9%	6	1.9%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of independent shops	1.3%	9	0.9%	2	0.0%	0	2.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.5%	1	0.0%	0
Better market	3.0%	20	0.1%	0	13.2%	1	4.5%	5	0.0%	0	2.8%	2	90.6%	2	21.2%	8	1.5%	1	0.0%	0	2.7%	1	0.0%	0
Better prices	1.2%	8	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	2.2%	14	2.0%	4	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Better security / policing	1.6%	11	0.0%	0	0.0%	0	3.5%	4	5.0%	3	0.0%	0	0.0%	0	2.3%	1	2.5%	2	0.0%	0	2.7%	1	0.0%	0
Improve the environment /	2.1%	13	0.0%	0	0.0%	0	0.7%	1	11.3%	7	5.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	0	0.0%	0

	Total		Canary Wharf		Petticoat Lane / Wentworth Street		Whitechapel		Bethnal Green		Roman Road East, Bow (Roman Road market)		Roman Road West, Bow (Globe Town Market)		Watney Market		Chrisp Street		Crossharbour		Brick Lane		Bromley by Bow	
refurbish																								
More pedestrian crossings	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	45.0%	290	44.7%	100	77.7%	3	39.1%	45	43.0%	27	39.7%	30	9.4%	0	37.9%	14	57.4%	37	31.3%	0	47.0%	18	71.1%	16
(Don’t know)	9.1%	59	11.3%	25	6.5%	0	6.7%	8	11.2%	7	13.5%	10	0.0%	0	6.0%	2	3.2%	2	0.0%	0	9.3%	3	2.8%	1
Weighted base:		645		223		4		114		63		75		2		37		65		1		37		22
Sample:		583		192		9		99		64		57		3		35		58		3		49		14

Appendix 5:

Sample Questionnaire

Job No. 110416

London Borough of Tower Hamlets Town Centre Retail Capacity Review

Good morning / afternoon / evening, I am …… from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf on the London Borough of Tower Hamlets. Do you have time to answer some questions please? It will take about five to ten minutes.

QA Are you the person responsible, or jointly responsible for food and non-food shopping in your household?
YES – CONTINUE INTERVIEW.
NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list **GO TO Q06**

Q02 What do you like about this store / town centre?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 Nothing / very little
2 Attractive environment / nice place
3 Close to friends or relatives
4 Close to home
5 Close to work
6 Compact
7 Easy to get to by bike
8 Easy to get to by bus
9 Easy to get to by car
A Easy to park
B Good facilities
C Good food stores
P Good prices / value
D Good pubs, cafés or restaurants
E Good range of non-food shops
F Makes a change from other places
Q Quality of goods
G Quiet
R Range of goods
H Safe and secure
I The market (food / farmers market, other markets)
J Traditional
K Traffic free shopping centre
S Work there / staff discount
L Other (PLEASE WRITE IN)
O (Dont know)

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Using park & ride facility
5 Motorcycle, scooter or moped
6 Walk
7 Taxi
8 Underground
9 Overground
A Other rail
B Bicycle
C Mobility scooter / wheelchair
D Other (PLEASE WRITE IN)
E (Don't know)
F (Varies)

Q04 **When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

1	Yes - non-food shopping	GOTO Q05
2	Yes - other food shopping	GOTO Q05
3	Yes - bars / pubs	GOTO Q05
4	Yes - bingo	GOTO Q05
5	Yes - cafés	GOTO Q05
6	Yes - cinemas	GOTO Q05
7	Yes - get petrol	GOTO Q05
8	Yes - go to park	GOTO Q05
9	Yes - gyms / health and fitness	GOTO Q05
A	Yes - library	GOTO Q05
B	Yes - markets	GOTO Q05
C	Yes - meeting family	GOTO Q05
D	Yes - meeting friends	GOTO Q05
E	Yes - museums / art gallery	GOTO Q05
F	Yes - other service (e.g. travel agent, estate agent etc.)	GOTO Q05
G	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GOTO Q05
H	Yes - restaurants	GOTO Q05
I	Yes - swimming	GOTO Q05
J	Yes - theatre	GOTO Q05
K	Yes - visiting services such as banks and other financial institutions	GOTO Q05
L	Yes - work	GOTO Q05
M	Yes - other (PLEASE WRITE IN)	GOTO Q05
N	No	**GOTO Q06**
O	(Don't know)	**GOTO Q06**

Q05 **When you combine your trip with other activities, where do you normally go?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Linke Linked Trip List

Q06 **In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?**
DO NOT READ OUT. CAN BE MULTICODED. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list **GO TO Q07**

Q06A **Which internet / home delivery retailer do you also use for your main food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Q07 **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List GO TO Q08

Q07A **Which retailer do you purchase your top-up food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Q08 **Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?**
DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X % (PLEASE WRITE IN)
Y (Dont know)
Z (Refused)

Q09 **In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List **GO TO Q10**

Q09A **Which internet / home delivery retailer do you also use for your top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

READ OUT: I would now like to ask you some questions about your non-food shopping habits / preferences.

Q10 **In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List GO TO Q11

Q10A Which internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List **GO TO Q12**

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
DO NOT READ OUT. ONE ANSWER ONLY

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Using park & ride facility
5 Motorcycle, scooter or moped
6 Walk
7 Taxi
8 Underground
9 Overground
A Other rail
B Bicycle
C Mobility scooter / wheelchair
D Other (PLEASE WRITE IN)
E (Don't know)
F (Varies)

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q13**

Q12A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q14**

Q13A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q15**

Q14A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q16**

Q15A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q16 **Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NonF Non-Food List **GO TO Q17**

Q16A **Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q17 **Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q18**

Q17A **Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q18 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q19**

Q18A **Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q19 **Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q20**

Q19A **Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q20 **Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q21**

Q20A **Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q21 **Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List **GO TO Q22**

Q21A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
DO NOT READ OUT. ONE ANSWER ONLY.

#NetN Internet Non-Food List

Q22 Which of these centres do you visit most often for your non-food shopping?
READ OUT. ONE ANSWER ONLY.

1	Canary Wharf	GO TO Q23
2	Petticoat Lane / Wentworth Street	GO TO Q23
3	Whitechapel	GO TO Q23
4	Bethnal Green	GO TO Q23
5	Roman Road East, Bow (Roman Road market)	GO TO Q23
6	Roman Road West, Bow (Globe Town Market)	GO TO Q23
7	Watney Market	GO TO Q23
8	Chrisp Street	GO TO Q23
9	Crossharbour	GO TO Q23
A	Brick Lane	GO TO Q23
B	Bromley by Bow	GO TO Q23
C	(None of these)	GO TO Q27

Q23 How often do you or your household visit (CENTRE FROM Q22) for your non food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Daily
2 4-6 days a week
3 2-3 days a week
4 One day a week
5 Every two weeks
6 Monthly
7 Once every two months
8 Three-four times a year
9 Once a year
A Less often
C (Don't know)
D (Varies)

Q24 What do you like about (CENTRE FROM Q22)?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 (Nothing / very little)
2 Attractive environment / nice place
3 Close to friends or relatives
4 Close to home
5 Close to work
6 Compact
7 Easy to get to by bike
8 Easy to get to by bus
9 Easy to get to by car
A Easy to park
B Good facilities
C Good food stores
D Good pubs, cafés or restaurants
E Good range of non-food shops
F Makes a change from other places
G Quiet
H Safe and secure
I The market
J Traditional
K Traffic free shopping centre
L Other - including a specific shop / attraction (PLEASE WRITE IN)
M A specific shop (PLEASE WRITE IN)
N A specific attraction (PLEASE WRITE IN)
O (Dont know)

Q25 What could be improved about (CENTRE FROM Q22) that would make you visit more often?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1 (Nothing)
2 Better access by road
3 Better public transport
4 Better signposting
5 Cleaner streets
6 Facilities which would assist you if shopping with children
7 Free car parking
8 Jewellery / food markets / other events
9 More / better comparison retailers (i.e. non-food shops)
A More / better entertainment
B More / better places for eating out (e.g. cafes and restaurants)
C More / better food shops
D More / better parking
E More / better pedestrianised streets
F More / better public conveniences
G More / better seats / flower displays
H More / better services
I More advertising
J More national multiple shops / High Street shops
K Protection from the weather (ie. covered shopping malls)
L Shops / services open on Sundays
M Other (PLEASE WRITE IN)
N (Don't know)

Q26 In addition to ... (centre mentioned at Q22B), which of these other centres do you regularly visit ?

DO NOT READ OUT. CAN BE MULTICODED

1 Canary Wharf
2 Wentworth Street/Petticoat Lane
3 Whitechapel
4 Bethnal Green
5 Roman Road East, Bow (Roman Road market)
6 Roman Road West, Bow (Globe Town Market)
7 Watney Market
8 Chrisp Street
9 Crossharbour
A Brick Lane
B Bromley by Bow
C (None of these)

Q27 Do you or your household visit any of the following leisure attractions?
READ OUT. ONE ANSWER PER ATTRACTION.

1	Bingo / casino / bookmaker	ASK Q28
2	Cinema	ASK Q29
3	Gym / health club / sports facility	ASK Q30
4	Theatre/ concert / music venue	ASK Q31
5	Museum / gallery or place of historical / cultural interest	ASK Q32
6	Pub / bar / nightclub	ASK Q33
7	Restaurant / café	ASK Q34
8	Family entertainment (e.g. tenpin bowling, skating rink)	ASK Q35
9	Other activity (PLEASE WRITE IN)	ASK Q36
A	(None)	

Q28 How often do you go to bingo / casino / bookmaker?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bing(Bingo List

Q30 How often do you go to the cinema?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q31 **Where do you or members of your household normally go to the cinema?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cinei Cinema List

Q32 **How often do you go to a gym / health club / sports facility?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q33
Where do you or members of your household normally go to use a gym / healthclub / sports facility?
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Healt Healthclub List

Q34 **How often do you go to the theatre / concert / music venue?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q35 **Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Thea Theatre List

Q36 **How often do you go to a museum / gallery or place of historical / cultural interest?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q37 **Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Muse Museum List

Q38 **How often do you go to pubs / bars / nightclubs?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q39 **What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

Q40 **How often do you go to restaurants / cafés?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q41 **What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

Q42 How often do you go to family entertainment venues (e.g. tenpin bowling, skating rink)?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q43 **Where do you or members of your household normally go for family entertainment?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Fami Family Entertainment List

Q44 **How often do you go to (OTHER ACTIVITY FROM Q27)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less often
8 (Dont know / varies)

Q45 **Where do you or members of your household normally go for (OTHER FROM Q27)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

Q46 What improvements could be made to Tower Hamlet's leisure offer that would make you visit / partake in leisure activities more often?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 (Nothing)
2 A casino
3 A swimming pool
4 A theatre
5 A multi-screen cinema
6 An art house cinema
7 Bingo
8 Cheaper prices
9 Improved access by foot and cycle
A Improved public transport
B Improved security / CCTV
C Improved street furniture
D Improvements in the built environment
E More / better car parking
F More / better cultural facilities
G More / better disabled access
H More / better health clubs / gyms
I More / better policing
J More / better public houses
K More / better seats
L More / better signposting and information
M More better parks / green spaces
N More for children
O More local sports & recreation facilities
P More nightclubs
Q More pavement cafes
R More quality restaurants
S More street cleaning
T Provision of public toilets
U Ten-pin bowling
V Other (PLEASE WRITE IN)
W (Dont do leisure activities)
X (Don't know)

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

1 Male
2 Female

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

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

OCC What is the occupation of the main income earner in the household?
IF RETIRED ASK FOR PREVIOUS OCCUPATION.

1 Occupation (PLEASE WRITE IN)
2 Retired state pension - ONLY
3 (Refused)

EMP Which of the following best describes the chief wage earner of your household's current employment situation?
READ OUT. ONE ANSWER ONLY.

1 Working full time
2 Working part time
3 Unemployed
4 Retired
5 A housewife
6 A student
7 Self employed
8 Sick / disabled
9 Other (PLEASE WRITE IN)
A (Refused)

HOM How many people live in your home including yourself and children?
DO NOT READ OUT. ONE ANSWER ONLY.

