

Havering Retail & Commercial Leisure Needs Assessment

Volume 3 – Household Survey Results

On behalf of **The London Borough of Havering**



30904 | April 2015








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	Name	Position	Signature	Date
Prepared by:	Adam Bunn	Principal Planner		April 2015
Prepared by:	Francesca Rowson	Planner		April 2015
Prepared by:	Jonathan Ngige	Planner		April 2015
Reviewed by:	Peter Keenan	Senior Associate		April 2015
Approved by:	Chris Quinsee	Partner		April 2015
For and on behalf of Peter Brett Associates LLP				

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NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Havering Retail & Leisure Study
for
Peter Brett Associates

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Introduction

1.1 Research Background & Objectives

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

1.2 Research Methodology

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

1.3 Sampling

1.3.1 Survey Area

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

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

1.3.2 Telephone Numbers

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

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

1.3.3 Sample Profile

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

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

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

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

updated and is therefore probably the most accurate and up to date information of its kind.

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

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

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

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

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

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1102 answers “Yes” to a question, we can be 95% sure that between 47.0% and 53.0% of the population holds the same opinion (i.e. +/- 3.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

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

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where did your household last undertake a main food and grocery purchase?												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.5%	17	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	1
Aldi, Marlborough Road, Romford, RM7 8AB	3.4%	37	4.0%	4	1.0%	1	2.0%	2	3.0%	3	0.0%	1
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.7%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.8%	42	0.0%	0	6.0%	6	0.0%	0	7.0%	7	22.8%	23
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.1%	67	22.0%	22	7.0%	7	12.0%	12	2.0%	2	1.0%	1
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	4.9%	54	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Co-op, Porters Avenue, Dagenham, RM9 4ND	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Avenue, Ilford, IG2 7SH																								
Sainsbury's, The Brewery, Romford, RM1 1AU	5.1%	56	20.0%	20	1.0%	1	17.0%	17	1.0%	1	0.0%	0	3.0%	3	9.0%	9	3.0%	3	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	5.7%	63	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	53.5%	54
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	7.3%	80	0.0%	0	1.0%	1	1.0%	1	16.0%	16	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	54.0%	54	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	10.8%	119	21.0%	21	6.0%	6	4.0%	4	0.0%	0	12.9%	13	46.0%	46	21.0%	21	0.0%	0	0.0%	0	0.0%	0	7.9%	8
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.2%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.0%	10	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	8.3%	92	7.0%	7	29.0%	29	29.0%	29	9.0%	9	5.0%	5	0.0%	0	0.0%	0	3.0%	3	7.0%	7	3.0%	3	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	2.5%	27	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	20.0%	20	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.4%	26	0.0%	0	2.0%	2	2.0%	2	21.0%	21	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), High Street, Hornchurch, RM11 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	2.0%	22	0.0%	0	2.0%	2	1.0%	1	0.0%	0	15.8%	16	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Internet / delivered	5.5%	61	6.0%	6	10.0%	10	2.0%	2	4.0%	4	7.9%	8	5.0%	5	1.0%	1	4.0%	4	6.0%	6	6.0%	6	8.9%	9

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Other foodstore outside study area	1.7%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	4.0%	4	2.0%	2	5.9%	6
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other foodstores, Basildon	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Other foodstores, Billericay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
(Don't know / can't remember)	1.4%	15	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	4.0%	4	0.0%	0	3.0%	3
(Don't do this kind of shopping)	1.5%	17	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0	5.0%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:	1102	100	100	100	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	101	101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?												
<i>Those who specified a location at Q01</i>												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.6%	17	5.1%	5	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Aldi, Marlborough Road, Romford, RM7 8AB	3.6%	38	6.1%	6	0.0%	0	2.0%	2	3.1%	3	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.0%	11	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.6%	38	0.0%	0	3.1%	3	0.0%	0	8.2%	8	20.8%	20
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.6%	71	19.4%	19	5.2%	5	12.1%	12	2.1%	2	4.2%	4
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	4.7%	50	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Porters Avenue, Dagenham, RM9 4ND	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	5
Iceland, Heathway,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Dagenham, RM10 8QS												
Iceland, London Road, Romford, RM7 9NA	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.5%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.5%	5	0.0%	0	4.1%	4	0.0%	0	1.0%	1	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.7%	7	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ongar Road Pilgrims Hatch, Brentwood, CM15 9HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Romford, RM1 1NT	1.9%	20	4.1%	4	0.0%	0	5.1%	5	0.0%	0	2.0%	2
Marks & Spencer, Southend Arterial Rd, Hornchurch, RM11 3UJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.0%	11	1.0%	1	1.0%	1	0.0%	0	0.0%	0	6.3%	6
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.4%	26	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.8%	9	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.2%	34	1.0%	1	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	6.0%	64	5.1%	5	26.8%	26	2.0%	2	18.6%	18	6.3%	6

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	5.0%	54	18.4%	18	1.0%	1	14.1%	14	1.0%	1	2.1%	2	2.0%	2	11.7%	11	4.1%	4	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	4.4%	47	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	40
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.2%	4	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Main Road, Romford, RM1 3BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.3%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	8.1%	8	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	7.1%	76	0.0%	0	2.1%	2	0.0%	0	22.7%	22	2.1%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	10	40.4%	40	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	9.1%	97	16.3%	16	6.2%	6	4.0%	4	2.1%	2	4.2%	4	43.9%	43	18.1%	17	0.0%	0	0.0%	0	1.0%	1	4.1%	4
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.8%	19	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	15	2.1%	2	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	7.9%	84	5.1%	5	28.9%	28	28.3%	28	8.2%	8	4.2%	4	0.0%	0	0.0%	0	1.0%	1	6.3%	6	3.0%	3	1.0%	1
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	1.9%	20	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.0%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.6%	17	0.0%	0	2.1%	2	1.0%	1	13.4%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	1.9%	20	1.0%	1	2.1%	2	1.0%	1	0.0%	0	14.6%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	5.7%	61	5.1%	5	9.3%	9	2.0%	2	3.1%	3	8.3%	8	5.1%	5	2.1%	2	4.1%	4	5.2%	5	6.1%	6	12.2%	12
Other foodstore outside study area	1.7%	18	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.1%	2	1.0%	1	1.1%	1	1.0%	1	4.2%	4	1.0%	1	5.1%	5
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Other foodstores, Billericay	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
(Don't know / can't remember)	1.7%	18	0.0%	0	1.0%	1	2.0%	2	1.0%	1	6.3%	6	2.0%	2	0.0%	0	0.0%	0	2.1%	2	2.0%	2	2.0%	2
Base:	1070	98	97	99	97	96	98	94	98	96	99	98												

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03A What form of transport do you use to visit your main food shopping destination?																								
<i>Those who do main food shopping at Q01</i>																								
Car - Driver	60.2%	653	50.0%	49	59.2%	58	54.5%	54	69.4%	68	69.4%	68	61.0%	61	64.2%	61	42.4%	42	58.0%	58	63.6%	63	70.3%	71
Car - Passenger	12.1%	131	15.3%	15	8.2%	8	17.2%	17	9.2%	9	8.2%	8	15.0%	15	13.7%	13	19.2%	19	9.0%	9	15.2%	15	3.0%	3
Bus	10.1%	110	8.2%	8	7.1%	7	11.1%	11	8.2%	8	4.1%	4	10.0%	10	16.8%	16	20.2%	20	14.0%	14	10.1%	10	2.0%	2
Cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.9%	10	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Taxi	0.8%	9	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	3.2%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Train	0.5%	5	2.0%	2	1.0%	1	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
Walk	7.7%	84	11.2%	11	13.3%	13	7.1%	7	7.1%	7	10.2%	10	3.0%	3	1.1%	1	10.1%	10	8.0%	8	3.0%	3	10.9%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	21	2.0%	2	1.0%	1	6.1%	6	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	4.0%	4	1.0%	1	3.0%	3
(Don't travel - Goods delivered)	5.6%	61	6.1%	6	10.2%	10	2.0%	2	4.1%	4	8.2%	8	5.0%	5	1.1%	1	4.0%	4	6.0%	6	6.1%	6	8.9%	9
Base:	1085	98	98	99	98	98	100	95	99	100	99	101												

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03B What is the MAIN reason that you visit (STORE MENTIONED AT Q01) in preference to any other?																								
<i>Those who do main food shopping at Q01</i>																								
Attractive environment	0.7%	8	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Cleanliness	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	1.0%	1	0.0%	0	0.0%	0
Close to home	39.9%	433	27.6%	27	45.9%	45	37.4%	37	43.9%	43	35.7%	35	39.0%	39	35.8%	34	39.4%	39	30.0%	30	60.6%	60	43.6%	44
Close to work / en route to work	1.4%	15	2.0%	2	2.0%	2	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	3.0%	3	2.0%	2
Easily accessible by foot / cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good and / or free parking	2.2%	24	6.1%	6	1.0%	1	7.1%	7	0.0%	0	3.1%	3	1.0%	1	2.1%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Good bus service / accessible public transport	0.5%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Good prices	18.8%	204	20.4%	20	19.4%	19	14.1%	14	17.3%	17	21.4%	21	22.0%	22	23.2%	22	18.2%	18	29.0%	29	12.1%	12	9.9%	10
Good range of comparison goods	1.6%	17	2.0%	2	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	6.0%	6	0.0%	0	3.0%	3
Good range of food offer	7.0%	76	5.1%	5	5.1%	5	7.1%	7	9.2%	9	4.1%	4	12.0%	12	12.6%	12	5.1%	5	7.0%	7	3.0%	3	6.9%	7
Good variety of goods on offer	2.9%	32	4.1%	4	1.0%	1	1.0%	1	5.1%	5	4.1%	4	2.0%	2	2.1%	2	9.1%	9	0.0%	0	1.0%	1	3.0%	3
Habit / familiarity	9.2%	100	11.2%	11	10.2%	10	9.1%	9	7.1%	7	8.2%	8	6.0%	6	8.4%	8	16.2%	16	7.0%	7	11.1%	11	6.9%	7
Has other facilities (e.g. pharmacy, optician, dry cleaners, cafes)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Links to the other shops / facilities in the town centre	1.1%	12	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	5.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good quality	2.2%	24	5.1%	5	0.0%	0	7.1%	7	1.0%	1	4.1%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	1.0%	1
Good loyalty scheme	0.8%	9	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.1%	3	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Close to friends / family	0.6%	7	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Easy to get to	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Convenience of Internet shopping	4.1%	45	4.1%	4	7.1%	7	2.0%	2	3.1%	3	8.2%	8	4.0%	4	1.1%	1	1.0%	1	4.0%	4	4.0%	4	6.9%	7
Helpful staff	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	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	0.0%	0	0.0%	0
(Don't know)	5.3%	58	5.1%	5	1.0%	1	8.1%	8	4.1%	4	4.1%	4	7.0%	7	4.2%	4	6.1%	6	9.0%	9	2.0%	2	7.9%	8
Base:	1085	98	98	99	98	98	100	95	99	100	99	101												

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]																								
<i>Those who do main food shopping at Q01</i>																								
Yes - other food shops	13.2%	143	15.3%	15	10.2%	10	14.1%	14	10.2%	10	10.2%	10	15.0%	15	14.7%	14	8.1%	8	19.0%	19	9.1%	9	18.8%	19
Yes - other non food shops (clothing, footwear, electrical etc)	16.0%	174	29.6%	29	22.4%	22	21.2%	21	10.2%	10	9.2%	9	12.0%	12	9.5%	9	11.1%	11	11.0%	11	6.1%	6	33.7%	34
Yes - pubs, restaurants or cafes	2.3%	25	2.0%	2	2.0%	2	5.1%	5	0.0%	0	2.0%	2	2.0%	2	2.1%	2	5.1%	5	1.0%	1	0.0%	0	4.0%	4
Yes - financial service (i.e. bank, building society)	4.3%	47	5.1%	5	6.1%	6	1.0%	1	5.1%	5	2.0%	2	4.0%	4	3.2%	3	6.1%	6	1.0%	1	9.1%	9	5.0%	5
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.6%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes - leisure activity	3.0%	33	0.0%	0	4.1%	4	1.0%	1	2.0%	2	5.1%	5	4.0%	4	2.1%	2	4.0%	4	4.0%	4	4.0%	4	3.0%	3
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit petrol station	1.2%	13	0.0%	0	4.1%	4	3.0%	3	0.0%	0	1.0%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
No (Don't know / varies)	64.9%	704	61.2%	60	58.2%	57	59.6%	59	74.5%	73	70.4%	69	65.0%	65	73.7%	70	68.7%	68	66.0%	66	73.7%	73	43.6%	44
Base:		1085		98		98		99		98		98		100		95		99		100		99		101

Mean score: [£]

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

Those who do main food shopping at Q01

£1-10	0.7%	8	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1
£11-20	3.1%	34	5.1%	5	2.0%	2	7.1%	7	2.0%	2	2.0%	2	2.0%	2	3.2%	3	5.1%	5	3.0%	3	2.0%	2	1.0%	1
£21-30	5.3%	58	6.1%	6	3.1%	3	7.1%	7	6.1%	6	3.1%	3	6.0%	6	6.3%	6	11.1%	11	3.0%	3	4.0%	4	3.0%	3
£31-40	7.4%	80	6.1%	6	8.2%	8	7.1%	7	6.1%	6	4.1%	4	15.0%	15	10.5%	10	9.1%	9	6.0%	6	7.1%	7	2.0%	2
£41-50	9.6%	104	11.2%	11	6.1%	6	12.1%	12	11.2%	11	7.1%	7	7.0%	7	13.7%	13	12.1%	12	8.0%	8	9.1%	9	7.9%	8
£51-60	8.4%	91	9.2%	9	5.1%	5	9.1%	9	7.1%	7	11.2%	11	11.0%	11	12.6%	12	8.1%	8	3.0%	3	10.1%	10	5.9%	6
£61-70	8.0%	87	6.1%	6	10.2%	10	11.1%	11	9.2%	9	5.1%	5	7.0%	7	3.2%	3	5.1%	5	12.0%	12	10.1%	10	8.9%	9
£71-80	8.0%	87	9.2%	9	8.2%	8	5.1%	5	9.2%	9	9.2%	9	8.0%	8	10.5%	10	8.1%	8	8.0%	8	7.1%	7	5.9%	6
£81-90	4.4%	48	3.1%	3	4.1%	4	4.0%	4	5.1%	5	4.1%	4	4.0%	4	4.2%	4	6.1%	6	5.0%	5	3.0%	3	5.9%	6
£91-100	13.3%	144	13.3%	13	16.3%	16	14.1%	14	16.3%	16	13.3%	13	8.0%	8	8.4%	8	9.1%	9	11.0%	11	14.1%	14	21.8%	22
£101-150	11.4%	124	12.2%	12	15.3%	15	5.1%	5	15.3%	15	19.4%	19	8.0%	8	6.3%	6	2.0%	2	16.0%	16	11.1%	11	14.9%	15
£151-200	2.7%	29	2.0%	2	3.1%	3	0.0%	0	3.1%	3	1.0%	1	1.0%	1	3.2%	3	1.0%	1	1.0%	1	5.1%	5	8.9%	9
£201+	1.2%	13	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	4.0%	4	2.0%	2
(Don't know / can't remember)	13.9%	151	13.3%	13	14.3%	14	12.1%	12	9.2%	9	14.3%	14	18.0%	18	13.7%	13	20.2%	20	20.0%	20	8.1%	8	9.9%	10
(Refused)	2.5%	27	3.1%	3	2.0%	2	2.0%	2	0.0%	0	5.1%	5	4.0%	4	3.2%	3	2.0%	2	1.0%	1	4.0%	4	1.0%	1
Mean:		79.83		75.73		89.76		65.95		81.66		88.05		69.01		69.18		60.58		86.32		90.22		98.06
Base:		1085		98		98		99		98		98		100		95		99		100		99		101

Havering Retail & Leisure Study for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

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

Those who do main food shopping at Q01

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.0%	11	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	1.4%	15	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.4%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	12.9%	13
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	3.0%	33	12.0%	12	5.0%	5	2.0%	2	1.0%	1	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.5%	17	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.7%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5
Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	1.4%	15	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0
Co-op, Elm Park Avenue, Hornchurch, RM12 4SD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Retail Unit, Turpin Avenue, Colliers	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Other, zone 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0						
(Don't know / can't remember)	2.4%	26	0.0%	0	4.0%	4	1.0%	1	3.0%	3	2.0%	2	2.0%	2	0.0%	0	4.0%	4	3.0%	3	4.0%	4	3.0%	3
(Don't do this kind of shopping)	29.1%	321	20.0%	20	27.0%	27	30.0%	30	29.0%	29	38.6%	39	39.0%	39	26.0%	26	30.0%	30	28.0%	28	24.0%	24	28.7%	29
Base:	1102	100	100	100	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	101	101	

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q08 And where did you shop for top-up food shopping the time before that?																								
<i>Those who specified a location at Q07</i>																								
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.1%	8	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.7%	1	1.4%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	3.2%	24	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	17.6%	13	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.3%	3	5.6%	4	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.9%	14	1.3%	1	1.4%	1	0.0%	0	2.9%	2	13.3%	8	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	4.0%	30	7.5%	6	4.3%	3	4.3%	3	1.5%	1	1.7%	1	3.4%	2	8.1%	6	6.1%	4	1.4%	1	4.2%	3	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	3.0%	2	13.0%	9	5.6%	4	0.0%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.8%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	1.5%	11	0.0%	0	0.0%	0	15.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Elm Park Avenue, Hornchurch, RM12 4SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Co-op, The Retail Unit,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Turpin Avenue, Colliers Row, RM5 2PU												
Costcutter, Becontree Avenue, Dagenham, RM8 3UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Farringdon Avenue, Romford, RM3 8SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Highfield Link, Romford, RM5 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Cardrome, Upper Rainham Road, Hornchurch, RM12 4ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	1.7%	13	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Romford, RM7 9NA	0.8%	6	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	1.5%	11	7.5%	6	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.8%	6	0.0%	0	5.8%	4	0.0%	0	2.9%	2	0.0%	0
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.7%	5	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.8%	6	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Rainham Road South, Dagenham, RM10 8AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Warley Hill, Brentwood, CM14 5HR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ongar Road Pilgrims Hatch,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Brentwood, CM15 9HZ																								
Marks & Spencer, South Street, Romford, RM1 1NT	3.2%	24	13.8%	11	1.4%	1	7.2%	5	1.5%	1	0.0%	0	1.7%	1	2.7%	2	0.0%	0	2.9%	2	1.4%	1	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	2.0%	15	0.0%	0	1.4%	1	0.0%	0	4.4%	3	13.3%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.9%	7	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.0%	15	0.0%	0	0.0%	0	5.8%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	5	7.2%	5	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North Street, Romford, RM1 1ED	0.4%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.7%	5	0.0%	0	2.9%	2	0.0%	0	2.9%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	2.4%	18	1.3%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.2%	12	2.9%	2	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	3.4%	26	1.3%	1	26.1%	18	0.0%	0	7.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	3.0%	23	6.3%	5	0.0%	0	13.0%	9	1.5%	1	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	13
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	7
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	3	1.3%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
8JD																								
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.4%	3	0.0%	0	2.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Brentwood, CM14 4QG	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Tesco Express, Main Road, Romford, RM1 3BT	1.3%	10	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.7%	5	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.6%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	11.1%	8	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	5.7%	43	0.0%	0	0.0%	0	0.0%	0	10.3%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	47.2%	34	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.3%	17	3.8%	3	2.9%	2	1.4%	1	0.0%	0	1.7%	1	13.6%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.7%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	5.2%	39	3.8%	3	24.6%	17	13.0%	9	4.4%	3	5.0%	3	1.7%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.4%	1
Tesco Metro, Collier Row	3.3%	25	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [£]																								
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																								
<i>Those who specified a location at Q07</i>																								
£1-10	25.0%	189	21.3%	17	23.2%	16	29.0%	20	22.1%	15	26.7%	16	25.4%	15	25.7%	19	25.8%	17	24.6%	17	20.8%	15	31.9%	22
£11-20	27.0%	204	28.8%	23	20.3%	14	30.4%	21	26.5%	18	30.0%	18	27.1%	16	27.0%	20	24.2%	16	27.5%	19	33.3%	24	21.7%	15
£21-30	14.8%	112	13.8%	11	21.7%	15	11.6%	8	22.1%	15	10.0%	6	11.9%	7	9.5%	7	21.2%	14	15.9%	11	12.5%	9	13.0%	9
£31-40	5.8%	44	6.3%	5	8.7%	6	1.4%	1	5.9%	4	1.7%	1	6.8%	4	8.1%	6	1.5%	1	7.2%	5	9.7%	7	5.8%	4
£41-50	3.6%	27	3.8%	3	2.9%	2	1.4%	1	1.5%	1	3.3%	2	5.1%	3	5.4%	4	4.5%	3	4.3%	3	0.0%	0	7.2%	5
£51-60	0.7%	5	1.3%	1	1.4%	1	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
£61-70	0.8%	6	2.5%	2	2.9%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
£71-80	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.8%	2	1.4%	1
£81-90	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£91-100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-200	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	18.7%	141	21.3%	17	17.4%	12	24.6%	17	17.6%	12	16.7%	10	23.7%	14	18.9%	14	18.2%	12	17.4%	12	15.3%	11	14.5%	10
(Refused)	2.1%	16	1.3%	1	1.4%	1	0.0%	0	0.0%	0	6.7%	4	0.0%	0	4.1%	3	4.5%	3	0.0%	0	4.2%	3	1.4%	1
Mean:		21.71		22.85		23.66		17.12		22.64		21.98		19.42		20.98		19.22		22.21		22.19		25.28
Base:		755		80		69		69		68		60		59		74		66		69		72		69
Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)																								
Yes	35.3%	389	33.0%	33	38.0%	38	35.0%	35	43.0%	43	39.6%	40	28.0%	28	32.0%	32	36.0%	36	40.0%	40	27.0%	27	36.6%	37
No	64.7%	713	67.0%	67	62.0%	62	65.0%	65	57.0%	57	60.4%	61	72.0%	72	68.0%	68	64.0%	64	60.0%	60	73.0%	73	63.4%	64
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q11 Where are these small shops located?																								
<i>Those who use small shops at Q10</i>																								
Local Stores - Romford	18.5%	72	60.6%	20	2.6%	1	60.0%	21	4.7%	2	0.0%	0	25.0%	7	25.0%	8	16.7%	6	7.5%	3	14.8%	4	0.0%	0
Local Stores - Hornchurch	13.1%	51	6.1%	2	63.2%	24	0.0%	0	48.8%	21	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Local Stores - Upminster	10.0%	39	0.0%	0	2.6%	1	0.0%	0	2.3%	1	82.5%	33	3.6%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	2.7%	1
Local Stores - Collier Row	5.9%	23	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores - Elm Park	4.6%	18	0.0%	0	15.8%	6	0.0%	0	25.6%	11	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Stores - Harold Hill	5.4%	21	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	64.3%	18	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Local Stores - Rainham	4.9%	19	0.0%	0	0.0%	0	2.9%	1	4.7%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	51.9%	14	0.0%	0
Local Stores - Chadwell Heath	4.4%	17	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	15	2.5%	1	0.0%	0	0.0%	0
Local Stores - Dagenham	11.1%	43	0.0%	0	0.0%	0	5.7%	2	7.0%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	9	67.5%	27	7.4%	2	0.0%	0
Local Stores - Ilford	1.5%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0	0.0%	0	8.3%	3	2.5%	1	0.0%	0	0.0%	0
Local Stores - Barking	1.5%	6	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	10.0%	4	0.0%	0	0.0%	0
Local Stores - Brentwood	7.2%	28	6.1%	2	2.6%	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	64.9%	24
Other, outside area	3.6%	14	3.0%	1	2.6%	1	2.9%	1	0.0%	0	7.5%	3	7.1%	2	0.0%	0	2.8%	1	2.5%	1	3.7%	1	8.1%	3
Gidea Park	2.1%	8	15.2%	5	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	2.3%	9	0.0%	0	0.0%	0	25.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenfield	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	7
(Don't know / varies)	2.1%	8	3.0%	1	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.7%	1	5.4%	2
Base:		389		33		38		35		43		40		28		32		36		40		27		37