1 One
2 Two
3 Three
4 Four
5 Five
6 Six
7 Seven or more
8 (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)

CAR **How many cars does your household own or have the use of?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 None
2 One
3 Two
4 Three or more
5 (Refused)

INC **Approximately what is your total household income?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 £0 - £15,000
2 £15,001 - £20,000
3 £20,001 - £30,000
4 £30,001 - £40,000
5 £40,001 - £50,000
6 £50,001 - £60,000
7 £60,001 - £70,000
8 £70,001 - £80,000
9 £80,001 - £90,000
A £90,001 - £100,000
B £100,001 - £150,000
C £150,001+
D (Dont know / refused)

FUT **Would you be willing to be recontacted for future quality control purposes?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes
2 No

Thank & close.

Carter Jonas

APPENDIX 12: IN CENTRE SHOPPER SURVEY RESULTS

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Car-driver	7.2%	22	11.0%	12	5.1%	10	6.0%	8	11.8%	12	2.9%	2	7.9%	12	6.6%	10	3.0%	3	8.6%	9	10.0%	10
Car-passenger	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.7%	1	0.7%	1	0.0%	0	1.9%	2	0.0%	0
Bus	9.9%	30	9.2%	10	10.3%	20	8.2%	11	6.9%	7	17.6%	12	6.6%	10	13.2%	20	7.1%	7	14.3%	15	8.0%	8
Bicycle	2.3%	7	4.6%	5	1.0%	2	3.0%	4	2.9%	3	0.0%	0	3.3%	5	1.3%	2	2.0%	2	3.8%	4	1.0%	1
Underground	12.5%	38	8.3%	9	14.9%	29	20.9%	28	6.9%	7	4.4%	3	19.7%	30	5.3%	8	33.3%	33	1.0%	1	4.0%	4
Overground	5.3%	16	7.3%	8	4.1%	8	6.0%	8	4.9%	5	4.4%	3	5.9%	9	4.6%	7	11.1%	11	4.8%	5	0.0%	0
Other rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	2.9%	2	0.7%	1	1.3%	2	1.0%	1	0.0%	0	2.0%	2
Walk	60.9%	185	57.8%	63	62.6%	122	55.2%	74	65.7%	67	64.7%	44	54.6%	83	67.1%	102	42.4%	42	64.8%	68	75.0%	75
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		304		109		195		134		102		68		152		152		99		105		100

Mean score: [Minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Less than 30 minutes	43.4%	132	49.5%	54	40.0%	78	31.3%	42	49.0%	50	58.8%	40	34.9%	53	52.0%	79	22.2%	22	36.2%	38	72.0%	72
31-59 minutes	13.2%	40	10.1%	11	14.9%	29	10.4%	14	16.7%	17	13.2%	9	11.8%	18	14.5%	22	5.1%	5	25.7%	27	8.0%	8
Between 1-2 hours	18.4%	56	16.5%	18	19.5%	38	22.4%	30	14.7%	15	16.2%	11	20.4%	31	16.4%	25	30.3%	30	21.0%	22	4.0%	4
Between 2-3 hours	8.9%	27	5.5%	6	10.8%	21	13.4%	18	5.9%	6	4.4%	3	13.2%	20	4.6%	7	17.2%	17	6.7%	7	3.0%	3
Between 3-4 hours	3.0%	9	0.9%	1	4.1%	8	3.7%	5	1.0%	1	4.4%	3	3.9%	6	2.0%	3	5.1%	5	1.9%	2	2.0%	2
Over 4 hours	12.2%	37	15.6%	17	10.3%	20	18.7%	25	9.8%	10	2.9%	2	14.5%	22	9.9%	15	20.2%	20	7.6%	8	9.0%	9
(Don't know)	1.0%	3	1.8%	2	0.5%	1	0.0%	0	2.9%	3	0.0%	0	1.3%	2	0.7%	1	0.0%	0	1.0%	1	2.0%	2
Mean:		*82.23*		*80.61*		*83.12*		*107.91*		*67.42*		*53.16*		*97.30*		*67.25*		*123.79*		*71.11*		*52.04*
Base:		304		109		195		134		102		68		152		152		99		105		100

Mean score: [Visits per week]

Q03 How often do you visit (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
7 times a week	22.0%	67	26.6%	29	19.5%	38	18.7%	25	21.6%	22	29.4%	20	12.5%	19	31.6%	48	2.0%	2	25.7%	27	38.0%	38
4-6 times a week	27.0%	82	28.4%	31	26.2%	51	25.4%	34	34.3%	35	19.1%	13	24.3%	37	29.6%	45	23.2%	23	21.0%	22	37.0%	37
2-3 times a week	15.1%	46	18.3%	20	13.3%	26	11.2%	15	14.7%	15	23.5%	16	15.1%	23	15.1%	23	10.1%	10	22.9%	24	12.0%	12
Once a week	7.2%	22	3.7%	4	9.2%	18	9.0%	12	3.9%	4	8.8%	6	6.6%	10	7.9%	12	5.1%	5	13.3%	14	3.0%	3
Once every 2 weeks	4.3%	13	4.6%	5	4.1%	8	4.5%	6	5.9%	6	1.5%	1	7.2%	11	1.3%	2	4.0%	4	5.7%	6	3.0%	3
Once every month	6.3%	19	5.5%	6	6.7%	13	6.7%	9	6.9%	7	4.4%	3	9.2%	14	3.3%	5	12.1%	12	5.7%	6	1.0%	1
Once a quarter	3.6%	11	3.7%	4	3.6%	7	3.7%	5	3.9%	4	2.9%	2	5.3%	8	2.0%	3	6.1%	6	2.9%	3	2.0%	2
Less than once a quarter	7.6%	23	5.5%	6	8.7%	17	11.9%	16	3.9%	4	4.4%	3	10.5%	16	4.6%	7	20.2%	20	1.9%	2	1.0%	1
First time today	5.6%	17	2.8%	3	7.2%	14	6.7%	9	3.9%	4	5.9%	4	7.9%	12	3.3%	5	15.2%	15	1.0%	1	1.0%	1
(Don’t know)	1.3%	4	0.9%	1	1.5%	3	2.2%	3	1.0%	1	0.0%	0	1.3%	2	1.3%	2	2.0%	2	0.0%	0	2.0%	2
Mean:		*3.46*		*3.89*		*3.23*		*3.10*		*3.75*		*3.74*		*2.69*		*4.24*		*1.77*		*3.62*		*4.97*
Base:		304		109		195		134		102		68		152		152		99		105		100

Q04 What is the main reason for your visit to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	13.5%	41	12.8%	14	13.8%	27	14.2%	19	15.7%	16	8.8%	6	13.8%	21	13.2%	20	16.2%	16	18.1%	19	6.0%	6
To buy food items at the shops (not take-away / café / restaurant)	18.4%	56	16.5%	18	19.5%	38	17.2%	23	18.6%	19	20.6%	14	15.1%	23	21.7%	33	10.1%	10	28.6%	30	16.0%	16
To buy food items at the street market (not take-away / café / restaurant)	3.3%	10	0.9%	1	4.6%	9	2.2%	3	6.9%	7	0.0%	0	1.3%	2	5.3%	8	0.0%	0	9.5%	10	0.0%	0
To buy non-food goods at the street market (e.g. shoes, clothes, jewellery)	1.0%	3	0.0%	0	1.5%	3	0.7%	1	1.0%	1	1.5%	1	0.7%	1	1.3%	2	0.0%	0	2.9%	3	0.0%	0
For services (e.g. bank, building society, hairdressers)	8.6%	26	10.1%	11	7.7%	15	2.2%	3	7.8%	8	22.1%	15	5.9%	9	11.2%	17	3.0%	3	7.6%	8	15.0%	15
To visit the Idea Store	1.3%	4	2.8%	3	0.5%	1	0.7%	1	2.9%	3	0.0%	0	2.6%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0
To use a leisure facility (eg. sports centre)	0.7%	2	0.9%	1	0.5%	1	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
As a day visitor to the Town Centre	4.3%	13	2.8%	3	5.1%	10	7.5%	10	2.0%	2	1.5%	1	7.2%	11	1.3%	2	11.1%	11	1.0%	1	1.0%	1
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	5.3%	16	6.4%	7	4.6%	9	4.5%	6	4.9%	5	7.4%	5	6.6%	10	3.9%	6	4.0%	4	7.6%	8	4.0%	4
Work	20.7%	63	25.7%	28	17.9%	35	24.6%	33	20.6%	21	13.2%	9	25.0%	38	16.4%	25	27.3%	27	10.5%	11	25.0%	25
To meet someone	11.2%	34	11.9%	13	10.8%	21	10.4%	14	11.8%	12	11.8%	8	10.5%	16	11.8%	18	5.1%	5	8.6%	9	20.0%	20
To use a health service (i.e.doctor, dentist, chiropody, physiotherapy etc.)	1.3%	4	0.9%	1	1.5%	3	0.0%	0	2.9%	3	1.5%	1	0.0%	0	2.6%	4	0.0%	0	1.0%	1	3.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / walking	5.9%	18	4.6%	5	6.7%	13	6.7%	9	2.0%	2	10.3%	7	5.9%	9	5.9%	9	13.1%	13	0.0%	0	5.0%	5
Educational reasons	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Just passing through	2.6%	8	2.8%	3	2.6%	5	5.2%	7	1.0%	1	0.0%	0	2.0%	3	3.3%	5	5.1%	5	1.0%	1	2.0%	2
School drop off	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	2
(None)	1.0%	3	0.0%	0	1.5%	3	1.5%	2	0.0%	0	1.5%	1	1.3%	2	0.7%	1	2.0%	2	0.0%	0	1.0%	1
Base:		304		109		195		134		102		68		152		152		99		105		100

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	

Q05 Which types of shop / market stall are you most likely to visit today?
Those who mentioned food items or non-food items at Q04

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Food & Grocery	60.0%	66	63.6%	21	58.4%	45	52.2%	24	65.1%	28	66.7%	14	44.7%	21	71.4%	45	26.9%	7	67.7%	42	77.3%	17
Clothing & Footwear	11.8%	13	3.0%	1	15.6%	12	21.7%	10	7.0%	3	0.0%	0	21.3%	10	4.8%	3	38.5%	10	4.8%	3	0.0%	0
Furniture, Carpets, Soft Household Furnishings	0.9%	1	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
DIY and Decorating Goods	0.9%	1	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc….	1.8%	2	0.0%	0	2.6%	2	2.2%	1	2.3%	1	0.0%	0	2.1%	1	1.6%	1	7.7%	2	0.0%	0	0.0%	0
Other specialist Non-Food Items	1.8%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	9.1%	2
None of the above	3.6%	4	0.0%	0	5.2%	4	4.3%	2	2.3%	1	4.8%	1	6.4%	3	1.6%	1	0.0%	0	4.8%	3	4.5%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.1%	21	33.3%	11	13.0%	10	15.2%	7	23.3%	10	19.0%	4	21.3%	10	17.5%	11	23.1%	6	21.0%	13	9.1%	2
Base:		110		33		77		46		43		21		47		63		26		62		22

Mean Score: [£]

Q06 How much do you intend to spend today on food and grocery shopping?
Those who mentioned food items at Q04