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [£]																								
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																								
<i>Those who use small shops at Q10</i>																								
£1-10	45.2%	176	42.4%	14	63.2%	24	51.4%	18	30.2%	13	47.5%	19	39.3%	11	50.0%	16	55.6%	20	42.5%	17	40.7%	11	35.1%	13
£11-20	18.0%	70	21.2%	7	18.4%	7	14.3%	5	25.6%	11	12.5%	5	10.7%	3	28.1%	9	13.9%	5	10.0%	4	25.9%	7	18.9%	7
£21-30	6.9%	27	9.1%	3	0.0%	0	5.7%	2	7.0%	3	7.5%	3	7.1%	2	3.1%	1	11.1%	4	5.0%	2	11.1%	3	10.8%	4
£31-40	1.0%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.7%	1	2.7%	1
£41-50	2.1%	8	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	7.1%	2	0.0%	0	2.8%	1	2.5%	1	0.0%	0	5.4%	2
£51-60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61-70	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71-80	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
£81-90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-150	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
£151-200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	24.4%	95	21.2%	7	15.8%	6	28.6%	10	34.9%	15	30.0%	12	28.6%	8	12.5%	4	13.9%	5	40.0%	16	14.8%	4	21.6%	8
(Refused)	1.5%	6	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.6%	1	3.1%	1	2.8%	1	0.0%	0	0.0%	0	2.7%	1
<i>Mean:</i>		<i>13.86</i>		<i>14.36</i>		<i>10.19</i>		<i>10.32</i>		<i>13.50</i>		<i>11.33</i>		<i>19.32</i>		<i>11.44</i>		<i>12.57</i>		<i>11.71</i>		<i>17.91</i>		<i>22.07</i>
<i>Base:</i>		389		33		38		35		43		40		28		32		36		40		27		37

Mean score: [%]**Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?**

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																								
Brentwood	2.5%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	24.8%	25
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.7%	19	0.0%	0	4.0%	4	2.0%	2	2.0%	2	1.0%	1	3.0%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	1.0%	1
Dagenham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.2%	13	0.0%	0	3.0%	3	0.0%	0	7.0%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Rainham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1
Romford (including The Liberty, The Mall and The Brewery)	44.2%	487	62.0%	62	48.0%	48	60.0%	60	40.0%	40	11.9%	12	52.0%	52	68.0%	68	64.0%	64	48.0%	48	25.0%	25	7.9%	8
Stratford (including Westfield Stratford City)	1.5%	16	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0	4.0%	4
Upminster	1.5%	16	0.0%	0	0.0%	0	1.0%	1	0.0%	0	11.9%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Bluewater	1.5%	16	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4
Lakeside	21.5%	237	10.0%	10	22.0%	22	9.0%	9	36.0%	36	53.5%	54	8.0%	8	7.0%	7	7.0%	7	17.0%	17	50.0%	50	16.8%	17
Gallows Corner Retail Park, Romford	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Merrilands Retail Park, Dagenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

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

Those who specified a location at Q15

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

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

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

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?																							
<i>Those who specified a location at Q15</i>																							
Barking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	
Brentwood	2.4%	25	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	20	
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.6%	27	3.4%	3	4.2%	4	1.1%	1	2.1%	2	2.1%	2	4.3%	4	2.2%	2	3.2%	3	2.2%	2	2.1%	2	2.2%
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	1.0%	1	0.0%
Elm Park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harold Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	1.1%	11	1.1%	1	1.0%	1	0.0%	0	6.3%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Ilford	1.4%	14	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.5%	9	1.1%	1	1.0%	1	0.0%
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.1%
Romford (including The Liberty, The Mall and The Brewery)	37.3%	383	50.6%	45	32.3%	31	58.9%	53	36.5%	35	16.0%	15	47.9%	45	57.8%	52	47.4%	45	34.8%	32	22.7%	22	8.6%
Stratford (including Westfield Stratford City)	2.9%	30	3.4%	3	3.1%	3	2.2%	2	2.1%	2	2.1%	2	2.1%	2	0.0%	0	8.4%	8	1.1%	1	2.1%	2	5.4%
Upminster	0.7%	7	1.1%	1	0.0%	0	0.0%	0	1.0%	1	4.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater	2.8%	29	0.0%	0	6.3%	6	1.1%	1	3.1%	3	9.6%	9	2.1%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	6.5%
Lakeside	29.4%	302	15.7%	14	35.4%	34	23.3%	21	35.4%	34	52.1%	49	17.0%	16	18.9%	17	14.7%	14	26.1%	24	57.7%	56	24.7%
Gallows Corner Retail Park, Romford	0.6%	6	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Merriellands Retail Park, 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	1.1%	1	0.0%	0	0.0%
Matalan, North Street, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	3	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.8%	49	7.9%	7	5.2%	5	2.2%	2	3.1%	3	8.5%	8
Home Catalogue	2.3%	24	1.1%	1	0.0%	0	3.3%	3	1.0%	1	0.0%	0
Other location outside study area	1.3%	13	3.4%	3	1.0%	1	0.0%	0	2.1%	2	2.1%	2
Other, zone 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Southend	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.8%	8	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.1%	2
Basildon	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	3.9%	40	4.5%	4	5.2%	5	3.3%	3	3.1%	3	0.0%	0
Base:	1026	89	96	90	96	94	94	90	95	92	97	93

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																								
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0
Dagenham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Elm Park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.8%	20	3.0%	3	8.0%	8	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ilford	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Rainham	0.7%	8	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	7.0%	7	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	11.7%	129	21.0%	21	17.0%	17	15.0%	15	9.0%	9	5.0%	5	14.0%	14	15.0%	15	5.0%	5	7.0%	7	5.9%	6	5.9%	6
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Upminster	7.7%	85	7.0%	7	7.0%	7	3.0%	3	6.0%	6	29.7%	30	8.0%	8	5.0%	5	3.0%	3	1.0%	1	7.0%	7	7.9%	8
Bluewater	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Lakeside	12.5%	138	6.0%	6	18.0%	18	8.0%	8	18.0%	18	12.9%	13	7.0%	7	4.0%	4	4.0%	4	9.0%	9	35.0%	35	15.8%	16
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	2.2%	24	1.0%	1	2.0%	2	4.0%	4	3.0%	3	1.0%	1	1.0%	1	10.0%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Gallows Corner Retail Park, Romford	6.9%	76	12.0%	12	11.0%	11	8.0%	8	6.0%	6	3.0%	3	15.0%	15	10.0%	10	4.0%	4	3.0%	3	0.0%	0	4.0%	4
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merrields Retail Park, Dagenham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	2.1%	23	2.0%	2	4.0%	4	4.0%	4	6.0%	6	1.0%	1	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.9%	10	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, High Road, Seven Kings, Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ikea, Lakeside	1.5%	17	3.0%	3	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Tesco Extra, Bridge Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																								
<i>Those who specified a location at Q18</i>																								
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	1.9%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	3.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	10.7%	8
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	1.9%	1	0.0%	0	1.4%	1	0.0%	0
Dagenham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.9%	20	1.7%	1	14.5%	11	0.0%	0	3.2%	2	2.7%	2	0.0%	0	5.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ilford	0.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Rainham	1.6%	11	0.0%	0	1.3%	1	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	9.7%	7	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	15.9%	111	36.7%	22	14.5%	11	17.0%	9	9.5%	6	6.7%	5	23.3%	14	22.4%	13	30.2%	16	7.7%	4	11.1%	8	4.0%	3
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.9%	6	1.7%	1	1.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.4%	1	1.3%	1
Upminster	9.3%	65	8.3%	5	5.3%	4	1.9%	1	19.0%	12	32.0%	24	6.7%	4	6.9%	4	5.7%	3	0.0%	0	6.9%	5	4.0%	3
Bluewater	0.7%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.7%	2
Lakeside	18.7%	130	8.3%	5	17.1%	13	20.8%	11	19.0%	12	18.7%	14	13.3%	8	5.2%	3	13.2%	7	15.4%	8	51.4%	37	16.0%	12
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	3.3%	23	6.7%	4	3.9%	3	9.4%	5	3.2%	2	1.3%	1	0.0%	0	12.1%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gallows Corner Retail Park, Romford	7.3%	51	11.7%	7	10.5%	8	11.3%	6	4.8%	3	2.7%	2	21.7%	13	13.8%	8	1.9%	1	3.8%	2	0.0%	0	1.3%	1
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Merrields Retail Park, Dagenham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	2.8%	2	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	2.0%	14	3.3%	2	1.3%	1	7.5%	4	3.2%	2	0.0%	0	1.7%	1	5.2%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	1.3%	9	0.0%	0	1.3%	1	9.4%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	2.9%	20	3.3%	2	3.9%	3	1.9%	1	7.9%	5	1.3%	1	3.3%	2	3.4%	2	0.0%	0	3.8%	2	1.4%	1	1.3%	1
Matalan, North Street, Romford	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	1.3%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																								
Brentwood	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	18		
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
Dagenham	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	11.0%	11	1.0%	1	0.0%	0		
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harold Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
Hornchurch	1.0%	11	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4	1.0%	1	1.0%	1	0.0%	0	2.0%	2	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	0.0%	0		
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0		
Romford (including The Liberty, The Mall and The Brewery)	5.9%	65	9.0%	9	3.0%	3	10.0%	10	3.0%	3	4.0%	4	2.0%	2	3.0%	3	14.0%	14	4.0%	4	8.0%	8	5.0%	5
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Lakeside	5.3%	58	0.0%	0	0.0%	0	1.0%	1	4.0%	4	13.9%	14	0.0%	0	0.0%	0	1.0%	1	5.0%	5	31.0%	31	2.0%	2
Abbey Retail Park, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Eastern Avenue West Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gallows Corner Retail Park, Romford	7.4%	82	8.0%	8	5.0%	5	0.0%	0	1.0%	1	8.9%	9	27.0%	27	15.0%	15	2.0%	2	0.0%	0	0.0%	0	14.9%	15
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		
Ilford Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		
Merrields Retail Park, Dagenham	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.0%	15	11.0%	11	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		
B&Q Roneo Corner Retail Park, Romford	28.5%	314	31.0%	31	63.0%	63	53.0%	53	67.0%	67	22.8%	23	4.0%	4	18.0%	18	14.0%	14	19.0%	19	16.0%	16	5.9%	6
B&Q Tangent Link, Harold Hill, Romford	11.2%	123	15.0%	15	5.0%	5	0.0%	0	1.0%	1	18.8%	19	38.0%	38	22.0%	22	1.0%	1	3.0%	3	5.0%	5	13.9%	14
Homebase, High Road, Seven Kings, Ilford	0.7%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0		
Homebase, Rom Valley Way, Romford	4.5%	50	8.0%	8	5.0%	5	11.0%	11	5.0%	5	2.0%	2	0.0%	0	10.0%	10	3.0%	3	3.0%	3	1.0%	1	2.0%	2
Ikea, Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickes Extra, Hertford Road, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Internet / delivered	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Home Catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		
Other location outside study area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		
Other, zone 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0		

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?												
<i>Those who specified a location at Q20</i>												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.9%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Collier Row	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Elm Park	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.8%	7	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Hornchurch	1.4%	12	0.0%	0	0.0%	0	1.3%	1	1.2%	1	6.0%	5
Ilford	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	7.6%	65	13.7%	10	2.4%	2	11.5%	9	2.4%	2	3.6%	3
Upminster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	6.7%	57	0.0%	0	1.2%	1	1.3%	1	5.9%	5	13.3%	11
Eastern Avenue West Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	8.5%	73	9.6%	7	8.3%	7	1.3%	1	1.2%	1	10.8%	9
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	2.5%	21	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.6%	5	0.0%	0	2.4%	2	0.0%	0	1.2%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	28.8%	246	23.3%	17	58.3%	49	46.2%	36	67.1%	57	26.5%	22
B&Q Tangent Link, Harold Hill, Romford	12.4%	106	13.7%	10	4.8%	4	0.0%	0	2.4%	2	18.1%	15
Homebase, High Road, Seven Kings, Ilford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	11.7%	100	28.8%	21	14.3%	12	30.8%	24	14.1%	12	3.6%	3
Wickes Extra, Hertford Road, Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Wickes, Brook Street, Brentwood	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.8%	7	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.2%	1
Home Catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside study area	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.5%	17	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dagenham	2.1%	23	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Elm Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Harold Hill	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Hornchurch	2.7%	30	3.0%	3	4.0%	4	1.0%	1	11.0%	11	4.0%	4
Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rainham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	11.5%	127	28.0%	28	10.0%	10	23.0%	23	11.0%	11	7.9%	8
Stratford (including Westfield Stratford City)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Bluewater	1.1%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	5.9%	6
Lakeside	10.8%	119	1.0%	1	10.0%	10	5.0%	5	16.0%	16	23.8%	24
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	6.8%	75	9.0%	9	16.0%	16	12.0%	12	2.0%	2	2.0%	2
Gallows Corner Retail Park, Romford	4.6%	51	3.0%	3	5.0%	5	6.0%	6	1.0%	1	1.0%	1
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.5%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Wood Lane, Becontree Heath,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Dagenham, RM10 7RA																								
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.3%	14	8.0%	8	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.5%	16	0.0%	0	3.0%	3	4.0%	4	4.0%	4	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.6%	139	10.0%	10	18.0%	18	9.0%	9	9.0%	9	15.8%	16	12.0%	12	10.0%	10	12.0%	12	13.0%	13	12.0%	12	17.8%	18
Home Catalogue	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other location outside study area	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other, zone 1	1.0%	11	3.0%	3	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, zone 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
London (Other)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Goodmayes (including retail park)	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Chelmsford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Beckton superstores and retail parks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Basildon	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
(Don't know / can't remember)	9.8%	108	7.0%	7	12.0%	12	11.0%	11	6.0%	6	9.9%	10	11.0%	11	11.0%	11	8.0%	8	10.0%	10	7.0%	7	14.9%	15
(Don't do this type of shopping)	21.1%	232	26.0%	26	13.0%	13	19.0%	19	21.0%	21	19.8%	20	22.0%	22	28.0%	28	25.0%	25	22.0%	22	20.0%	20	15.8%	16
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?												
<i>Those who specified a location at Q22</i>												
Barking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.4%	11	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	6	1.5%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Dagenham	2.5%	19	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Elm Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Harold Hill	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1
Hornchurch	2.9%	22	3.0%	2	2.7%	2	1.4%	1	13.7%	10	5.6%	4
Ilford	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Rainham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Romford (including The Liberty, The Mall and The Brewery)	13.8%	105	29.9%	20	10.7%	8	22.9%	16	9.6%	7	5.6%	4
Stratford (including Westfield Stratford City)	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Upminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Bluewater	1.1%	8	0.0%	0	1.3%	1	1.4%	1	0.0%	0	5.6%	4
Lakeside	14.8%	113	4.5%	3	16.0%	12	5.7%	4	24.7%	18	28.2%	20
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	8.8%	67	9.0%	6	16.0%	12	18.6%	13	5.5%	4	1.4%	1
Gallows Corner Retail Park, Romford	6.0%	46	3.0%	2	4.0%	3	10.0%	7	2.7%	2	4.2%	3
Grove Farm Retail Park, Romford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.3%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0
Merrielands Retail Park, Dagenham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.8%	6	0.0%	0	0.0%	0	4.3%	3	2.7%	2	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sainsbury's, High Road, Chadwell Heath, Romford,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?												
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.3%	25	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Collier Row	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Dagenham	2.1%	23	0.0%	0	1.0%	1	2.0%	2	0.0%	0	4.0%	4
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hornchurch	6.2%	68	7.0%	7	10.0%	10	4.0%	4	20.0%	20	11.9%	12
Ilford	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	8.5%	94	19.0%	19	6.0%	6	14.0%	14	8.0%	8	5.9%	6
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Upminster	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	5
Bluewater	1.3%	14	1.0%	1	3.0%	3	0.0%	0	1.0%	1	4.0%	4
Lakeside	8.0%	88	1.0%	1	6.0%	6	1.0%	1	11.0%	11	14.9%	15
Eastern Avenue West Retail Park, Romford	7.5%	83	13.0%	13	13.0%	13	21.0%	21	0.0%	0	9.0%	9
Gallows Corner Retail Park, Romford	4.6%	51	3.0%	3	1.0%	1	4.0%	4	2.0%	2	3.0%	3
Grove Farm Retail Park, Romford	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.8%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.6%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.5%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.3%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivered	16.3%	180	13.0%	13	19.0%	19	11.0%	11	19.0%	19	25.7%	26
Home Catalogue	1.4%	15	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	1.0%	11	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.2%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chelmsford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	8.1%	89	11.0%	11	13.0%	13	11.0%	11	5.0%	5	5.0%	5
(Don't do this type of shopping)	21.9%	241	28.0%	28	14.0%	14	21.0%	21	19.0%	19	20.8%	21
Base:		1102		100		100		100		100		100

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?												
<i>Those who specified a location at Q24</i>												
Barking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	6	1.6%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	1
Dagenham	3.0%	23	1.6%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hornchurch	7.5%	58	4.9%	3	13.7%	10	5.9%	4	23.7%	18	14.7%	11
Ilford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	10.4%	80	27.9%	17	6.8%	5	14.7%	10	10.5%	8	6.7%	5
Stratford (including Westfield Stratford City)	0.8%	6	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0
Upminster	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.3%	4
Bluewater	1.7%	13	1.6%	1	1.4%	1	1.5%	1	0.0%	0	4.0%	3
Lakeside	11.7%	90	4.9%	3	6.8%	5	1.5%	1	11.8%	9	21.3%	16
Eastern Avenue West Retail Park, Romford	9.3%	72	16.4%	10	13.7%	10	23.5%	16	1.3%	1	0.0%	0
Gallows Corner Retail Park, Romford	5.7%	44	1.6%	1	2.7%	2	2.9%	2	3.9%	3	1.3%	1
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.6%	5	1.6%	1	1.4%	1	1.5%	1	1.3%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.4%	3	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	3	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	20.7%	160	21.3%	13	26.0%	19	14.7%	10	18.4%	14	33.3%	25	15.0%	9	15.9%	10	14.1%	10	19.7%	13	18.2%	14	28.0%	23
Home Catalogue	1.6%	12	0.0%	0	0.0%	0	1.5%	1	2.6%	2	0.0%	0	3.3%	2	1.6%	1	1.4%	1	1.5%	1	1.3%	1	3.7%	3
Other location outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, zone 8	1.3%	10	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	1.5%	1	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
London (Other)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	1.5%	1	0.0%	0	0.0%	0
Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Beckton superstores and retail parks	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Basildon	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
(Don't know / can't remember)	13.2%	102	14.8%	9	17.8%	13	22.1%	15	10.5%	8	9.3%	7	13.3%	8	3.2%	2	16.9%	12	15.2%	10	9.1%	7	13.4%	11
Base:		772		61		73		68		76		75		60		63		71		66		77		82

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																							
Barking	0.5%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	
Brentwood	6.4%	70	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	63.4%	64	
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.3%	14	1.0%	1	3.0%	3	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Collier Row	3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	3.6%	40	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	8	29.0%	29	1.0%	1	0.0%
Elm Park	1.6%	18	0.0%	0	5.0%	5	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Harold Hill	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%
Hornchurch	7.4%	82	2.0%	2	45.0%	45	1.0%	1	27.0%	27	2.0%	2	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Ilford	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%
Rainham	3.4%	38	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	31.0%	31	0.0%
Romford (including The Liberty, The Mall and The Brewery)	27.8%	306	61.0%	61	13.0%	13	65.0%	65	20.0%	20	6.9%	7	25.0%	25	41.0%	41	41.0%	41	21.0%	21	11.0%	11	1.0%
Stratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Upminster	5.4%	60	0.0%	0	2.0%	2	1.0%	1	2.0%	2	54.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside	4.1%	45	0.0%	0	1.0%	1	0.0%	0	5.0%	5	13.9%	14	1.0%	1	0.0%	0	2.0%	2	4.0%	4	13.0%	13	5.0%
Gallows Corner Retail Park, Romford	1.5%	16	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	8.0%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Merriellands Retail Park, Dagenham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%
B&Q Roneo Corner Retail Park, Romford	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.6%	7	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																							
<i>Those who specified a location at Q26</i>																							
Barking	0.4%	4	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	
Brentwood	6.6%	64	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	6.3%	5	0.0%	0	0.0%	0	0.0%	0	60.9%	56	
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.5%	15	2.4%	2	3.2%	3	0.0%	0	1.1%	1	4.2%	4	0.0%	0	2.1%	2	1.2%	1	1.3%	1	0.0%	0	1.1%
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Collier Row	4.0%	39	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	4.0%	39	0.0%	0	0.0%	0	2.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	7	33.8%	26	2.2%	2	0.0%
Elm Park	1.7%	17	0.0%	0	4.2%	4	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Grays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Harold Hill	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	17	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Hornchurch	7.8%	76	1.2%	1	34.7%	33	1.1%	1	33.7%	31	3.1%	3	3.8%	3	0.0%	0	1.2%	1	1.3%	1	2.2%	2	0.0%
Ilford	0.6%	6	1.2%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%
Rainham	3.0%	29	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	27.0%	24	0.0%
Romford (including The Liberty, The Mall and The Brewery)	31.1%	304	67.1%	57	24.2%	23	67.4%	62	17.4%	16	4.2%	4	29.1%	23	41.5%	39	50.6%	43	28.6%	22	14.6%	13	2.2%
Stratford (including Westfield Stratford City)	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.1%	1	1.1%
Upminster	5.6%	55	0.0%	0	2.1%	2	1.1%	1	1.1%	1	50.0%	48	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Lakeside	6.0%	59	1.2%	1	4.2%	4	3.3%	3	9.8%	9	16.7%	16	1.3%	1	0.0%	0	1.2%	1	6.5%	5	18.0%	16	3.3%
Gallows Corner Retail Park, Romford	2.3%	22	1.2%	1	3.2%	3	0.0%	0	0.0%	0	3.1%	3	11.4%	9	5.3%	5	1.2%	1	0.0%	0	0.0%	0	0.0%
Merriellands Retail Park, Dagenham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.1%	1	0.0%
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.5%	5	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.4%	4	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Sainsbury's, The Brewery, Romford, RM1 1AU	0.9%	9	1.2%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.5%	2	1.1%	1	1.2%	1	1.3%	1	1.1%	1	0.0%