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Nothing	4.5%	3	10.5%	2	2.1%	1	11.5%	3	0.0%	0	0.0%	0	12.0%	3	0.0%	0	20.0%	2	2.5%	1	0.0%	0
Less than £5.00	3.0%	2	5.3%	1	2.1%	1	3.8%	1	0.0%	0	7.1%	1	4.0%	1	2.4%	1	0.0%	0	2.5%	1	6.3%	1
£5.01-£10.00	16.7%	11	10.5%	2	19.1%	9	15.4%	4	23.1%	6	7.1%	1	20.0%	5	14.6%	6	20.0%	2	15.0%	6	18.8%	3
£10.01-£15.00	25.8%	17	26.3%	5	25.5%	12	15.4%	4	34.6%	9	28.6%	4	16.0%	4	31.7%	13	40.0%	4	20.0%	8	31.3%	5
£15.01-£20.00	10.6%	7	5.3%	1	12.8%	6	7.7%	2	3.8%	1	28.6%	4	4.0%	1	14.6%	6	0.0%	0	12.5%	5	12.5%	2
£20.01-£30.00	12.1%	8	10.5%	2	12.8%	6	19.2%	5	11.5%	3	0.0%	0	12.0%	3	12.2%	5	0.0%	0	15.0%	6	12.5%	2
£30.01-£40.00	10.6%	7	5.3%	1	12.8%	6	7.7%	2	19.2%	5	0.0%	0	16.0%	4	7.3%	3	0.0%	0	17.5%	7	0.0%	0
£40.01-£50.00	3.0%	2	0.0%	0	4.3%	2	3.8%	1	0.0%	0	7.1%	1	0.0%	0	4.9%	2	0.0%	0	5.0%	2	0.0%	0
£50.01 and above	4.5%	3	5.3%	1	4.3%	2	11.5%	3	0.0%	0	0.0%	0	4.0%	1	4.9%	2	0.0%	0	7.5%	3	0.0%	0
(Don't know)	9.1%	6	21.1%	4	4.3%	2	3.8%	1	7.7%	2	21.4%	3	12.0%	3	7.3%	3	20.0%	2	2.5%	1	18.8%	3
Mean:		*19.79*		*17.30*		*20.62*		*23.34*		*17.88*		*15.91*		*18.14*		*20.75*		*8.38*		*24.27*		*13.38*
Base:		66		19		47		26		26		14		25		41		10		40		16

Mean Score: [£]

Q07 How much do you intend to spend today on non-food items?
Those who mentioned non-food items at Q04

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Nothing	11.4%	5	21.4%	3	6.7%	2	0.0%	0	23.5%	4	14.3%	1	4.5%	1	18.2%	4	6.3%	1	9.1%	2	33.3%	2
Less than £5.00	2.3%	1	0.0%	0	3.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.5%	1	0.0%	0
£5.01-£10.00	4.5%	2	0.0%	0	6.7%	2	0.0%	0	5.9%	1	14.3%	1	0.0%	0	9.1%	2	0.0%	0	9.1%	2	0.0%	0
£10.01-£15.00	4.5%	2	0.0%	0	6.7%	2	10.0%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	6.3%	1	4.5%	1	0.0%	0
£15.01-£20.00	6.8%	3	0.0%	0	10.0%	3	10.0%	2	5.9%	1	0.0%	0	13.6%	3	0.0%	0	0.0%	0	13.6%	3	0.0%	0
£20.01-£30.00	13.6%	6	7.1%	1	16.7%	5	20.0%	4	11.8%	2	0.0%	0	13.6%	3	13.6%	3	31.3%	5	4.5%	1	0.0%	0
£30.01-£40.00	4.5%	2	0.0%	0	6.7%	2	10.0%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	12.5%	2	0.0%	0	0.0%	0
£40.01-£50.00	6.8%	3	0.0%	0	10.0%	3	15.0%	3	0.0%	0	0.0%	0	13.6%	3	0.0%	0	18.8%	3	0.0%	0	0.0%	0
£50.01 and above	2.3%	1	0.0%	0	3.3%	1	5.0%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0
(Don’t know)	43.2%	19	71.4%	10	30.0%	9	25.0%	5	52.9%	9	71.4%	5	31.8%	7	54.5%	12	18.8%	3	54.5%	12	66.7%	4
Mean:		*20.98*		*6.25*		*23.79*		*29.50*		*9.31*		*3.75*		*28.80*		*9.25*		*32.15*		*10.65*		*0.00*
Base:		44		14		30		20		17		7		22		22		16		22		6

Q08 In addition to the main reason given for visiting (STUDY CENTRE) today, what other activities do you intend to carry out? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	5.6%	17	1.8%	2	7.7%	15	6.7%	9	7.8%	8	0.0%	0	5.9%	9	5.3%	8	5.1%	5	11.4%	12	0.0%	0
To buy food items at the shops (not take-away / café / restaurant)	8.6%	26	2.8%	3	11.8%	23	9.0%	12	11.8%	12	2.9%	2	11.2%	17	5.9%	9	12.1%	12	10.5%	11	3.0%	3
To buy food items at the street market (not take-away / café / restaurant)	4.9%	15	1.8%	2	6.7%	13	3.7%	5	6.9%	7	4.4%	3	3.9%	6	5.9%	9	1.0%	1	12.4%	13	1.0%	1
To buy non-food goods at the street market (e.g. shoes, clothes, jewellery)	3.6%	11	1.8%	2	4.6%	9	3.7%	5	4.9%	5	1.5%	1	3.9%	6	3.3%	5	3.0%	3	7.6%	8	0.0%	0
For services (e.g. bank, building society, hairdressers)	1.3%	4	1.8%	2	1.0%	2	0.7%	1	2.9%	3	0.0%	0	0.7%	1	2.0%	3	1.0%	1	1.0%	1	2.0%	2
To visit the Idea Store	2.0%	6	2.8%	3	1.5%	3	1.5%	2	2.9%	3	1.5%	1	1.3%	2	2.6%	4	0.0%	0	5.7%	6	0.0%	0
To use a leisure facility (eg. sports centre)	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
As a day visitor to the Town Centre	1.3%	4	0.0%	0	2.1%	4	3.0%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	20.4%	62	20.2%	22	20.5%	40	26.1%	35	17.6%	18	13.2%	9	26.3%	40	14.5%	22	37.4%	37	16.2%	17	8.0%	8
Work	0.7%	2	1.8%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
To meet someone	5.6%	17	8.3%	9	4.1%	8	4.5%	6	5.9%	6	7.4%	5	7.2%	11	3.9%	6	4.0%	4	7.6%	8	5.0%	5
To use a health service (i.e. doctor, dentist, chiropody, physiotherapy etc.)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / walking	1.3%	4	1.8%	2	1.0%	2	0.0%	0	1.0%	1	4.4%	3	0.0%	0	2.6%	4	0.0%	0	1.0%	1	3.0%	3
Educational reasons	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
(None)	52.0%	158	58.7%	64	48.2%	94	45.5%	61	49.0%	50	69.1%	47	44.7%	68	59.2%	90	38.4%	38	43.8%	46	74.0%	74
(Don't know)	1.6%	5	1.8%	2	1.5%	3	2.2%	3	2.0%	2	0.0%	0	1.3%	2	2.0%	3	1.0%	1	1.9%	2	2.0%	2
Base:		304		109		195		134		102		68		152		152		99		105		100

Q09 What other centre do you visit regularly (once a month or more)?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Oxford Street, London	7.6%	23	5.5%	6	8.7%	17	10.4%	14	5.9%	6	4.4%	3	11.2%	17	3.9%	6	14.1%	14	2.9%	3	6.0%	6
Tottenham Court Road, London	1.3%	4	2.8%	3	0.5%	1	3.0%	4	0.0%	0	0.0%	0	1.3%	2	1.3%	2	4.0%	4	0.0%	0	0.0%	0
Covent Garden	1.3%	4	0.0%	0	2.1%	4	3.0%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Other central London	3.9%	12	2.8%	3	4.6%	9	2.2%	3	3.9%	4	7.4%	5	2.0%	3	5.9%	9	1.0%	1	2.9%	3	8.0%	8
Westfield, Stratford	34.5%	105	32.1%	35	35.9%	70	34.3%	46	42.2%	43	23.5%	16	32.2%	49	36.8%	56	13.1%	13	48.6%	51	41.0%	41
Westfield, White City	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bethnal Green	6.3%	19	7.3%	8	5.6%	11	5.2%	7	3.9%	4	11.8%	8	3.3%	5	9.2%	14	1.0%	1	2.9%	3	15.0%	15
Bethnal Green Market	1.6%	5	3.7%	4	0.5%	1	0.0%	0	2.9%	3	2.9%	2	0.7%	1	2.6%	4	0.0%	0	0.0%	0	5.0%	5
Bromley by Bow	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Brick Lane	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Canary Wharf	3.3%	10	1.8%	2	4.1%	8	3.0%	4	4.9%	5	1.5%	1	3.3%	5	3.3%	5	2.0%	2	7.6%	8	0.0%	0
Columbia Road Market	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crossharbour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrisp Street	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.7%	1	0.7%	1	2.0%	2	0.0%	0	0.0%	0
Chrisp Street Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.7%	2	0.9%	1	0.5%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	1.0%	1
Wentworth Street (Petticoat Lane)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road East (Roman Road Market)	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roman Road West (Globe Town Market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stepney Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroudley Walk Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shadwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watney Street Market	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
OTHER [PLEASE WRITE IN]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Bluewater	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cambridge	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Camden	1.6%	5	1.8%	2	1.5%	3	2.2%	3	2.0%	2	0.0%	0	2.0%	3	1.3%	2	2.0%	2	2.9%	3	0.0%	0
Chelmsford	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dalston	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Derby	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
East Ham	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Hackney	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	0.7%	1	0.7%	1	1.0%	1	0.0%	0	1.0%	1
Hampstead	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Harirngay	0.7%	2	0.0%	0	1.0%	2	0.7%	1	1.0%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.9%	2	0.0%	0
Holloway	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Ilford	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Isle of Dogs	1.0%	3	1.8%	2	0.5%	1	0.0%	0	0.0%	0	4.4%	3	1.3%	2	0.7%	1	0.0%	0	2.9%	3	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Lewisham	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Margate	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mayfair	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Oxford	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Romford	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	2.9%	2	0.7%	1	1.3%	2	1.0%	1	1.9%	2	0.0%	0
Southampton	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Stoke Newington	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Stratford	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Welwyn Garden City	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Wood Green	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Woolwich	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
(Don't regularly visit any other centre)	24.3%	74	30.3%	33	21.0%	41	26.9%	36	19.6%	20	26.5%	18	28.9%	44	19.7%	30	39.4%	39	15.2%	16	19.0%	19
Base:		304		109		195		134		102		68		152		152		99		105		100

Q10 What is the purpose of your visit to the centre mentioned at Q.9? [MR]
Those who mentioned a centre at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
To buy food items (not take-away / café / restaurant)	17.8%	41	17.1%	13	18.2%	28	17.3%	17	19.5%	16	16.0%	8	21.3%	23	14.8%	18	30.0%	18	16.9%	15	9.9%	8
To buy non-food goods (e.g. shoes, clothes, jewellery)	63.0%	145	47.4%	36	70.8%	109	70.4%	69	63.4%	52	48.0%	24	64.8%	70	61.5%	75	66.7%	40	79.8%	71	42.0%	34
For services (e.g. bank, building society, hairdressers)	8.7%	20	3.9%	3	11.0%	17	6.1%	6	12.2%	10	8.0%	4	10.2%	11	7.4%	9	16.7%	10	7.9%	7	3.7%	3
To use a leisure facility (sports centre)	3.0%	7	5.3%	4	1.9%	3	2.0%	2	4.9%	4	2.0%	1	4.6%	5	1.6%	2	1.7%	1	3.4%	3	3.7%	3
To visit a museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	2.2%	5	0.0%	0	3.2%	5	3.1%	3	2.4%	2	0.0%	0	3.7%	4	0.8%	1	5.0%	3	0.0%	0	2.5%	2
As a staying visitor to the Town Centre	0.4%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	18.7%	43	14.5%	11	20.8%	32	15.3%	15	20.7%	17	22.0%	11	19.4%	21	18.0%	22	6.7%	4	11.2%	10	35.8%	29
Work	6.1%	14	9.2%	7	4.5%	7	5.1%	5	4.9%	4	10.0%	5	7.4%	8	4.9%	6	8.3%	5	2.2%	2	8.6%	7
To meet someone	14.3%	33	9.2%	7	16.9%	26	13.3%	13	17.1%	14	12.0%	6	14.8%	16	13.9%	17	1.7%	1	5.6%	5	33.3%	27
Library / public services (doctor, dentist, etc.)	1.3%	3	0.0%	0	1.9%	3	0.0%	0	2.4%	2	2.0%	1	0.9%	1	1.6%	2	0.0%	0	1.1%	1	2.5%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility	0.9%	2	1.3%	1	0.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.5%	2
Close to home	4.3%	10	5.3%	4	3.9%	6	4.1%	4	2.4%	2	8.0%	4	5.6%	6	3.3%	4	5.0%	3	3.4%	3	4.9%	4
Easy to park	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Good range of amenties	0.9%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.5%	2
Good range of shops	4.3%	10	6.6%	5	3.2%	5	3.1%	3	3.7%	3	8.0%	4	0.9%	1	7.4%	9	0.0%	0	0.0%	0	12.3%	10
Has everything I need	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Historic High Street	0.4%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nice area	0.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.5%	2
(None)	0.9%	2	0.0%	0	1.3%	2	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.6%	2	0.0%	0	2.2%	2	0.0%	0
(Don't know)	3.0%	7	6.6%	5	1.3%	2	1.0%	1	4.9%	4	4.0%	2	2.8%	3	3.3%	4	1.7%	1	5.6%	5	1.2%	1
Base:		230		76		154		98		82		50		108		122		60		89		81