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
Brentwood	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	17
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.8%	9	1.0%	1	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	10.3%	113	20.0%	20	18.0%	18	15.0%	15	11.0%	11	5.0%	5	10.0%	10	9.0%	9	10.0%	10	8.0%	8	6.0%	6	1.0%	1
Stratford (including Westfield Stratford City)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	9.8%	108	2.0%	2	12.0%	12	0.0%	0	16.0%	16	26.7%	27	4.0%	4	2.0%	2	1.0%	1	7.0%	7	36.0%	36	1.0%	1
Gallows Corner Retail Park, Romford	1.5%	16	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0	4.0%	4	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Grove Farm Retail Park, Romford	0.4%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	2.0%	2	0.0%	0
Rom Valley Way Retail Park, Romford	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
<i>Those who specified a location at Q28</i>																								
Brentwood	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	17		
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.9%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	
Chigwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	
Collier Row	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dagenham	1.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.4%	1	0.0%	0	3.7%	1	11.4%	4	0.0%	0	0.0%	
Elm Park	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Grays	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	1.9%	1	0.0%	0	0.0%	
Hornchurch	2.1%	9	0.0%	0	8.8%	5	0.0%	0	4.9%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ilford	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	
Rainham	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	1.9%	1	0.0%	0	0.0%	
Romford (including The Liberty, The Mall and The Brewery)	25.3%	107	52.9%	18	28.1%	16	41.4%	12	22.0%	9	11.5%	6	27.6%	8	46.4%	13	29.6%	8	25.7%	9	15.1%	8	0.0%	
Stratford (including Westfield Stratford City)	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Upminster	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bluewater	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lakeside	27.0%	114	14.7%	5	21.1%	12	6.9%	2	43.9%	18	51.9%	27	17.2%	5	3.6%	1	3.7%	1	22.9%	8	58.5%	31	10.5%	4
Gallows Corner Retail Park, Romford	2.4%	10	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	13.8%	4	10.7%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	
Grove Farm Retail Park, Romford	0.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	
Merriellands Retail Park, Dagenham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	1.9%	1	0.0%	0	0.0%	
Newbury Retail Park, Horns Road, Ilford	0.9%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.7%	1	2.9%	1	0.0%	0	0.0%	
Rom Valley Way Retail Park, Romford	0.2%	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	0.0%	0	0.0%	
B&Q Tangent Link, Harold Hill, Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Homebase, Rom Valley Way, Romford	0.2%	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	0.0%	0	0.0%	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.7%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.7%	3	0.0%	0	3.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Internet / delivered	15.1%	64	8.8%	3	21.1%	12	10.3%	3	2.4%	1	17.3%	9	17.2%	5	17.9%	5	22.2%	6	8.6%	3	9.4%	5	31.6%	12
Home Catalogue	0.9%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
TV / Interactive Shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.9%	1	0.0%	0
Other location outside study area	1.2%	5	0.0%	0	5.3%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Other, zone 1	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	3.1%	13	5.9%	2	0.0%	0	17.2%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	1	11.1%	3	5.7%	2	0.0%	0	0.0%	0
Other, zone 11	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
London (Other)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Beckton superstores and retail parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Basildon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.0%	17	5.9%	2	1.8%	1	6.9%	2	12.2%	5	1.9%	1	0.0%	0	7.1%	2	0.0%	0	5.7%	2	0.0%	0	5.3%	2
Base:		423		34		57		29		41		52		29		28		27		35		53		38

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																							
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brentwood	2.2%	24	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	22.8%	23	
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	
Collier Row	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Dagenham	1.0%	11	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.0%	6	0.0%	0	
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harold Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hornchurch	0.6%	7	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Ilford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0	
Rainham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	
Romford (including The Liberty, The Mall and The Brewery)	18.2%	201	33.0%	33	24.0%	24	36.0%	36	18.0%	18	3.0%	3	12.0%	12	26.0%	26	25.0%	25	17.0%	17	6.0%	6	1.0%
Upminster	1.4%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Bluewater	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Lakeside	5.1%	56	0.0%	0	3.0%	3	2.0%	2	9.0%	9	19.8%	20	1.0%	1	0.0%	0	0.0%	0	3.0%	3	17.0%	17	1.0%
Eastern Avenue West Retail Park, Romford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gallows Corner Retail Park, Romford	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Merrielands Retail Park, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	4	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Airfield Way,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Hornchurch, RM12 5AF																								
Internet / delivered	28.2%	311	26.0%	26	42.0%	42	17.0%	17	21.0%	21	37.6%	38	25.0%	25	26.0%	26	22.0%	22	27.0%	27	25.0%	25	41.6%	42
Home Catalogue	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive Shopping	0.5%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other location outside study area	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London (Other)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	3.1%	34	0.0%	0	3.0%	3	5.0%	5	1.0%	1	6.9%	7	4.0%	4	3.0%	3	4.0%	4	4.0%	4	0.0%	0	3.0%	3
(Don't do this type of shopping)	32.5%	358	30.0%	30	20.0%	20	34.0%	34	33.0%	33	16.8%	17	46.0%	46	39.0%	39	40.0%	40	42.0%	42	35.0%	35	21.8%	22
Base:	1102	100	100	100	100	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	101	100	101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																								
<i>Those who specified a location at Q30</i>																								
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	3.5%	25	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	28.9%	22		
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.1%	8	2.9%	2	1.3%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.7%	12	1.4%	1	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3	11.1%	6	0.0%	0	0.0%	0
Harold Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.0%	7	0.0%	0	2.6%	2	0.0%	0	3.0%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Ilford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Rainham	1.1%	8	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	10.8%	7	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	27.7%	197	50.0%	35	24.7%	19	57.4%	35	22.7%	15	3.9%	3	22.0%	11	51.7%	30	42.9%	24	27.8%	15	10.8%	7	3.9%	3
Stratford (including Westfield Stratford City)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Upminster	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bluewater	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lakeside	11.5%	82	2.9%	2	11.7%	9	3.3%	2	21.2%	14	31.2%	24	8.0%	4	1.7%	1	1.8%	1	7.4%	4	29.2%	19	2.6%	2
Eastern Avenue West Retail Park, Romford	0.3%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.8%	6	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	3	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.7%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	6.2%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.7%	5	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.0%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.6%	4	1.4%	1	2.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Hornchurch, RM12 5AF																								
Internet / delivered	38.0%	270	28.6%	20	45.5%	35	26.2%	16	28.8%	19	40.3%	31	44.0%	22	36.2%	21	37.5%	21	46.3%	25	30.8%	20	52.6%	40
Home Catalogue	0.6%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
TV / Interactive Shopping	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Other location outside study area	0.4%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Southend	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Basildon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / can't remember)	2.3%	16	2.9%	2	2.6%	2	4.9%	3	1.5%	1	0.0%	0	2.0%	1	0.0%	0	1.8%	1	1.9%	1	4.6%	3	2.6%	2
Base:		710		70		77		61		66		77		50		58		56		54		65		76

Q32 Do you visit Romford town centre regularly for shopping, leisure or work?

Yes	60.7%	669	87.0%	87	64.0%	64	81.0%	81	76.0%	76	28.7%	29	62.0%	62	75.0%	75	72.0%	72	53.0%	53	49.0%	49	20.8%	21
No	39.3%	433	13.0%	13	36.0%	36	19.0%	19	24.0%	24	71.3%	72	38.0%	38	25.0%	25	28.0%	28	47.0%	47	51.0%	51	79.2%	80
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Mean score [Times a week]: Everyday / daily = 7, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every 2 - 3 months = 0.1, Once every 6 months = 0.038, Once a year = 0.019, Less often = 0.01

Q32A How often do you visit Romford town centre?

Those who visit Romford town centre at Q32

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q32B What do you like about Romford town centre? [MR]																								
<i>Those who visit Romford town centre at Q32</i>																								
Close to home	36.9%	247	56.3%	49	37.5%	24	35.8%	29	27.6%	21	27.6%	8	50.0%	31	48.0%	36	43.1%	31	13.2%	7	18.4%	9	9.5%	2
Close to work / en route to work	2.1%	14	4.6%	4	0.0%	0	0.0%	0	1.3%	1	10.3%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	4.8%	1
Easily accessible by foot / cycle	1.8%	12	1.1%	1	3.1%	2	6.2%	5	1.3%	1	0.0%	0	1.6%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good and / or free car parking	3.1%	21	2.3%	2	3.1%	2	3.7%	3	5.3%	4	3.4%	1	1.6%	1	2.7%	2	1.4%	1	5.7%	3	2.0%	1	4.8%	1
Good bus service / accessible public transport	6.4%	43	3.4%	3	1.6%	1	6.2%	5	6.6%	5	6.9%	2	12.9%	8	8.0%	6	8.3%	6	1.9%	1	12.2%	6	0.0%	0
Markets	7.5%	50	3.4%	3	6.3%	4	6.2%	5	13.2%	10	13.8%	4	3.2%	2	6.7%	5	6.9%	5	7.5%	4	12.2%	6	9.5%	2
Good range of chain / well known stores	28.4%	190	14.9%	13	43.8%	28	32.1%	26	26.3%	20	20.7%	6	24.2%	15	22.7%	17	36.1%	26	47.2%	25	20.4%	10	19.0%	4
Good range of independent stores	16.4%	110	18.4%	16	28.1%	18	11.1%	9	14.5%	11	6.9%	2	16.1%	10	9.3%	7	20.8%	15	20.8%	11	14.3%	7	19.0%	4
Restaurants / cafes	4.3%	29	3.4%	3	9.4%	6	0.0%	0	2.6%	2	3.4%	1	1.6%	1	1.3%	1	8.3%	6	9.4%	5	6.1%	3	4.8%	1
Bars / pubs / clubs	0.9%	6	1.1%	1	3.1%	2	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.7%	5	0.0%	0	3.1%	2	1.2%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	1.5%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	2.8%	2	3.8%	2	6.1%	3	0.0%	0
Good prices	0.9%	6	0.0%	0	1.6%	1	1.2%	1	1.3%	1	3.4%	1	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	7.2%	48	6.9%	6	7.8%	5	2.5%	2	6.6%	5	10.3%	3	6.5%	4	12.0%	9	12.5%	9	1.9%	1	6.1%	3	4.8%	1
Cleanliness	0.9%	6	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.6%	1	1.3%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Interesting activities / promotional events	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact centre	3.7%	25	3.4%	3	4.7%	3	1.2%	1	6.6%	5	0.0%	0	6.5%	4	1.3%	1	2.8%	2	3.8%	2	6.1%	3	4.8%	1
Undercover / sheltered areas	2.8%	19	1.1%	1	0.0%	0	3.7%	3	2.6%	2	6.9%	2	1.6%	1	1.3%	1	4.2%	3	5.7%	3	0.0%	0	14.3%	3
Familiarity	1.9%	13	0.0%	0	0.0%	0	7.4%	6	1.3%	1	3.4%	1	3.2%	2	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.9%	6	0.0%	0	1.6%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.8%	1
Friendly people	1.0%	7	1.1%	1	1.6%	1	1.2%	1	1.3%	1	0.0%	0	1.6%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Close to family	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nothing / very little (Don't know)	14.8%	99	14.9%	13	10.9%	7	18.5%	15	22.4%	17	24.1%	7	12.9%	8	13.3%	10	2.8%	2	9.4%	5	20.4%	10	23.8%	5
Base:		669		87		64		81		76		29		62		75		72		53		49		21

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q32C Can I ask, what things could be improved about Romford town centre? [MR]																								
<i>Those who visit Romford town centre at Q32</i>																								
More parking	7.3%	49	6.9%	6	9.4%	6	6.2%	5	6.6%	5	10.3%	3	4.8%	3	9.3%	7	8.3%	6	3.8%	2	10.2%	5	4.8%	1
More secure parking	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cheaper parking	12.9%	86	11.5%	10	26.6%	17	6.2%	5	21.1%	16	17.2%	5	8.1%	5	6.7%	5	9.7%	7	7.5%	4	22.4%	11	4.8%	1
More accessible car parking	3.1%	21	3.4%	3	4.7%	3	1.2%	1	3.9%	3	3.4%	1	3.2%	2	2.7%	2	2.8%	2	0.0%	0	6.1%	3	4.8%	1
More frequent bus services to the 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
New / relocated bus stops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.3%	2	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	1.0%	7	2.3%	2	1.6%	1	2.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	4.0%	27	9.2%	8	4.7%	3	1.2%	1	3.9%	3	3.4%	1	3.2%	2	8.0%	6	0.0%	0	0.0%	0	0.0%	0	14.3%	3
More shelter from wind / rain	1.0%	7	1.1%	1	3.1%	2	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	3.0%	20	3.4%	3	6.3%	4	2.5%	2	3.9%	3	0.0%	0	3.2%	2	0.0%	0	1.4%	1	5.7%	3	0.0%	0	9.5%	2
Improved security measures / more CCTV / more police	1.5%	10	1.1%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	6.5%	4	0.0%	0	1.4%	1	1.9%	1	2.0%	1	0.0%	0
More control on alcohol / drinkers / drug users	1.2%	8	2.3%	2	1.6%	1	2.5%	2	1.3%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	1.6%	11	3.4%	3	0.0%	0	2.5%	2	1.3%	1	0.0%	0	6.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	2.2%	15	2.3%	2	0.0%	0	1.2%	1	1.3%	1	0.0%	0	3.2%	2	6.7%	5	1.4%	1	1.9%	1	2.0%	1	4.8%	1
More green spaces / areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	2.2%	15	3.4%	3	0.0%	0	4.9%	4	0.0%	0	3.4%	1	1.6%	1	1.3%	1	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More independent shops	2.4%	16	2.3%	2	4.7%	3	0.0%	0	1.3%	1	0.0%	0	3.2%	2	4.0%	3	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	3.6%	24	0.0%	0	3.1%	2	4.9%	4	6.6%	5	0.0%	0	0.0%	0	2.7%	2	11.1%	8	5.7%	3	0.0%	0	0.0%	0
Better quality of shops	2.4%	16	2.3%	2	1.6%	1	2.5%	2	2.6%	2	0.0%	0	0.0%	0	4.0%	3	6.9%	5	1.9%	1	0.0%	0	0.0%	0
Improvement to the market	7.6%	51	9.2%	8	6.3%	4	8.6%	7	11.8%	9	0.0%	0	8.1%	5	5.3%	4	6.9%	5	5.7%	3	10.2%	5	4.8%	1
More / better eating places	0.9%	6	3.4%	3	1.6%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.4%	3	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	1.0%	7	3.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	0.4%	3	1.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More secure children's play	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
areas												
Fewer closed shops	0.7%	5	3.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More public toilets	0.7%	5	0.0%	0	1.6%	1	2.5%	2	1.3%	1	0.0%	0
Better range of services	0.9%	6	3.4%	3	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Fewer people / too busy	0.6%	4	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Make it more compact / shops are too spread out	1.2%	8	3.4%	3	0.0%	0	1.2%	1	0.0%	0	3.4%	1
(Don't know)	4.8%	32	3.4%	3	1.6%	1	8.6%	7	1.3%	1	10.3%	3
(None mentioned)	46.3%	310	36.8%	32	40.6%	26	45.7%	37	40.8%	31	44.8%	13
Base:	669	87	64	81	76	29	62	75	72	53	49	21

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q33 In which town, village or out-of-town location does your household spend most money on restaurants?												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	9.3%	102	4.0%	4	3.0%	3	3.0%	3	4.0%	4	7.9%	8
Central London - West End (Oxford Street / Regent Street / Bond Street)	6.2%	68	9.0%	9	9.0%	9	3.0%	3	3.0%	3	6.9%	7
Chigwell	0.7%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Collier Row	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Dagenham	1.7%	19	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hornchurch	15.7%	173	16.0%	16	49.0%	49	24.0%	24	40.0%	40	11.9%	12
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside	3.4%	38	1.0%	1	4.0%	4	2.0%	2	5.0%	5	1.0%	1
Rainham	1.7%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	17.3%	191	29.0%	29	15.0%	15	29.0%	29	10.0%	10	2.0%	2
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Upminster	6.1%	67	0.0%	0	2.0%	2	0.0%	0	7.0%	7	50.5%	51
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Barkingside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Billericay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackmore	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	0.9%	10	1.0%	1	0.0%	0	2.0%	2	0.0%	0	5.0%	5
Chelmsford	0.2%	2	1.0%	1	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
Cranham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Epping	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gidea Park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Greenwich	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hatfield Peverel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Newbury Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ongar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stanford Rivers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Woodford Green	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
(Don't know / varies)	8.5%	94	11.0%	11	0.0%	0	8.0%	8	8.0%	8	3.0%	3
(Don't do this activity)	22.1%	244	24.0%	24	15.0%	15	21.0%	21	19.0%	19	10.9%	11
Base:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q34 In which town, village or out-of-town location does your household spend most money on cafes / pubs / bars?																								
Barking	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0		
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Brentwood	6.7%	74	2.0%	2	2.0%	2	2.0%	2	2.0%	2	3.0%	3	7.0%	7	2.0%	2	0.0%	0	1.0%	1	2.0%	2	50.5%	51
Central London - West End (Oxford Street / Regent Street / Bond Street)	3.6%	40	6.0%	6	5.0%	5	1.0%	1	2.0%	2	4.0%	4	5.0%	5	3.0%	3	6.0%	6	4.0%	4	2.0%	2	2.0%	2
Chigwell	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	1.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	11.0%	11	2.0%	2	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Harold Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	11.4%	126	7.0%	7	38.0%	38	11.0%	11	41.0%	41	5.0%	5	2.0%	2	3.0%	3	2.0%	2	3.0%	3	14.0%	14	0.0%	0
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	1.1%	12	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Rainham	1.5%	16	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	15.1%	166	34.0%	34	19.0%	19	25.0%	25	10.0%	10	1.0%	1	18.0%	18	10.0%	10	25.0%	25	12.0%	12	11.0%	11	1.0%	1
Stratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	5.2%	57	0.0%	0	3.0%	3	1.0%	1	3.0%	3	46.5%	47	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Abroad	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Becontree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	1.2%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gidea Park	0.5%	6	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havering-atte-Bower	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heacham, King's Lynn	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ingatestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margaretting Tye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenfield	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Stock	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hanningfield	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Woodford Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q35 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?																								
Brookside Theatre, Eastern Road, Romford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0		
Central London (West End)	10.7%	118	14.0%	14	10.0%	10	5.0%	5	10.0%	10	15.8%	16	9.0%	9	4.0%	4	9.0%	9	7.0%	7	10.0%	10	23.8%	24
Cineworld, Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kenneth More Theatre, Oakfield Road, Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Cinema, Mercury Mall, Romford	8.5%	94	20.0%	20	15.0%	15	16.0%	16	10.0%	10	5.0%	5	11.0%	11	7.0%	7	3.0%	3	2.0%	2	4.0%	4	1.0%	1
Queens Theatre, Billet Lane, Hornchurch	3.1%	34	2.0%	2	3.0%	3	3.0%	3	6.0%	6	4.0%	4	3.0%	3	5.0%	5	2.0%	2	1.0%	1	5.0%	5	0.0%	0
Showcase Cinema, Bluewater	0.3%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Picture House, Stratford	0.2%	2	0.0%	0	1.0%	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
Theatre Royal, Stratford	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	0.0%	0	0.0%	0
Vue, Dagenham Leisure Park, Dagenham	3.2%	35	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	14.0%	14	14.0%	14	0.0%	0
Vue, Lakeside Shopping Centre, Thurrock	6.8%	75	0.0%	0	4.0%	4	1.0%	1	7.0%	7	31.7%	32	2.0%	2	4.0%	4	0.0%	0	6.0%	6	13.0%	13	5.9%	6
Vue, The Brewery, Romford	19.3%	213	25.0%	25	36.0%	36	27.0%	27	20.0%	20	9.9%	10	14.0%	14	23.0%	23	20.0%	20	19.0%	19	11.0%	11	7.9%	8
Vue, Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo, Piccadilly Circus, Regent Street, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BFI IMAX, Charlie Chaplin Walk, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Festival Leisure Park, Basildon	2.5%	27	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	24
New Barbican Cinemas, Silk Street, Barbican Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Odeon, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Kings Head Walk, Chelmsford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Odeon, London Road, Southend-on-Sea	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Odeon, Parkway, Camden Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Showcase Cinemas, Jenkins Lane, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	33	5.0%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	5.0%	5	3.0%	3	3.0%	3	4.0%	4	3.0%	3	5.9%	6

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
(Don't do this activity)	39.6%	436	34.0%	34	26.0%	26	45.0%	45	40.0%	40	24.8%	25	50.0%	50	50.0%	50	53.0%	53	43.0%	43	40.0%	40	29.7%	30
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
Q36 In which town, village or out-of-town location does your household spend most money on art galleries & museums?																								
Central London - West End (Oxford Street / Regent Street / Bond Street)	43.0%	474	49.0%	49	54.0%	54	43.0%	43	35.0%	35	65.3%	66	29.0%	29	29.0%	29	40.0%	40	32.0%	32	44.0%	44	52.5%	53
Dagenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	0.8%	9	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.1%	1	0.0%	0	0.0%	0	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
Rochester	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	17	5.0%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	3.0%	3
(Don't do this activity)	53.3%	587	43.0%	43	45.0%	45	54.0%	54	61.0%	61	30.7%	31	67.0%	67	67.0%	67	56.0%	56	63.0%	63	55.0%	55	44.6%	45
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casino / bookmakers?												
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Collier Row	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Dagenham	1.7%	19	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hornchurch	1.9%	21	2.0%	2	5.0%	5	1.0%	1	5.0%	5	3.0%	3
Rainham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Romford (including The Liberty, The Mall and The Brewery)	1.9%	21	3.0%	3	1.0%	1	5.0%	5	0.0%	0	2.0%	2
Stratford (including Westfield Stratford City)	0.7%	8	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Barkingside	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chadwell Heath	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Southend-on-Sea	0.7%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Westcliffe-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't do this activity)	90.2%	994	92.0%	92	89.0%	89	87.0%	87	90.0%	90	90.1%	91
Base:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q38 In which town, village or out-of-town location does your household spend most money on health & fitness?												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.9%	43	0.0%	0	1.0%	1	0.0%	0	0.0%	0	9.9%	10
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Dagenham	2.9%	32	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0
Elm Park	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	2.1%	23	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Hornchurch	5.6%	62	3.0%	3	25.0%	25	3.0%	3	20.0%	20	5.0%	5
Ilford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rainham	0.7%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	5.5%	61	20.0%	20	1.0%	1	16.0%	16	1.0%	1	2.0%	2
South Ockendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Upminster	1.2%	13	0.0%	0	2.0%	2	0.0%	0	8.9%	9	1.0%	1
Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aveley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barkingside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Becontree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Billericay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Chafford Hundred	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gidea Park	0.4%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Harlow	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Harold Wood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Thurrock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't do this activity)	72.5%	799	73.0%	73	64.0%	64	75.0%	75	72.0%	72	61.4%	62
Base:	1102	100	100	100	100	100	100	100	100	100	100	100