Q11 What do you like about the centre mentioned at Q.9? [MR]

Those who mentioned a centre at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Better choice of shops	70.0%	161	69.7%	53	70.1%	108	66.3%	65	75.6%	62	68.0%	34	66.7%	72	73.0%	89	51.7%	31	71.9%	64	81.5%	66
Better quality of shops	45.2%	104	48.7%	37	43.5%	67	40.8%	40	48.8%	40	48.0%	24	38.9%	42	50.8%	62	21.7%	13	46.1%	41	61.7%	50
Better non-food shopping	13.0%	30	6.6%	5	16.2%	25	8.2%	8	15.9%	13	18.0%	9	9.3%	10	16.4%	20	5.0%	3	6.7%	6	25.9%	21
Better food shopping	9.1%	21	9.2%	7	9.1%	14	5.1%	5	13.4%	11	10.0%	5	5.6%	6	12.3%	15	6.7%	4	6.7%	6	13.6%	11
Better range of places to eat and drink	18.7%	43	26.3%	20	14.9%	23	12.2%	12	29.3%	24	14.0%	7	22.2%	24	15.6%	19	8.3%	5	21.3%	19	23.5%	19
Better street market/ farmers' market	2.6%	6	2.6%	2	2.6%	4	2.0%	2	2.4%	2	4.0%	2	0.9%	1	4.1%	5	0.0%	0	5.6%	5	1.2%	1
Easier to access by public transport	4.8%	11	2.6%	2	5.8%	9	7.1%	7	2.4%	2	4.0%	2	7.4%	8	2.5%	3	15.0%	9	2.2%	2	0.0%	0
More available car parking	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular	5.2%	12	5.3%	4	5.2%	8	6.1%	6	3.7%	3	6.0%	3	6.5%	7	4.1%	5	13.3%	8	1.1%	1	3.7%	3
Better diversity of culture	0.4%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cinema	0.4%	1	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Close to home	6.5%	15	9.2%	7	5.2%	8	5.1%	5	6.1%	5	10.0%	5	10.2%	11	3.3%	4	8.3%	5	3.4%	3	8.6%	7
Easily accessible	0.9%	2	1.3%	1	0.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.5%	2
Everything under one roof	1.3%	3	3.9%	3	0.0%	0	1.0%	1	1.2%	1	2.0%	1	0.0%	0	2.5%	3	0.0%	0	3.4%	3	0.0%	0
Good for children	0.4%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0
Good leisure facilities	1.7%	4	0.0%	0	2.6%	4	1.0%	1	3.7%	3	0.0%	0	1.9%	2	1.6%	2	1.7%	1	2.2%	2	1.2%	1
Its different	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nice clean area	1.3%	3	0.0%	0	1.9%	3	0.0%	0	1.2%	1	4.0%	2	0.0%	0	2.5%	3	0.0%	0	2.2%	2	1.2%	1
Nice staff	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Primark	0.4%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Variety of shops	4.8%	11	3.9%	3	5.2%	8	5.1%	5	4.9%	4	4.0%	2	4.6%	5	4.9%	6	1.7%	1	2.2%	2	9.9%	8
(Don’t know)	0.9%	2	1.3%	1	0.6%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	2	0.0%	0	1.1%	1	1.2%	1
Base:		230		76		154		98		82		50		108		122		60		89		81

Q12 What do you like MOST about (STUDY CENTRE) Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Near / convenient	42.4%	129	43.1%	47	42.1%	82	28.4%	38	47.1%	48	63.2%	43	33.6%	51	51.3%	78	7.1%	7	50.5%	53	69.0%	69
Easy walking distance	27.0%	82	23.9%	26	28.7%	56	15.7%	21	36.3%	37	35.3%	24	16.4%	25	37.5%	57	3.0%	3	28.6%	30	49.0%	49
Good public transport links (tube and overground station)	7.2%	22	9.2%	10	6.2%	12	5.2%	7	10.8%	11	5.9%	4	7.2%	11	7.2%	11	1.0%	1	0.0%	0	21.0%	21
Parking is easy	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Parking is cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of congestion on roads	0.7%	2	1.8%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	1.0%	1	0.0%	0
Little traffic-pedestrian conflict	1.0%	3	0.0%	0	1.5%	3	2.2%	3	0.0%	0	0.0%	0	1.3%	2	0.7%	1	1.0%	1	0.0%	0	2.0%	2
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.7%	2	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ease of access to all (with pushchairs, wheelchairs, etc)	0.7%	2	0.0%	0	1.0%	2	0.7%	1	0.0%	0	1.5%	1	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Well signposted route ways / good local maps	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
General cleanliness of shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe / absence of threatening individuals / groups	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture	0.7%	2	0.9%	1	0.5%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	2	1.0%	1	0.0%	0	1.0%	1
Nice busy feel	3.9%	12	5.5%	6	3.1%	6	8.2%	11	1.0%	1	0.0%	0	3.3%	5	4.6%	7	11.1%	11	0.0%	0	1.0%	1
Not too crowded	4.9%	15	3.7%	4	5.6%	11	3.0%	4	7.8%	8	4.4%	3	5.9%	9	3.9%	6	3.0%	3	0.0%	0	12.0%	12
Character / atmosphere	15.1%	46	22.0%	24	11.3%	22	13.4%	18	15.7%	16	17.6%	12	17.8%	27	12.5%	19	11.1%	11	8.6%	9	26.0%	26
Historic buildings / tourist attractions	3.9%	12	5.5%	6	3.1%	6	6.0%	8	3.9%	4	0.0%	0	4.6%	7	3.3%	5	8.1%	8	0.0%	0	4.0%	4
Good selection / choice of independent / specialist shops	11.5%	35	8.3%	9	13.3%	26	14.9%	20	9.8%	10	7.4%	5	17.1%	26	5.9%	9	26.3%	26	1.9%	2	7.0%	7
Presence of a street market	6.9%	21	2.8%	3	9.2%	18	10.4%	14	5.9%	6	1.5%	1	7.9%	12	5.9%	9	14.1%	14	2.9%	3	4.0%	4
Presence of a large supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.6%	5	0.9%	1	2.1%	4	3.0%	4	1.0%	1	0.0%	0	2.6%	4	0.7%	1	5.1%	5	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	4.3%	13	3.7%	4	4.6%	9	3.7%	5	6.9%	7	1.5%	1	5.3%	8	3.3%	5	1.0%	1	6.7%	7	5.0%	5

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Range of places to eat out (e.g. cafes, restaurants, takeaways)	6.3%	19	3.7%	4	7.7%	15	8.2%	11	4.9%	5	4.4%	3	9.2%	14	3.3%	5	11.1%	11	2.9%	3	5.0%	5
Range of pubs / bars	1.6%	5	0.0%	0	2.6%	5	3.0%	4	0.0%	0	1.5%	1	3.3%	5	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Idea Store	2.3%	7	4.6%	5	1.0%	2	0.7%	1	3.9%	4	2.9%	2	4.6%	7	0.0%	0	0.0%	0	6.7%	7	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diversity	4.6%	14	6.4%	7	3.6%	7	7.5%	10	2.0%	2	2.9%	2	7.2%	11	2.0%	3	11.1%	11	2.9%	3	0.0%	0
Vibe	1.3%	4	2.8%	3	0.5%	1	2.2%	3	0.0%	0	1.5%	1	2.6%	4	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Atmosphere	1.0%	3	0.9%	1	1.0%	2	2.2%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
It's different	1.6%	5	0.0%	0	2.6%	5	3.0%	4	1.0%	1	0.0%	0	2.6%	4	0.7%	1	5.1%	5	0.0%	0	0.0%	0
Friendly people	1.6%	5	2.8%	3	1.0%	2	0.7%	1	1.0%	1	4.4%	3	0.7%	1	2.6%	4	0.0%	0	0.0%	0	5.0%	5
British shops	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quirky	1.0%	3	0.0%	0	1.5%	3	0.7%	1	0.0%	0	2.9%	2	0.7%	1	1.3%	2	1.0%	1	0.0%	0	2.0%	2
(No opinion)	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
(Nothing in particular)	12.2%	37	12.8%	14	11.8%	23	9.7%	13	15.7%	16	11.8%	8	5.9%	9	18.4%	28	6.1%	6	22.9%	24	7.0%	7
Base:		304		109		195		134		102		68		152		152		99		105		100