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q39 In which town, village or out-of-town location does your household spend most money on family entertainment centres (i.e. ten pin bowling; skating rinks etc.)?												
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	1
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	2.1%	23	3.0%	3	1.0%	1	1.0%	1	3.0%	3	1.0%	2
Dagenham	3.5%	39	0.0%	0	3.0%	3	0.0%	0	3.0%	3	2.0%	2
Hornchurch	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Lakeside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Romford (including The Liberty, The Mall and The Brewery)	14.9%	164	22.0%	22	27.0%	27	23.0%	23	24.0%	24	20.8%	21
Stratford (including Westfield Stratford City)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Basildon	2.2%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hainault	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Gate	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	12	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0
(Don't do this activity)	73.4%	809	71.0%	71	65.0%	65	75.0%	75	65.0%	65	70.3%	71
Base:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q40 Are there any leisure facilities that you think are lacking within a reasonable distance of your home? [MR]												
Yes, bingo	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Yes, bowling	1.7%	19	1.0%	1	1.0%	1	2.0%	2	1.0%	1	3.0%	3
Yes, cinema	3.6%	40	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Yes, leisure / fitness centre	3.8%	42	3.0%	3	2.0%	2	1.0%	1	3.0%	3	8.9%	9
Yes, museum / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, pubs / clubs / bars	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yes, restaurants / cafes	0.7%	8	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Yes, shops	0.5%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Yes, swimming pool	14.5%	160	32.0%	32	13.0%	13	21.0%	21	12.0%	12	12.9%	13
Yes, theatre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes, other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, more things for older people to do	0.5%	5	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Yes, more things for younger people to do	1.3%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Yes, cycling facilities	0.4%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Yes, ice rink	6.7%	74	11.0%	11	15.0%	15	9.0%	9	12.0%	12	5.0%	5
Yes, more green spaces	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes, athletics stadium	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes, football pitches	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes, live music venue	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, ski centre	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Yes, tennis courts	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
No	65.2%	719	51.0%	51	62.0%	62	66.0%	66	70.0%	70	71.3%	72
(Don't know)	5.4%	59	5.0%	5	5.0%	5	3.0%	3	2.0%	2	5.0%	5
Base:		1102		100		100		100		100		101
GEN Gender of respondent:												
Male	29.9%	330	31.0%	31	23.0%	23	33.0%	33	32.0%	32	31.7%	32
Female	70.1%	772	69.0%	69	77.0%	77	67.0%	67	68.0%	68	68.3%	69
Base:		1102		100		100		100		100		101
AGE Could I ask how old are you please?												
18 to 24	2.1%	23	0.0%	0	4.0%	4	4.0%	4	4.0%	4	1.0%	1
25 to 34	4.4%	48	5.0%	5	6.0%	6	4.0%	4	7.0%	7	0.0%	0
35 to 44	12.4%	137	12.0%	12	24.0%	24	5.0%	5	12.0%	12	16.8%	17
45 to 54	22.7%	250	16.0%	16	31.0%	31	13.0%	13	34.0%	34	35.6%	36
55 to 64	15.9%	175	15.0%	15	11.0%	11	18.0%	18	15.0%	15	13.9%	14
65 +	40.1%	442	48.0%	48	23.0%	23	50.0%	50	28.0%	28	30.7%	31
(Refused)	2.5%	27	4.0%	4	1.0%	1	6.0%	6	0.0%	0	2.0%	2
Base:		1102		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
CAR How many cars does your household own or have the use of?																								
None	18.5%	204	17.0%	17	13.0%	13	20.0%	20	15.0%	15	5.9%	6	21.0%	21	20.0%	20	39.0%	39	28.0%	28	16.0%	16	8.9%	9
One	44.1%	486	41.0%	41	48.0%	48	46.0%	46	48.0%	48	47.5%	48	50.0%	50	48.0%	48	43.0%	43	48.0%	48	38.0%	38	27.7%	28
Two	24.1%	266	27.0%	27	24.0%	24	23.0%	23	27.0%	27	28.7%	29	17.0%	17	22.0%	22	11.0%	11	18.0%	18	29.0%	29	38.6%	39
Three or more	9.1%	100	11.0%	11	12.0%	12	3.0%	3	8.0%	8	11.9%	12	7.0%	7	5.0%	5	6.0%	6	2.0%	2	14.0%	14	19.8%	20
(Refused)	4.2%	46	4.0%	4	3.0%	3	8.0%	8	2.0%	2	5.9%	6	5.0%	5	5.0%	5	1.0%	1	4.0%	4	3.0%	3	5.0%	5
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	42.1%	464	43.0%	43	66.0%	66	25.0%	25	53.0%	53	53.5%	54	28.0%	28	24.0%	24	25.0%	25	47.0%	47	47.0%	47	51.5%	52
Working part time	6.6%	73	5.0%	5	4.0%	4	8.0%	8	5.0%	5	5.0%	5	6.0%	6	9.0%	9	5.0%	5	7.0%	7	9.0%	9	9.9%	10
Unemployed	2.3%	25	0.0%	0	3.0%	3	3.0%	3	5.0%	5	1.0%	1	1.0%	1	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1
Retired	44.4%	489	49.0%	49	26.0%	26	54.0%	54	32.0%	32	36.6%	37	60.0%	60	60.0%	60	64.0%	64	38.0%	38	39.0%	39	29.7%	30
A housewife	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.3%	47	3.0%	3	1.0%	1	10.0%	10	3.0%	3	4.0%	4	5.0%	5	4.0%	4	2.0%	2	6.0%	6	3.0%	3	5.9%	6
Base:		1102		100		100		100		100		101		100		100		100		100		100		101
QUOTA Zone:																								
Zone 01	9.1%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 02	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 03	9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 04	9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 05	9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 06	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 07	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 08	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 09	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11	9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101
Base:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
PC Postcode sector:														
CM13 1	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	19
CM13 2	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	27
CM13 3	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
CM14 4	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	18
CM14 5	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
CM15 8	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
CM15 9	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	13
RM1 1	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 2	0.9%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 3	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 4	3.4%	38	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 7	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0
RM10 8	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0
RM10 9	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0
RM11 1	2.8%	31	0.0%	0	31.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 2	1.5%	16	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 3	1.7%	19	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4	3.1%	34	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 5	2.9%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0
RM12 6	2.9%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0
RM13 7	3.3%	36	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0
RM13 8	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36
RM13 9	5.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.0%	64
RM14 1	4.8%	53	0.0%	0	0.0%	0	0.0%	0	52.5%	53	0.0%	0	0.0%	0
RM14 2	2.1%	23	0.0%	0	0.0%	0	0.0%	0	22.8%	23	0.0%	0	0.0%	0
RM14 3	2.3%	25	0.0%	0	0.0%	0	0.0%	0	24.8%	25	0.0%	0	0.0%	0
RM2 5	1.9%	21	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 6	1.3%	14	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 0	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0
RM3 7	1.5%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
RM3 8	1.6%	18	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0
RM3 9	2.2%	24	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0
RM4 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
RM5 2	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	29	0.0%	0
RM5 3	3.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	40	0.0%	0
RM6 4	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0
RM6 5	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0
RM6 6	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0
RM7 0	6.0%	66	0.0%	0	0.0%	0	66.0%	66	0.0%	0	0.0%	0	0.0%	0
RM7 7	1.2%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 8	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0
RM7 9	3.1%	34	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0
RM8 1	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
RM8 3	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
RM9 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
RM9 6	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Base:	1102	100	100	100	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	101	

Appendix 2:

Data Tabulations

By Zone (Weighted)

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where did your household last undertake a main food and grocery purchase?												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.5%	16	2.2%	2	0.7%	1	2.5%	1	0.0%	0	4.6%	5
Aldi, Marlborough Road, Romford, RM7 8AB	2.9%	32	4.0%	4	0.7%	1	1.7%	1	3.2%	2	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.3%	36	0.0%	0	6.2%	8	0.0%	0	5.5%	4	25.9%	19
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.3%	69	22.3%	23	10.9%	14	14.7%	6	4.0%	3	1.2%	1
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	7.6%	84	0.0%	0	0.0%	0	0.6%	0	5.3%	4	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Co-op, Porters Avenue, Dagenham, RM9 4ND	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	6

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Avenue, Ilford, IG2 7SH																								
Sainsbury's, The Brewery, Romford, RM1 1AU	4.2%	46	18.2%	19	0.9%	1	19.9%	9	0.9%	1	0.0%	0	3.1%	3	8.5%	7	3.0%	4	0.0%	0	6.8%	4	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	8.5%	94	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	56.0%	88
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	4	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.7%	3	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	4.3%	48	0.0%	0	1.3%	2	1.6%	1	15.9%	12	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	5	49.8%	26	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	11.1%	122	18.1%	18	6.1%	8	5.9%	3	0.0%	0	13.6%	10	48.1%	50	22.2%	18	0.0%	0	0.0%	0	0.0%	0	9.8%	15
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	2.3%	25	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.4%	20	3.1%	5	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	7.2%	79	5.8%	6	28.2%	37	28.7%	12	5.8%	4	6.2%	5	0.0%	0	0.0%	0	3.3%	4	5.5%	8	4.8%	3	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	1.9%	21	1.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.8%	2	18.9%	15	0.7%	1	0.0%	0	0.0%	0	0.8%	1
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.1%	23	0.0%	0	1.1%	1	4.5%	2	26.6%	19	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), High Street, Hornchurch, RM11 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	1.3%	14	0.0%	0	1.4%	2	0.6%	0	0.0%	0	13.0%	10	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1
Internet / delivered	6.1%	67	5.9%	6	9.0%	12	2.1%	1	2.8%	2	8.2%	6	7.1%	7	1.3%	1	4.5%	6	6.8%	10	8.4%	4	6.9%	11

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Other foodstore outside study area	2.9%	32	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.1%	4	0.0%	0	2.0%	3	8.4%	13	1.2%	1	6.0%	9
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 10	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other foodstores, Basildon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Other foodstores, Billericay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
(Don't know / can't remember)	1.5%	17	0.0%	0	0.7%	1	0.0%	0	0.7%	1	2.0%	1	1.2%	1	1.3%	1	0.7%	1	4.0%	6	0.0%	0	2.8%	4
(Don't do this kind of shopping)	1.3%	15	5.5%	6	1.1%	1	0.6%	0	1.4%	1	2.7%	2	0.0%	0	4.0%	3	0.7%	1	0.0%	0	0.5%	0	0.0%	0
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157												
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101												

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																								
<i>Those who specified a location at Q01</i>																								
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	1.1%	12	4.4%	4	0.7%	1	2.2%	1	0.0%	0	0.9%	1	2.7%	3	2.1%	2	0.7%	1	0.0%	0	0.5%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	3.3%	35	5.0%	5	0.0%	0	2.4%	1	3.3%	2	0.0%	0	2.9%	3	23.0%	17	1.4%	2	0.0%	0	0.0%	0	3.0%	5
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.7%	7	0.0%	0	0.0%	0	1.1%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	1.5%	1	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	3.0%	32	0.0%	0	2.4%	3	0.0%	0	7.4%	5	22.7%	16	1.3%	1	3.3%	3	0.0%	0	0.0%	0	0.9%	0	2.3%	4
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	6.5%	69	21.6%	21	6.7%	9	12.4%	5	4.1%	3	3.7%	3	7.3%	8	12.3%	9	5.2%	7	1.9%	3	0.5%	0	1.5%	2
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	6.4%	69	0.0%	0	0.0%	0	0.6%	0	6.5%	5	0.0%	0	0.0%	0	2.6%	2	4.7%	6	30.8%	44	14.0%	7	2.6%	4
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.7%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.0%	3	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Porters Avenue, Dagenham, RM9 4ND	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	0.7%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Iceland, Heathway,	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Dagenham, RM10 8QS												
Iceland, London Road, Romford, RM7 9NA	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.3%	4	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.7%	8	0.0%	0	5.3%	7	0.0%	0	1.4%	1	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.3%	4	1.3%	1	0.0%	0	2.3%	1	0.7%	1	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.6%	6	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ongar Road Pilgrims Hatch, Brentwood, CM15 9HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Romford, RM1 1NT	1.6%	17	6.0%	6	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Southend Arterial Rd, Hornchurch, RM11 3UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.8%	9	1.2%	1	0.9%	1	0.0%	0	0.0%	0	6.6%	5
Morrisons, London Road, Grays, RM17 5XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.9%	31	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.7%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	2.1%	1
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	3.5%	38	1.1%	1	0.0%	0	3.4%	1	0.7%	1	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	5.2%	55	4.7%	4	24.9%	32	1.2%	1	16.2%	12	5.5%	4

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	3.6%	39	14.8%	14	0.5%	1	16.3%	7	0.7%	1	2.4%	2	1.8%	2	8.6%	6	3.5%	5	0.0%	0	3.4%	2	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	6.9%	74	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	69
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15 8JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.2%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Main Road, Romford, RM1 3BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.7%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	8.9%	5	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	5.1%	55	0.0%	0	2.6%	3	0.0%	0	28.8%	21	2.4%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	12	33.2%	17	0.0%	0