Q13 What do you dislike MOST about (STUDY CENTRE)? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Unsafe for pedestrians / traffic conflict	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1	2.0%	2	0.0%	0	0.0%	0
Not enough Pedestrianisation	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Poor pedestrian crossing points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	0.7%	2	1.8%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0	1.0%	1
Location of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Poor public transport links	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Road congestion	3.0%	9	3.7%	4	2.6%	5	1.5%	2	3.9%	4	4.4%	3	2.6%	4	3.3%	5	2.0%	2	0.0%	0	7.0%	7
Poor directional signs to Centre	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	1.0%	3	0.0%	0	1.5%	3	2.2%	3	0.0%	0	0.0%	0	1.3%	2	0.7%	1	3.0%	3	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	2	0.0%	0	1.0%	1	1.0%	1
Dirty shopping streets	20.7%	63	26.6%	29	17.4%	34	17.9%	24	21.6%	22	25.0%	17	19.7%	30	21.7%	33	11.1%	11	41.0%	43	9.0%	9
Feels unsafe / presence of threatening individuals / groups	4.3%	13	5.5%	6	3.6%	7	3.7%	5	5.9%	6	2.9%	2	4.6%	7	3.9%	6	3.0%	3	1.9%	2	8.0%	8
Lack of police presence / other security measures	1.3%	4	1.8%	2	1.0%	2	1.5%	2	2.0%	2	0.0%	0	0.7%	1	2.0%	3	1.0%	1	2.9%	3	0.0%	0
Lack of street furniture / floral displays	2.3%	7	0.9%	1	3.1%	6	1.5%	2	3.9%	4	1.5%	1	2.6%	4	2.0%	3	0.0%	0	1.9%	2	5.0%	5
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	4.3%	13	1.8%	2	5.6%	11	5.2%	7	5.9%	6	0.0%	0	7.2%	11	1.3%	2	13.1%	13	0.0%	0	0.0%	0
Lack of choice of supermarkets and other food shops	10.5%	32	8.3%	9	11.8%	23	6.0%	8	15.7%	16	11.8%	8	6.6%	10	14.5%	22	1.0%	1	21.0%	22	9.0%	9
Lack of quality of supermarkets and other food shops	2.3%	7	4.6%	5	1.0%	2	0.0%	0	3.9%	4	4.4%	3	2.6%	4	2.0%	3	0.0%	0	1.0%	1	6.0%	6
Food shops (e.g. supermarkets and smaller stores) are too expensive	2.3%	7	2.8%	3	2.1%	4	0.7%	1	3.9%	4	2.9%	2	2.0%	3	2.6%	4	0.0%	0	5.7%	6	1.0%	1
Non food shops are too expensive	1.0%	3	0.0%	0	1.5%	3	1.5%	2	0.0%	0	1.5%	1	0.7%	1	1.3%	2	1.0%	1	1.9%	2	0.0%	0
Lack of choice of non-food multiple/ 'high street' shops	7.9%	24	9.2%	10	7.2%	14	6.7%	9	7.8%	8	10.3%	7	7.2%	11	8.6%	13	0.0%	0	16.2%	17	7.0%	7
Lack of choice of goods sold at the street market	11.8%	36	11.0%	12	12.3%	24	10.4%	14	10.8%	11	16.2%	11	7.2%	11	16.4%	25	0.0%	0	33.3%	35	1.0%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Lack of quality of goods sold at the street market	1.0%	3	0.0%	0	1.5%	3	0.7%	1	2.0%	2	0.0%	0	0.7%	1	1.3%	2	0.0%	0	2.9%	3	0.0%	0
General lack of independent / specialist shops	2.6%	8	3.7%	4	2.1%	4	1.5%	2	3.9%	4	2.9%	2	3.3%	5	2.0%	3	2.0%	2	1.9%	2	4.0%	4
Quality of shops is inadequate (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	1.6%	5	1.8%	2	1.5%	3	1.5%	2	2.9%	3	0.0%	0	3.3%	5	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	2.3%	7	0.9%	1	3.1%	6	2.2%	3	2.9%	3	1.5%	1	3.3%	5	1.3%	2	1.0%	1	0.0%	0	6.0%	6
Inadequate range of cafes and restaurants	5.9%	18	6.4%	7	5.6%	11	6.7%	9	5.9%	6	4.4%	3	5.3%	8	6.6%	10	3.0%	3	8.6%	9	6.0%	6
Inadequate range of services	0.7%	2	1.8%	2	0.0%	0	0.0%	0	1.0%	1	1.5%	1	1.3%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Inadequate range of leisure facilities	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.9%	2	0.0%	0
Absence of play areas for children	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.3%	2	0.0%	0	1.9%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I dislike everything about the Town Centre	2.0%	6	4.6%	5	0.5%	1	3.0%	4	2.0%	2	0.0%	0	0.7%	1	3.3%	5	1.0%	1	1.9%	2	3.0%	3
Lack of character	1.3%	4	2.8%	3	0.5%	1	1.5%	2	1.0%	1	1.5%	1	2.0%	3	0.7%	1	3.0%	3	1.0%	1	0.0%	0
Lack of mixed cultures	1.6%	5	0.9%	1	2.1%	4	0.0%	0	3.9%	4	1.5%	1	1.3%	2	2.0%	3	1.0%	1	3.8%	4	0.0%	0
No diversity	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
No roof over street market	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Noisy	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Non English traders	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
People touting for business	1.0%	3	1.8%	2	0.5%	1	0.7%	1	1.0%	1	1.5%	1	1.3%	2	0.7%	1	3.0%	3	0.0%	0	0.0%	0
Poor opening hours	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Poor toilet facilities	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Specified shops absent - Argos	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Specified shops absent - Asda	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Specified shops absent - Marks & Spencer	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Specified shops absent - Tesco	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
The cobblestones	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	2.9%	2	0.7%	1	1.3%	2	1.0%	1	1.9%	2	0.0%	0
The people	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.3%	2	1.0%	1	1.0%	1	0.0%	0
Too many tourists	1.0%	3	0.9%	1	1.0%	2	2.2%	3	0.0%	0	0.0%	0	1.3%	2	0.7%	1	3.0%	3	0.0%	0	0.0%	0
(No opinion)	14.8%	45	16.5%	18	13.8%	27	14.2%	19	12.7%	13	19.1%	13	12.5%	19	17.1%	26	15.2%	15	7.6%	8	22.0%	22
(Nothing in particular)	25.3%	77	15.6%	17	30.8%	60	29.9%	40	20.6%	21	23.5%	16	28.3%	43	22.4%	34	29.3%	29	9.5%	10	38.0%	38
Base:		304		109		195		134		102		68		152		152		99		105		100

Q14 How could (STUDY CENTRE) be improved for shopping? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to quality and range of goods sold at the street market	7.6%	23	3.7%	4	9.7%	19	5.2%	7	10.8%	11	7.4%	5	3.9%	6	11.2%	17	0.0%	0	8.6%	9	14.0%	14
Improvements to the appearance the street market	5.3%	16	5.5%	6	5.1%	10	2.2%	3	5.9%	6	10.3%	7	4.6%	7	5.9%	9	1.0%	1	8.6%	9	6.0%	6
Better choice of shops in general	27.0%	82	16.5%	18	32.8%	64	20.9%	28	32.4%	33	30.9%	21	18.4%	28	35.5%	54	1.0%	1	39.0%	41	40.0%	40
Better quality of shops	11.2%	34	11.9%	13	10.8%	21	6.0%	8	17.6%	18	11.8%	8	9.9%	15	12.5%	19	2.0%	2	3.8%	4	28.0%	28
Cheaper shops (e.g. discount stores)	1.6%	5	0.9%	1	2.1%	4	2.2%	3	2.0%	2	0.0%	0	0.7%	1	2.6%	4	0.0%	0	2.9%	3	2.0%	2
More/ better food shops (e.g. supermarket, convenience stores, grocers)	7.6%	23	9.2%	10	6.7%	13	3.0%	4	14.7%	15	5.9%	4	3.9%	6	11.2%	17	0.0%	0	16.2%	17	6.0%	6
More better fresh food offer (e.g. fresh fruit and vegetables)	2.3%	7	1.8%	2	2.6%	5	1.5%	2	2.0%	2	4.4%	3	2.6%	4	2.0%	3	0.0%	0	0.0%	0	7.0%	7
More/ better non-food shops	7.2%	22	4.6%	5	8.7%	17	8.2%	11	7.8%	8	4.4%	3	7.9%	12	6.6%	10	4.0%	4	2.9%	3	15.0%	15
More high street multiples	12.8%	39	9.2%	10	14.9%	29	11.2%	15	15.7%	16	11.8%	8	8.6%	13	17.1%	26	1.0%	1	31.4%	33	5.0%	5
More independent shops	10.2%	31	10.1%	11	10.3%	20	7.5%	10	12.7%	13	11.8%	8	13.2%	20	7.2%	11	12.1%	12	1.0%	1	18.0%	18
More charity shops	1.3%	4	0.9%	1	1.5%	3	3.0%	4	0.0%	0	0.0%	0	0.7%	1	2.0%	3	4.0%	4	0.0%	0	0.0%	0
New/ different street markets (e.g. food market, farmers' market)	3.6%	11	4.6%	5	3.1%	6	3.7%	5	2.0%	2	5.9%	4	2.0%	3	5.3%	8	0.0%	0	8.6%	9	2.0%	2
More priority of pedestrians / pedestrianisation	1.6%	5	0.9%	1	2.1%	4	2.2%	3	2.0%	2	0.0%	0	2.6%	4	0.7%	1	4.0%	4	0.0%	0	1.0%	1
More places to eat out (day time) e.g. sandwich bars, cafes, restaurants, etc.	3.3%	10	3.7%	4	3.1%	6	3.0%	4	5.9%	6	0.0%	0	5.3%	8	1.3%	2	3.0%	3	1.9%	2	5.0%	5
More places to eat out (evening time) e.g. cafes, restaurants, etc.	1.6%	5	2.8%	3	1.0%	2	0.7%	1	2.0%	2	2.9%	2	0.7%	1	2.6%	4	1.0%	1	2.9%	3	1.0%	1
More ATMs (cash machines)	1.6%	5	0.9%	1	2.1%	4	2.2%	3	1.0%	1	1.5%	1	2.0%	3	1.3%	2	3.0%	3	1.9%	2	0.0%	0
Less traffic / congestion	3.9%	12	4.6%	5	3.6%	7	3.7%	5	3.9%	4	4.4%	3	2.6%	4	5.3%	8	3.0%	3	0.0%	0	9.0%	9
More shelter from wind / rain	3.9%	12	4.6%	5	3.6%	7	2.2%	3	4.9%	5	5.9%	4	5.3%	8	2.6%	4	3.0%	3	8.6%	9	0.0%	0
Improve appearance / environment of centre (including shop fronts)	17.1%	52	19.3%	21	15.9%	31	17.2%	23	18.6%	19	14.7%	10	15.1%	23	19.1%	29	4.0%	4	41.0%	43	5.0%	5
Remove litter more often	10.9%	33	13.8%	15	9.2%	18	9.0%	12	13.7%	14	10.3%	7	11.2%	17	10.5%	16	5.1%	5	22.9%	24	4.0%	4
More parking	1.0%	3	2.8%	3	0.0%	0	0.7%	1	1.0%	1	1.5%	1	0.0%	0	2.0%	3	1.0%	1	0.0%	0	2.0%	2
Cheaper parking	0.7%	2	1.8%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
More accessible car parking	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.0%	2

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better underground and overground services to the centre	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Better rail connections e.g. Crossrail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Better signposting within the Centre	2.0%	6	2.8%	3	1.5%	3	3.0%	4	1.0%	1	1.5%	1	2.6%	4	1.3%	2	5.1%	5	1.0%	1	0.0%	0
More children’s play areas	2.0%	6	0.0%	0	3.1%	6	0.7%	1	2.9%	3	2.9%	2	0.7%	1	3.3%	5	0.0%	0	4.8%	5	1.0%	1
Shops staying open later	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Improve the pavements	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Improved opening times	1.0%	3	0.0%	0	1.5%	3	1.5%	2	1.0%	1	0.0%	0	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Improved public toilets	1.0%	3	0.9%	1	1.0%	2	0.7%	1	1.0%	1	1.5%	1	0.0%	0	2.0%	3	1.0%	1	1.9%	2	0.0%	0
Increased range of services	1.0%	3	1.8%	2	0.5%	1	0.0%	0	2.0%	2	1.5%	1	0.0%	0	2.0%	3	0.0%	0	1.0%	1	2.0%	2
Increased space	0.7%	2	1.8%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
More accessible for wheelchairs	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
More events	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
More houses needed	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.0%	2
More information available	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More multicultural stalls / shops	1.3%	4	1.8%	2	1.0%	2	1.5%	2	1.0%	1	1.5%	1	0.7%	1	2.0%	3	0.0%	0	3.8%	4	0.0%	0
More white people in the area	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Promote the town more	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
Remove the drug addicts / beggars / drunks etc	1.6%	5	1.8%	2	1.5%	3	0.7%	1	2.0%	2	2.9%	2	0.7%	1	2.6%	4	0.0%	0	0.0%	0	5.0%	5
Roof over street market	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stop developing	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Youth club for children	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don’t know)	10.9%	33	17.4%	19	7.2%	14	11.9%	16	7.8%	8	13.2%	9	13.8%	21	7.9%	12	19.2%	19	1.9%	2	12.0%	12
(None mentioned)	8.6%	26	4.6%	5	10.8%	21	11.2%	15	5.9%	6	7.4%	5	11.8%	18	5.3%	8	19.2%	19	1.0%	1	6.0%	6
Base:		304		109		195		134		102		68		152		152		99		105		100

Q15 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	0.7%	2	0.0%	0	1.0%	2	0.7%	1	1.0%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.9%	2	0.0%	0
Antique shops	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos	2.3%	7	3.7%	4	1.5%	3	0.7%	1	4.9%	5	1.5%	1	1.3%	2	3.3%	5	0.0%	0	6.7%	7	0.0%	0
Asda	2.3%	7	0.9%	1	3.1%	6	1.5%	2	2.0%	2	4.4%	3	1.3%	2	3.3%	5	0.0%	0	3.8%	4	3.0%	3
Bakery	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Beauty salon	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Butchers	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Candle shop	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Clothes shop	3.3%	10	2.8%	3	3.6%	7	3.7%	5	0.0%	0	7.4%	5	1.3%	2	5.3%	8	3.0%	3	1.9%	2	5.0%	5
Coffee shop	1.0%	3	1.8%	2	0.5%	1	1.5%	2	1.0%	1	0.0%	0	1.3%	2	0.7%	1	2.0%	2	1.0%	1	0.0%	0
Decorating shop	1.0%	3	0.9%	1	1.0%	2	0.7%	1	1.0%	1	1.5%	1	0.0%	0	2.0%	3	1.0%	1	1.9%	2	0.0%	0
Discount store	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.9%	2	0.0%	0
English restaurant	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	2
Gluten free shop	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
H&M	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Homeware shop	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Independent shops	2.6%	8	0.9%	1	3.6%	7	4.5%	6	1.0%	1	1.5%	1	3.9%	6	1.3%	2	6.1%	6	0.0%	0	2.0%	2
JD Sports	1.6%	5	2.8%	3	1.0%	2	3.0%	4	0.0%	0	1.5%	1	0.7%	1	2.6%	4	0.0%	0	4.8%	5	0.0%	0
Korean restaurant	0.7%	2	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl	1.6%	5	1.8%	2	1.5%	3	0.0%	0	1.0%	1	5.9%	4	1.3%	2	2.0%	3	0.0%	0	2.9%	3	2.0%	2
Marks & Spencer	0.7%	2	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.0%	1	1.0%	1
Mothercare	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Multicultural traders	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nandos	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
New Look	0.7%	2	0.0%	0	1.0%	2	0.7%	1	0.0%	0	1.5%	1	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
Next	1.3%	4	0.9%	1	1.5%	3	0.7%	1	2.9%	3	0.0%	0	0.0%	0	2.6%	4	0.0%	0	3.8%	4	0.0%	0
Poundland	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.7%	1	0.7%	1	0.0%	0	1.9%	2	0.0%	0
Primark	3.9%	12	1.8%	2	5.1%	10	3.0%	4	4.9%	5	4.4%	3	2.6%	4	5.3%	8	0.0%	0	9.5%	10	2.0%	2
Pub	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quirky shops	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Record shops	0.7%	2	1.8%	2	0.0%	0	0.7%	1	0.0%	0	1.5%	1	1.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Second hand shops	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Shoe repair shop	1.0%	3	0.0%	0	1.5%	3	0.0%	0	1.0%	1	2.9%	2	0.7%	1	1.3%	2	0.0%	0	1.0%	1	2.0%	2
Specialised shops	0.7%	2	0.0%	0	1.0%	2	0.7%	1	0.0%	0	1.5%	1	1.3%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Sports shop	1.3%	4	0.9%	1	1.5%	3	0.7%	1	2.0%	2	1.5%	1	0.7%	1	2.0%	3	0.0%	0	1.9%	2	2.0%	2
Supermarket	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Tesco	1.0%	3	0.9%	1	1.0%	2	0.7%	1	2.0%	2	0.0%	0	0.7%	1	1.3%	2	0.0%	0	2.9%	3	0.0%	0
Topman	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Toy shop	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Urban Outfitters	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Vegetarian restaurant	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Vintage shops	2.3%	7	0.0%	0	3.6%	7	5.2%	7	0.0%	0	0.0%	0	4.6%	7	0.0%	0	7.1%	7	0.0%	0	0.0%	0
Wilkinsons	1.0%	3	0.9%	1	1.0%	2	0.0%	0	2.0%	2	1.5%	1	0.0%	0	2.0%	3	0.0%	0	2.9%	3	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Wine shop	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
No	36.2%	110	42.2%	46	32.8%	64	41.0%	55	28.4%	29	38.2%	26	41.4%	63	30.9%	47	66.7%	66	12.4%	13	31.0%	31
(Don't know)	22.7%	69	23.9%	26	22.1%	43	19.4%	26	30.4%	31	17.6%	12	21.1%	32	24.3%	37	1.0%	1	23.8%	25	43.0%	43
Base:		304		109		195		134		102		68		152		152		99		105		100

Q16 Do you intend to visit the street market today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Yes	16.1%	49	12.8%	14	17.9%	35	14.2%	19	21.6%	22	11.8%	8	11.2%	17	21.1%	32	1.0%	1	37.1%	39	9.0%	9
No	78.3%	238	81.7%	89	76.4%	149	81.3%	109	71.6%	73	82.4%	56	86.2%	131	70.4%	107	98.0%	97	53.3%	56	85.0%	85
(Don't know)	5.6%	17	5.5%	6	5.6%	11	4.5%	6	6.9%	7	5.9%	4	2.6%	4	8.6%	13	1.0%	1	9.5%	10	6.0%	6
Base:		304		109		195		134		102		68		152		152		99		105		100

Q17 What do you like about the street market? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Good value / affordable	35.5%	108	33.9%	37	36.4%	71	32.8%	44	41.2%	42	32.4%	22	27.0%	41	44.1%	67	10.1%	10	31.4%	33	65.0%	65
Good range of products	17.1%	52	11.9%	13	20.0%	39	20.9%	28	11.8%	12	17.6%	12	15.8%	24	18.4%	28	14.1%	14	2.9%	3	35.0%	35
Traditional offer	2.3%	7	2.8%	3	2.1%	4	4.5%	6	1.0%	1	0.0%	0	3.3%	5	1.3%	2	4.0%	4	1.0%	1	2.0%	2
Friendly traders	15.5%	47	22.9%	25	11.3%	22	4.5%	6	25.5%	26	22.1%	15	14.5%	22	16.4%	25	6.1%	6	7.6%	8	33.0%	33
Convenient to home / work	30.9%	94	26.6%	29	33.3%	65	23.1%	31	38.2%	39	35.3%	24	24.3%	37	37.5%	57	3.0%	3	47.6%	50	41.0%	41
Like the character of the market	6.3%	19	7.3%	8	5.6%	11	4.5%	6	8.8%	9	5.9%	4	8.6%	13	3.9%	6	5.1%	5	3.8%	4	10.0%	10
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food	4.9%	15	3.7%	4	5.6%	11	8.2%	11	2.9%	3	1.5%	1	7.9%	12	2.0%	3	15.2%	15	0.0%	0	0.0%	0
Long opening hours	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Nothing	5.3%	16	6.4%	7	4.6%	9	3.7%	5	3.9%	4	10.3%	7	3.3%	5	7.2%	11	3.0%	3	11.4%	12	1.0%	1
Photo opportunities	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pie & Mash shop	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
The atmosphere	1.3%	4	0.9%	1	1.5%	3	2.2%	3	0.0%	0	1.5%	1	2.6%	4	0.0%	0	2.0%	2	1.0%	1	1.0%	1
The music	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	26.3%	80	23.9%	26	27.7%	54	29.9%	40	26.5%	27	19.1%	13	28.9%	44	23.7%	36	46.5%	46	20.0%	21	13.0%	13
Base:		304		109		195		134		102		68		152		152		99		105		100

Q18 Are there any reasons why you do not visit the street market? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Poor range of offer	16.8%	51	18.3%	20	15.9%	31	8.2%	11	17.6%	18	32.4%	22	10.5%	16	23.0%	35	0.0%	0	32.4%	34	17.0%	17
Poor quality of offer	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.0%	2
Too expensive	0.7%	2	0.0%	0	1.0%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	2	1.0%	1	0.0%	0	1.0%	1
Too cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment	7.2%	22	7.3%	8	7.2%	14	6.0%	8	9.8%	10	5.9%	4	3.3%	5	11.2%	17	0.0%	0	21.0%	22	0.0%	0
It doesn't meet my shopping needs generally	12.2%	37	16.5%	18	9.7%	19	3.7%	5	17.6%	18	20.6%	14	11.8%	18	12.5%	19	0.0%	0	21.9%	23	14.0%	14
I'm not visiting the area for shopping	10.5%	32	11.0%	12	10.3%	20	9.7%	13	9.8%	10	13.2%	9	11.8%	18	9.2%	14	1.0%	1	7.6%	8	23.0%	23
I have never visit the street market	1.3%	4	1.8%	2	1.0%	2	3.0%	4	0.0%	0	0.0%	0	2.0%	3	0.7%	1	2.0%	2	1.9%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
No English stalls	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
No Multiculural stalls	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
No particular reason	22.7%	69	16.5%	18	26.2%	51	38.1%	51	10.8%	11	10.3%	7	30.9%	47	14.5%	22	47.5%	47	3.8%	4	18.0%	18
Opening times are not convenient	1.6%	5	0.9%	1	2.1%	4	1.5%	2	2.9%	3	0.0%	0	0.7%	1	2.6%	4	1.0%	1	0.0%	0	4.0%	4
Rude stall holders	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.0%	2
Too crowded	2.3%	7	3.7%	4	1.5%	3	1.5%	2	2.9%	3	2.9%	2	0.7%	1	3.9%	6	3.0%	3	0.0%	0	4.0%	4
Don't know/ varies	34.5%	105	34.9%	38	34.4%	67	32.1%	43	40.2%	41	30.9%	21	35.5%	54	33.6%	51	44.4%	44	39.0%	41	20.0%	20
Base:		304		109		195		134		102		68		152		152		99		105		100

Q19 What improvements to the street market would encourage you to visit it more often? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
No improvements needed	7.9%	24	10.1%	11	6.7%	13	11.2%	15	2.9%	3	8.8%	6	7.9%	12	7.9%	12	11.1%	11	1.9%	2	11.0%	11
Better variety of goods generally	41.8%	127	38.5%	42	43.6%	85	30.6%	41	50.0%	51	51.5%	35	30.9%	47	52.6%	80	1.0%	1	65.7%	69	57.0%	57
Better quality of goods generally	14.5%	44	11.0%	12	16.4%	32	9.0%	12	21.6%	22	14.7%	10	11.2%	17	17.8%	27	1.0%	1	6.7%	7	36.0%	36
More food stalls generally	10.9%	33	11.0%	12	10.8%	21	3.7%	5	17.6%	18	14.7%	10	9.2%	14	12.5%	19	0.0%	0	4.8%	5	28.0%	28
More fresh food stalls (e.g. vegetables, meat, fish, etc)	1.6%	5	2.8%	3	1.0%	2	0.7%	1	1.0%	1	4.4%	3	0.7%	1	2.6%	4	1.0%	1	0.0%	0	4.0%	4
Better variety of non-food products generally	5.6%	17	5.5%	6	5.6%	11	3.0%	4	8.8%	9	5.9%	4	5.3%	8	5.9%	9	1.0%	1	9.5%	10	6.0%	6
More/ better range of a particular type of product (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of specialist goods	4.3%	13	3.7%	4	4.6%	9	3.0%	4	3.9%	4	7.4%	5	5.9%	9	2.6%	4	1.0%	1	1.9%	2	10.0%	10
More stalls	23.0%	70	19.3%	21	25.1%	49	19.4%	26	28.4%	29	22.1%	15	16.4%	25	29.6%	45	0.0%	0	50.5%	53	17.0%	17
Longer opening hours	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve the physical environment	6.9%	21	8.3%	9	6.2%	12	4.5%	6	11.8%	12	4.4%	3	5.9%	9	7.9%	12	2.0%	2	18.1%	19	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper	1.0%	3	0.0%	0	1.5%	3	1.5%	2	0.0%	0	1.5%	1	0.7%	1	1.3%	2	2.0%	2	0.0%	0	1.0%	1
Cleaner	2.3%	7	2.8%	3	2.1%	4	2.2%	3	2.0%	2	2.9%	2	0.7%	1	3.9%	6	1.0%	1	3.8%	4	2.0%	2
Improve congestion	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
Less crowded	2.6%	8	0.9%	1	3.6%	7	4.5%	6	1.0%	1	1.5%	1	4.6%	7	0.7%	1	8.1%	8	0.0%	0	0.0%	0
Mixture of ethnicities	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
More English Stalls	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	2	0.0%	0	1.9%	2	0.0%	0
More parking available	0.7%	2	0.9%	1	0.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0	1.0%	1
More public toilets	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More street furniture	1.0%	3	0.0%	0	1.5%	3	0.7%	1	1.0%	1	1.5%	1	2.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Pedestrianisation	0.7%	2	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Politer stall holders	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Undercover	1.0%	3	0.9%	1	1.0%	2	0.0%	0	0.0%	0	4.4%	3	2.0%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Don't know/ varies	27.6%	84	26.6%	29	28.2%	55	38.8%	52	20.6%	21	16.2%	11	38.2%	58	17.1%	26	62.6%	62	7.6%	8	14.0%	14
Base:		304		109		195		134		102		68		152		152		99		105		100

Q20 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Yes	38.5%	117	41.3%	45	36.9%	72	31.3%	42	51.0%	52	33.8%	23	29.6%	45	47.4%	72	14.1%	14	76.2%	80	23.0%	23
No	41.4%	126	38.5%	42	43.1%	84	47.0%	63	29.4%	30	48.5%	33	48.7%	74	34.2%	52	69.7%	69	9.5%	10	47.0%	47
(Don't know)	20.1%	61	20.2%	22	20.0%	39	21.6%	29	19.6%	20	17.6%	12	21.7%	33	18.4%	28	16.2%	16	14.3%	15	30.0%	30
Base:		304		109		195		134		102		68		152		152		99		105		100

Q21 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]

Those who said yes at Q20

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Cinema	31.6%	37	33.3%	15	30.6%	22	31.0%	13	32.7%	17	30.4%	7	26.7%	12	34.7%	25	7.1%	1	42.5%	34	8.7%	2
Bingo hall	10.3%	12	11.1%	5	9.7%	7	2.4%	1	9.6%	5	26.1%	6	2.2%	1	15.3%	11	0.0%	0	12.5%	10	8.7%	2
Leisure centre	47.0%	55	53.3%	24	43.1%	31	61.9%	26	46.2%	24	21.7%	5	35.6%	16	54.2%	39	14.3%	2	60.0%	48	21.7%	5
Swimming pool	32.5%	38	35.6%	16	30.6%	22	33.3%	14	38.5%	20	17.4%	4	42.2%	19	26.4%	19	14.3%	2	37.5%	30	26.1%	6
Health and fitness club	6.0%	7	15.6%	7	0.0%	0	7.1%	3	7.7%	4	0.0%	0	6.7%	3	5.6%	4	7.1%	1	6.3%	5	4.3%	1
Theatre	1.7%	2	2.2%	1	1.4%	1	0.0%	0	3.8%	2	0.0%	0	2.2%	1	1.4%	1	0.0%	0	1.3%	1	4.3%	1
Pubs / bars	8.5%	10	15.6%	7	4.2%	3	11.9%	5	7.7%	4	4.3%	1	13.3%	6	5.6%	4	14.3%	2	5.0%	4	17.4%	4
Restaurants / cafes	14.5%	17	13.3%	6	15.3%	11	7.1%	3	21.2%	11	13.0%	3	15.6%	7	13.9%	10	7.1%	1	11.3%	9	30.4%	7
Nightclubs	1.7%	2	4.4%	2	0.0%	0	2.4%	1	1.9%	1	0.0%	0	2.2%	1	1.4%	1	0.0%	0	2.5%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Areas to eat outside	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.3%	1	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Bowling alley	1.7%	2	0.0%	0	2.8%	2	0.0%	0	3.8%	2	0.0%	0	4.4%	2	0.0%	0	7.1%	1	1.3%	1	0.0%	0
Childrens playgroups / playgrounds	8.5%	10	6.7%	3	9.7%	7	7.1%	3	11.5%	6	4.3%	1	2.2%	1	12.5%	9	0.0%	0	10.0%	8	8.7%	2
Circus space	0.9%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Cycle lanes	0.9%	1	0.0%	0	1.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Live music	0.9%	1	2.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Table tennis court	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Yoga club	1.7%	2	0.0%	0	2.8%	2	0.0%	0	3.8%	2	0.0%	0	4.4%	2	0.0%	0	7.1%	1	0.0%	0	4.3%	1
Youth Centre	3.4%	4	2.2%	1	4.2%	3	0.0%	0	3.8%	2	8.7%	2	4.4%	2	2.8%	2	0.0%	0	1.3%	1	13.0%	3
(Don't know)	1.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	8.7%	2
Base:		117		45		72		42		52		23		45		72		14		80		23

Q22 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]

	Total %	Total	Male %	Male	Female %	Female	18 - 34 %	18 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Brick Lane %	Brick Lane	Chrisp Street %	Chrisp Street	Roman Road East %	Roman Road East
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of leisure destination in general	4.9%	15	5.5%	6	4.6%	9	4.5%	6	5.9%	6	4.4%	3	2.6%	4	7.2%	11	1.0%	1	8.6%	9	5.0%	5
Better quality of leisure uses	3.0%	9	0.9%	1	4.1%	8	3.7%	5	2.0%	2	2.9%	2	2.0%	3	3.9%	6	1.0%	1	4.8%	5	3.0%	3
More facilities for children	19.1%	58	14.7%	16	21.5%	42	16.4%	22	26.5%	27	13.2%	9	11.2%	17	27.0%	41	7.1%	7	35.2%	37	14.0%	14
More facilities for teenagers	18.4%	56	20.2%	22	17.4%	34	10.4%	14	33.3%	34	11.8%	8	11.2%	17	25.7%	39	4.0%	4	14.3%	15	37.0%	37
More priority of pedestrians / pedestrianisation	3.3%	10	5.5%	6	2.1%	4	3.7%	5	2.9%	3	2.9%	2	5.9%	9	0.7%	1	6.1%	6	0.0%	0	4.0%	4
Less traffic / congestion	9.2%	28	11.9%	13	7.7%	15	11.2%	15	8.8%	9	5.9%	4	13.2%	20	5.3%	8	15.2%	15	0.0%	0	13.0%	13
More shelter from wind / rain	4.6%	14	2.8%	3	5.6%	11	3.0%	4	5.9%	6	5.9%	4	4.6%	7	4.6%	7	3.0%	3	7.6%	8	3.0%	3
Improve appearance / environment of centre	16.8%	51	20.2%	22	14.9%	29	15.7%	21	16.7%	17	19.1%	13	15.1%	23	18.4%	28	2.0%	2	38.1%	40	9.0%	9
Remove litter more often	16.4%	50	20.2%	22	14.4%	28	8.2%	11	22.5%	23	23.5%	16	19.1%	29	13.8%	21	12.1%	12	13.3%	14	24.0%	24
More parking	3.0%	9	2.8%	3	3.1%	6	4.5%	6	2.0%	2	1.5%	1	3.3%	5	2.6%	4	2.0%	2	1.0%	1	6.0%	6
Cheaper parking	2.6%	8	1.8%	2	3.1%	6	5.2%	7	1.0%	1	0.0%	0	3.3%	5	2.0%	3	2.0%	2	1.9%	2	4.0%	4
More accessible car parking	1.0%	3	1.8%	2	0.5%	1	0.0%	0	2.0%	2	1.5%	1	1.3%	2	0.7%	1	0.0%	0	0.0%	0	3.0%	3
Better bus services to the centre	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Better underground and overground services to the centre	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Better rail connections e.g. Crossrail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	1.6%	5	1.8%	2	1.5%	3	1.5%	2	2.0%	2	1.5%	1	1.3%	2	2.0%	3	1.0%	1	0.0%	0	4.0%	4
Better signposting within the Centre	2.6%	8	1.8%	2	3.1%	6	5.2%	7	0.0%	0	1.5%	1	4.6%	7	0.7%	1	7.1%	7	0.0%	0	1.0%	1
Redevelopments/changes to site (PLEASE SPECIFIY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	23.4%	71	15.6%	17	27.7%	54	28.4%	38	15.7%	16	25.0%	17	23.7%	36	23.0%	35	31.3%	31	16.2%	17	23.0%	23
(None mentioned)	10.9%	33	13.8%	15	9.2%	18	9.7%	13	9.8%	10	14.7%	10	12.5%	19	9.2%	14	15.2%	15	9.5%	10	8.0%	8
Base:		304		109		195		134		102		68		152		152		99		105		100

Q23 Finally the following question will be used in statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
White (British / Irish / Other)	76.0%	231	71.6%	78	78.5%	153	76.9%	103	64.7%	66	91.2%	62	76.3%	116	75.7%	115	91.9%	91	64.8%	68	72.0%	72
Black / Black British (Caribbean / African / other black)	6.3%	19	8.3%	9	5.1%	10	3.7%	5	9.8%	10	5.9%	4	5.9%	9	6.6%	10	1.0%	1	10.5%	11	7.0%	7
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	13.2%	40	17.4%	19	10.8%	21	14.2%	19	19.6%	20	1.5%	1	12.5%	19	13.8%	21	4.0%	4	18.1%	19	17.0%	17
Mixed (any mixed category)	2.3%	7	1.8%	2	2.6%	5	3.0%	4	2.9%	3	0.0%	0	3.3%	5	1.3%	2	2.0%	2	4.8%	5	0.0%	0
Chinese	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	6	0.9%	1	2.6%	5	2.2%	3	2.0%	2	1.5%	1	2.0%	3	2.0%	3	1.0%	1	1.0%	1	4.0%	4
Base:		304		109		195		134		102		68		152		152		99		105		100

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Male	35.9%	109	100.0%	109	0.0%	0	30.6%	41	41.2%	42	38.2%	26	37.5%	57	34.2%	52	26.3%	26	40.0%	42	41.0%	41
Female	64.1%	195	0.0%	0	100.0%	195	69.4%	93	58.8%	60	61.8%	42	62.5%	95	65.8%	100	73.7%	73	60.0%	63	59.0%	59
Base:		304		109		195		134		102		68		152		152		99		105		100

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
16 – 24 years	16.8%	51	19.3%	21	15.4%	30	38.1%	51	0.0%	0	0.0%	0	21.7%	33	11.8%	18	32.3%	32	11.4%	12	7.0%	7
25 - 34 years	27.3%	83	18.3%	20	32.3%	63	61.9%	83	0.0%	0	0.0%	0	34.9%	53	19.7%	30	40.4%	40	21.9%	23	20.0%	20
35 - 44 years	21.7%	66	22.9%	25	21.0%	41	0.0%	0	64.7%	66	0.0%	0	24.3%	37	19.1%	29	14.1%	14	24.8%	26	26.0%	26
45 - 54 years	11.8%	36	15.6%	17	9.7%	19	0.0%	0	35.3%	36	0.0%	0	7.9%	12	15.8%	24	4.0%	4	19.0%	20	12.0%	12
55 - 64 years	11.2%	34	10.1%	11	11.8%	23	0.0%	0	0.0%	0	50.0%	34	8.6%	13	13.8%	21	9.1%	9	11.4%	12	13.0%	13
65+ years	11.2%	34	13.8%	15	9.7%	19	0.0%	0	0.0%	0	50.0%	34	2.6%	4	19.7%	30	0.0%	0	11.4%	12	22.0%	22
Base:		304		109		195		134		102		68		152		152		99		105		100

EMP Are you in paid employment:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Yes	58.6%	178	63.3%	69	55.9%	109	68.7%	92	66.7%	68	26.5%	18	76.3%	116	40.8%	62	75.8%	75	54.3%	57	46.0%	46
No	41.4%	126	36.7%	40	44.1%	86	31.3%	42	33.3%	34	73.5%	50	23.7%	36	59.2%	90	24.2%	24	45.7%	48	54.0%	54
Base:		304		109		195		134		102		68		152		152		99		105		100

WORKPLACE Location of workplace:

Those who said yes at EMP

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
Inside (study centre) town centre	33.7%	60	37.7%	26	31.2%	34	35.9%	33	26.5%	18	50.0%	9	31.9%	37	37.1%	23	33.3%	25	33.3%	19	34.8%	16
Outside (study centre) town centre	66.3%	118	62.3%	43	68.8%	75	64.1%	59	73.5%	50	50.0%	9	68.1%	79	62.9%	39	66.7%	50	66.7%	38	65.2%	30
Base:		178		69		109		92		68		18		116		62		75		57		46

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)																						
AB	16.1%	49	19.3%	21	14.4%	28	15.7%	21	21.6%	22	8.8%	6	32.2%	49	0.0%	0	25.3%	25	8.6%	9	15.0%	15
C1	33.9%	103	33.0%	36	34.4%	67	48.5%	65	26.5%	27	16.2%	11	67.8%	103	0.0%	0	51.5%	51	27.6%	29	23.0%	23
C2	21.1%	64	19.3%	21	22.1%	43	17.9%	24	24.5%	25	22.1%	15	0.0%	0	42.1%	64	10.1%	10	27.6%	29	25.0%	25
DE	28.9%	88	28.4%	31	29.2%	57	17.9%	24	27.5%	28	52.9%	36	0.0%	0	57.9%	88	13.1%	13	36.2%	38	37.0%	37
Base:		304		109		195		134		102		68		152		152		99		105		100
ADU No of adults in hhold																						
1 adult in hhold	27.0%	82	26.6%	29	27.2%	53	26.9%	36	21.6%	22	35.3%	24	19.7%	30	34.2%	52	30.3%	30	27.6%	29	23.0%	23
2 adults in hhold	49.7%	151	50.5%	55	49.2%	96	38.1%	51	62.7%	64	52.9%	36	53.9%	82	45.4%	69	40.4%	40	40.0%	42	69.0%	69
3 adults in hhold	12.8%	39	14.7%	16	11.8%	23	19.4%	26	8.8%	9	5.9%	4	14.5%	22	11.2%	17	12.1%	12	21.0%	22	5.0%	5
4 or more adults in hhold	10.5%	32	8.3%	9	11.8%	23	15.7%	21	6.9%	7	5.9%	4	11.8%	18	9.2%	14	17.2%	17	11.4%	12	3.0%	3
Base:		304		109		195		134		102		68		152		152		99		105		100
CHI No of children in hhold																						
1 child in hhold	15.5%	47	15.6%	17	15.4%	30	14.9%	20	23.5%	24	4.4%	3	18.4%	28	12.5%	19	13.1%	13	21.0%	22	12.0%	12
2 children in hhold	12.2%	37	11.9%	13	12.3%	24	9.0%	12	21.6%	22	4.4%	3	7.2%	11	17.1%	26	3.0%	3	13.3%	14	20.0%	20
3 children in hhold	4.3%	13	2.8%	3	5.1%	10	3.7%	5	7.8%	8	0.0%	0	2.6%	4	5.9%	9	1.0%	1	4.8%	5	7.0%	7
4 or more children in hhold	2.0%	6	1.8%	2	2.1%	4	2.2%	3	2.9%	3	0.0%	0	2.0%	3	2.0%	3	1.0%	1	3.8%	4	1.0%	1
No Children	66.1%	201	67.9%	74	65.1%	127	70.1%	94	44.1%	45	91.2%	62	69.7%	106	62.5%	95	81.8%	81	57.1%	60	60.0%	60
Base:		304		109		195		134		102		68		152		152		99		105		100
CARS No of cars in hhold																						
1 car in hhold	31.6%	96	32.1%	35	31.3%	61	32.1%	43	33.3%	34	27.9%	19	32.2%	49	30.9%	47	29.3%	29	27.6%	29	38.0%	38
2 cars in hhold	9.2%	28	15.6%	17	5.6%	11	6.0%	8	14.7%	15	7.4%	5	14.5%	22	3.9%	6	11.1%	11	4.8%	5	12.0%	12
3 cars in hhold	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
4 or more cars in hhold	1.0%	3	0.9%	1	1.0%	2	1.5%	2	0.0%	0	1.5%	1	1.3%	2	0.7%	1	2.0%	2	1.0%	1	0.0%	0
No cars in hhold	57.6%	175	51.4%	56	61.0%	119	59.0%	79	52.0%	53	63.2%	43	50.7%	77	64.5%	98	55.6%	55	66.7%	70	50.0%	50
Base:		304		109		195		134		102		68		152		152		99		105		100
DAY Day of interview:																						
Monday	8.2%	25	11.0%	12	6.7%	13	2.2%	3	8.8%	9	19.1%	13	5.3%	8	11.2%	17	0.0%	0	0.0%	0	25.0%	25
Tuesday	16.4%	50	25.7%	28	11.3%	22	9.0%	12	17.6%	18	29.4%	20	11.2%	17	21.7%	33	0.0%	0	23.8%	25	25.0%	25
Wednesday	13.2%	40	9.2%	10	15.4%	30	15.7%	21	14.7%	15	5.9%	4	15.8%	24	10.5%	16	24.2%	24	15.2%	16	0.0%	0
Thursday	30.9%	94	25.7%	28	33.8%	66	38.8%	52	27.5%	28	20.6%	14	37.5%	57	24.3%	37	50.5%	50	18.1%	19	25.0%	25
Friday	7.6%	23	6.4%	7	8.2%	16	7.5%	10	11.8%	12	1.5%	1	4.6%	7	10.5%	16	0.0%	0	21.9%	23	0.0%	0
Saturday	23.7%	72	22.0%	24	24.6%	48	26.9%	36	19.6%	20	23.5%	16	25.7%	39	21.7%	33	25.3%	25	21.0%	22	25.0%	25
Base:		304		109		195		134		102		68		152		152		99		105		100

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
CENTRE Centre																						
Brick Lane	32.6%	99	23.9%	26	37.4%	73	53.7%	72	17.6%	18	13.2%	9	50.0%	76	15.1%	23	100.0%	99	0.0%	0	0.0%	0
Chrisp Street	34.5%	105	38.5%	42	32.3%	63	26.1%	35	45.1%	46	35.3%	24	25.0%	38	44.1%	67	0.0%	0	100.0%	105	0.0%	0
Roman Road East	32.9%	100	37.6%	41	30.3%	59	20.1%	27	37.3%	38	51.5%	35	25.0%	38	40.8%	62	0.0%	0	0.0%	0	100.0%	100
Base:		304		109		195		134		102		68		152		152		99		105		100
LOC Location (see map)																						
Location Point 1	32.9%	100	37.6%	41	30.3%	59	33.6%	45	28.4%	29	38.2%	26	31.6%	48	34.2%	52	31.3%	31	18.1%	19	50.0%	50
Location Point 2	45.1%	137	35.8%	39	50.3%	98	50.0%	67	45.1%	46	35.3%	24	52.6%	80	37.5%	57	66.7%	66	20.0%	21	50.0%	50
Location Point 3	10.2%	31	9.2%	10	10.8%	21	9.7%	13	6.9%	7	16.2%	11	6.6%	10	13.8%	21	2.0%	2	27.6%	29	0.0%	0
Location Point 4	6.6%	20	11.0%	12	4.1%	8	3.7%	5	11.8%	12	4.4%	3	5.3%	8	7.9%	12	0.0%	0	19.0%	20	0.0%	0
Location Point 5	5.3%	16	6.4%	7	4.6%	9	3.0%	4	7.8%	8	5.9%	4	3.9%	6	6.6%	10	0.0%	0	15.2%	16	0.0%	0
Base:		304		109		195		134		102		68		152		152		99		105		100

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
B12 9	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BH15 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BH17 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BR2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
BR2 8	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CB3 9	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CF3 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CM2 7	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CT5 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CT9 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CW10 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
DA3 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DE22 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E1 1	0.7%	2	0.0%	0	1.0%	2	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
E1 4	1.6%	5	3.7%	4	0.5%	1	0.7%	1	2.0%	2	2.9%	2	3.3%	5	0.0%	0	1.0%	1	0.0%	0	4.0%	4
E1 5	2.0%	6	0.0%	0	3.1%	6	4.5%	6	0.0%	0	0.0%	0	2.0%	3	2.0%	3	5.1%	5	0.0%	0	1.0%	1
E1 6	1.3%	4	1.8%	2	1.0%	2	0.7%	1	2.0%	2	1.5%	1	2.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
E11 3	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E12	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
E12 5	0.7%	2	1.8%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
E14	2.3%	7	3.7%	4	1.5%	3	0.7%	1	4.9%	5	1.5%	1	2.0%	3	2.6%	4	0.0%	0	6.7%	7	0.0%	0
E14 0	3.6%	11	0.9%	1	5.1%	10	1.5%	2	8.8%	9	0.0%	0	2.0%	3	5.3%	8	0.0%	0	10.5%	11	0.0%	0
E14 2	0.7%	2	0.9%	1	0.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.9%	2	0.0%	0
E14 3	1.6%	5	0.9%	1	2.1%	4	1.5%	2	1.0%	1	2.9%	2	2.6%	4	0.7%	1	2.0%	2	2.9%	3	0.0%	0
E14 6	13.2%	40	14.7%	16	12.3%	24	10.4%	14	13.7%	14	17.6%	12	9.2%	14	17.1%	26	0.0%	0	38.1%	40	0.0%	0
E14 7	1.3%	4	1.8%	2	1.0%	2	1.5%	2	1.0%	1	1.5%	1	2.0%	3	0.7%	1	0.0%	0	3.8%	4	0.0%	0
E14 8	1.0%	3	0.9%	1	1.0%	2	1.5%	2	0.0%	0	1.5%	1	1.3%	2	0.7%	1	0.0%	0	2.9%	3	0.0%	0
E14 9	1.0%	3	0.9%	1	1.0%	2	1.5%	2	1.0%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1	1.9%	2	0.0%	0
E15	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
E15 5	0.7%	2	0.0%	0	1.0%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
E16	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
E17 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E1Q 2	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
E1W	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
E1W 1	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E1W 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
E1W 3	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
E2	1.0%	3	0.0%	0	1.5%	3	0.7%	1	0.0%	0	2.9%	2	0.0%	0	2.0%	3	0.0%	0	0.0%	0	3.0%	3
E2 0	12.2%	37	15.6%	17	10.3%	20	6.0%	8	15.7%	16	19.1%	13	9.2%	14	15.1%	23	0.0%	0	0.0%	0	37.0%	37
E2 6	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E2 7	0.7%	2	0.9%	1	0.5%	1	0.7%	1	0.0%	0	1.5%	1	0.7%	1	0.7%	1	1.0%	1	0.0%	0	1.0%	1
E2 9	2.6%	8	3.7%	4	2.1%	4	2.2%	3	2.9%	3	2.9%	2	0.7%	1	4.6%	7	1.0%	1	0.0%	0	7.0%	7
E20 1	0.7%	2	0.9%	1	0.5%	1	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
E3	5.9%	18	2.8%	3	7.7%	15	3.0%	4	11.8%	12	2.9%	2	2.6%	4	9.2%	14	0.0%	0	4.8%	5	13.0%	13
E3 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
E3 2	2.6%	8	1.8%	2	3.1%	6	3.7%	5	1.0%	1	2.9%	2	2.0%	3	3.3%	5	2.0%	2	1.0%	1	5.0%	5
E3 3	2.6%	8	0.9%	1	3.6%	7	2.2%	3	2.9%	3	2.9%	2	2.6%	4	2.6%	4	0.0%	0	7.6%	8	0.0%	0
E3 4	1.0%	3	1.8%	2	0.5%	1	0.0%	0	1.0%	1	2.9%	2	0.0%	0	2.0%	3	0.0%	0	2.9%	3	0.0%	0
E3 5	1.6%	5	1.8%	2	1.5%	3	0.7%	1	1.0%	1	4.4%	3	0.7%	1	2.6%	4	0.0%	0	1.0%	1	4.0%	4
E3 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
E5 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
E5 9	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
E7 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
E8 1	0.7%	2	0.0%	0	1.0%	2	0.7%	1	1.0%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
E8 4	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	1.0%	1
E9 5	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
EC1 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
G2 0	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
HA7 4	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
IG2 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
IG6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
IG8 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
LE14 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LN6 9	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME1 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N1 5	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N1 6	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
N12 7	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N12 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
N16 7	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N16 8	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
N19 3	0.7%	2	0.9%	1	0.5%	1	1.5%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0
N20 0	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N22 5	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
N3 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
N5 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
NE31 8	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
NG15 9	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
NW1	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
NW1 2	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
NW1 6	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
NW1 9	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
NW2 5	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
NW3 4	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
NW5 4	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
OX10 7	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
OX3 8	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
PL26 6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
RM1 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
RM11 4	0.7%	2	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
RM9 6	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
SE10 0	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Brick Lane		Chrisp Street		Roman Road East	
SE14	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
SE15 3	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
SE23 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SE5 8	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SE8 4	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SS3 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
SW15 4	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SW17 8	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SW19 7	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SW9 0	0.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
W1 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
W2 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
W5 2	0.3%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Refused	9.5%	29	9.2%	10	9.7%	19	14.2%	19	4.9%	5	7.4%	5	13.2%	20	5.9%	9	24.2%	24	1.9%	2	3.0%	3
Base:		304		109		195		134		102		68		152		152		99		105		100