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03A What form of transport do you use to visit your main food shopping destination?																								
<i>Those who do main food shopping at Q01</i>																								
Car - Driver	62.4%	679	53.4%	51	61.3%	79	60.4%	26	66.8%	48	72.2%	52	64.5%	67	70.3%	54	44.4%	61	61.4%	92	66.2%	34	73.2%	115
Car - Passenger	10.7%	116	11.0%	11	5.7%	7	14.9%	6	7.0%	5	7.0%	5	13.3%	14	11.1%	8	22.4%	31	11.1%	17	16.6%	9	2.3%	4
Bus	8.1%	88	10.0%	10	4.6%	6	7.7%	3	10.1%	7	2.6%	2	8.0%	8	13.2%	10	16.8%	23	9.4%	14	5.3%	3	1.1%	2
Cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.7%	8	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	2	0.0%	0	0.5%	0	0.6%	1
Taxi	1.0%	10	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.6%	1	2.7%	2	0.7%	1	0.0%	0	0.0%	0	3.7%	6
Train	0.6%	7	1.3%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Walk	8.0%	87	9.7%	9	15.2%	20	8.9%	4	11.4%	8	9.7%	7	3.4%	4	1.3%	1	8.8%	12	6.8%	10	2.4%	1	7.0%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	25	4.8%	5	0.9%	1	4.8%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.7%	1	4.0%	6	0.5%	0	5.2%	8
(Don't travel - Goods delivered)	6.1%	67	6.3%	6	9.1%	12	2.2%	1	2.8%	2	8.5%	6	7.1%	7	1.3%	1	4.5%	6	6.8%	10	8.5%	4	6.9%	11
Weighted base:	1087		96		128		43		72		72		105		76		137		149		52		157	
Sample:	1085		98		98		99		98		98		100		95		99		100		99		101	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03B What is the MAIN reason that you visit (STORE MENTIONED AT Q01) in preference to any other?																								
<i>Those who do main food shopping at Q01</i>																								
Attractive environment	0.7%	8	1.2%	1	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.6%	1	0.7%	1	1.3%	2	0.0%	0	0.0%	0	1.5%	2
Cleanliness	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Close to home	38.0%	413	25.2%	24	43.9%	56	43.7%	19	45.2%	33	37.5%	27	37.5%	39	32.6%	25	39.2%	54	25.0%	37	55.0%	29	45.0%	71
Close to work / en route to work	1.8%	20	2.3%	2	4.4%	6	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.3%	2	3.0%	2	2.9%	5
Easily accessible by foot / cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good and / or free parking	1.5%	16	5.5%	5	0.5%	1	5.8%	2	0.0%	0	2.2%	2	0.6%	1	2.0%	2	0.0%	0	0.7%	1	0.0%	0	1.9%	3
Good bus service / accessible public transport	0.3%	3	0.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Good prices	21.6%	235	23.8%	23	22.3%	29	14.8%	6	20.3%	15	21.2%	15	24.6%	26	24.9%	19	23.2%	32	33.2%	50	15.8%	8	8.0%	13
Good range of comparison goods	2.0%	21	1.5%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	1.3%	2	4.6%	7	0.0%	0	5.0%	8
Good range of food offer	7.7%	84	8.6%	8	4.4%	6	8.5%	4	9.1%	7	4.4%	3	12.7%	13	12.3%	9	4.4%	6	10.2%	15	4.9%	3	6.3%	10
Good variety of goods on offer	3.0%	33	3.5%	3	0.9%	1	0.8%	0	4.8%	3	3.6%	3	2.3%	2	1.4%	1	7.6%	10	0.0%	0	0.5%	0	4.8%	8
Habit / familiarity	8.7%	95	7.9%	8	10.9%	14	6.5%	3	6.8%	5	7.8%	6	5.8%	6	6.6%	5	13.1%	18	7.4%	11	13.5%	7	8.3%	13
Has other facilities (e.g. pharmacy, optician, dry cleaners, cafes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Links to the other shops / facilities in the town centre	1.0%	11	1.2%	1	2.6%	3	0.0%	0	1.9%	1	0.9%	1	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Good quality	1.9%	21	7.4%	7	0.0%	0	6.7%	3	0.5%	0	4.4%	3	0.0%	0	0.0%	0	1.9%	3	1.8%	3	1.0%	1	1.0%	2
Good loyalty scheme	0.7%	7	0.6%	1	0.0%	0	1.4%	1	0.0%	0	4.1%	3	0.0%	0	1.9%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Close to friends / family	0.6%	7	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	3
Easy to get to	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Convenience of Internet shopping	4.5%	48	4.8%	5	6.5%	8	2.2%	1	2.1%	2	8.5%	6	6.5%	7	1.3%	1	0.7%	1	5.0%	8	4.1%	2	5.4%	9
Helpful staff	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.1%	55	3.1%	3	0.7%	1	5.6%	2	4.4%	3	3.6%	3	5.4%	6	7.8%	6	5.6%	8	9.1%	14	1.5%	1	6.2%	10
Weighted base:	1087		96		128		43		72		72		105		76		137		149		52		157	
Sample:	1085		98		98		99		98		98		100		95		99		100		99		101	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]																								
<i>Those who do main food shopping at Q01</i>																								
Yes - other food shops	14.1%	153	13.6%	13	10.7%	14	15.0%	6	8.1%	6	11.6%	8	12.1%	13	16.1%	12	6.8%	9	22.3%	33	10.2%	5	20.8%	33
Yes - other non food shops (clothing, footwear, electrical etc)	16.8%	182	25.9%	25	19.9%	26	20.4%	9	10.8%	8	8.2%	6	12.2%	13	10.9%	8	8.9%	12	11.5%	17	6.2%	3	35.5%	56
Yes - pubs, restaurants or cafes	2.4%	26	1.3%	1	1.1%	1	4.9%	2	0.0%	0	1.3%	1	1.2%	1	3.2%	2	4.7%	6	3.1%	5	0.0%	0	3.3%	5
Yes - financial service (i.e. bank, building society)	4.4%	48	4.2%	4	7.0%	9	0.6%	0	7.9%	6	2.3%	2	3.0%	3	3.9%	3	6.0%	8	0.5%	1	6.7%	3	5.3%	8
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.4%	4	0.0%	0	0.5%	1	0.6%	0	0.9%	1	0.0%	0	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Yes - leisure activity	3.4%	37	0.0%	0	2.7%	3	0.8%	0	3.9%	3	6.4%	5	3.2%	3	2.0%	2	3.4%	5	7.4%	11	2.3%	1	2.5%	4
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - visit petrol station	1.0%	11	0.0%	0	3.9%	5	2.0%	1	0.0%	0	1.7%	1	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	1
No	62.7%	682	67.4%	65	62.2%	80	62.2%	27	71.2%	51	68.5%	49	66.2%	69	70.7%	54	72.3%	99	57.4%	86	75.5%	39	40.1%	63
(Don't know / varies)	3.2%	35	0.0%	0	2.1%	3	1.2%	1	1.5%	1	3.0%	2	6.2%	7	0.0%	0	1.0%	1	6.0%	9	0.0%	0	7.3%	11
Weighted base:		1087		96		128		43		72		72		105		76		137		149		52		157
Sample:		1085		98		98		99		98		98		100		95		99		100		99		101

Havering Retail & Leisure Study for Peter Brett Associates

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September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [£]																								
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																								
<i>Those who do main food shopping at Q01</i>																								
£1-10	0.5%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.9%	1	0.5%	0	0.6%	1
£11-20	2.8%	31	7.6%	7	3.7%	5	4.6%	2	1.9%	1	1.8%	1	2.2%	2	2.7%	2	4.4%	6	1.4%	2	1.0%	1	0.6%	1
£21-30	5.2%	56	4.8%	5	3.2%	4	5.4%	2	7.2%	5	2.7%	2	5.0%	5	4.3%	3	13.2%	18	4.9%	7	2.1%	1	1.9%	3
£31-40	5.8%	63	4.3%	4	7.4%	9	5.6%	2	7.6%	6	4.7%	3	10.6%	11	10.3%	8	7.6%	10	3.0%	5	3.8%	2	1.3%	2
£41-50	9.3%	101	11.3%	11	7.2%	9	10.0%	4	12.8%	9	7.1%	5	8.6%	9	13.7%	10	10.6%	14	5.9%	9	8.8%	5	9.4%	15
£51-60	7.5%	82	7.4%	7	4.2%	5	12.5%	5	4.4%	3	10.0%	7	14.1%	15	11.5%	9	8.0%	11	3.1%	5	10.2%	5	6.0%	9
£61-70	8.2%	90	5.6%	5	11.3%	14	8.2%	4	10.3%	7	5.3%	4	5.9%	6	3.4%	3	6.2%	8	10.9%	16	9.7%	5	10.6%	17
£71-80	8.7%	95	13.2%	13	8.5%	11	3.9%	2	6.2%	4	10.0%	7	7.4%	8	11.0%	8	8.5%	12	10.7%	16	10.6%	6	5.4%	8
£81-90	4.2%	46	2.9%	3	4.5%	6	4.0%	2	6.6%	5	2.8%	2	3.5%	4	4.1%	3	5.7%	8	3.1%	5	2.1%	1	5.3%	8
£91-100	15.3%	166	10.9%	10	16.3%	21	22.6%	10	21.0%	15	15.7%	11	8.2%	9	11.3%	9	11.2%	15	14.0%	21	23.5%	12	21.1%	33
£101-150	12.2%	133	13.3%	13	13.0%	17	8.3%	4	12.5%	9	20.9%	15	11.2%	12	6.0%	5	2.3%	3	18.3%	27	10.1%	5	15.1%	24
£151-200	3.4%	37	5.8%	6	3.2%	4	0.0%	0	2.7%	2	1.7%	1	0.6%	1	5.3%	4	1.9%	3	1.3%	2	5.1%	3	7.9%	12
£201+	1.3%	14	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.9%	1	4.1%	4	0.0%	0	0.0%	0	1.7%	3	3.7%	2	1.5%	2
(Don't know / can't remember)	13.8%	151	11.1%	11	14.7%	19	10.7%	5	6.7%	5	11.9%	8	15.5%	16	12.4%	9	17.6%	24	20.3%	30	6.1%	3	12.7%	20
(Refused)	1.7%	19	1.9%	2	1.6%	2	1.2%	1	0.0%	0	4.4%	3	3.0%	3	3.4%	3	1.7%	2	0.5%	1	2.6%	1	0.8%	1
Mean:	83.24		80.45		85.54		74.89		79.44		90.01		79.09		74.58		62.92		90.38		94.13		97.50	
Weighted base:	1087		96		128		43		72		72		105		76		137		149		52		157	
Sample:	1085		98		98		99		98		98		100		95		99		100		99		101	

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

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

Those who do main food shopping at Q01

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Row, RM5 2PU																								
Costcutter, Farringdon Avenue, Romford, RM3 8SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Road, Romford, RM6 6PX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Highfield Link, Romford, RM5 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	1.5%	16	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Romford, RM7 9NA	0.4%	5	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.3%	3	2.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.1%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.9%	0	0.0%	0	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Warley Hill, Brentwood, CM14 5HR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Marks & Spencer, South Street, Romford, RM1 1NT	1.5%	16	5.2%	5	0.7%	1	3.4%	1	0.7%	1	0.0%	0	1.2%	1	2.0%	2	2.4%	3	1.3%	2	0.5%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	6	1.1%	1	0.0%	0	0.0%	0	0.5%	0	5.2%	4	0.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.1%	23	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	14	5.2%	8	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Express, High Road, Chadwell Heath, RM6 6PR	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Brentwood, CM14 4QG	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Main Road, Romford, RM1 3BT	1.0%	11	8.9%	9	0.0%	0	1.6%	1	0.0%	0	0.6%	1
Tesco Express, Mawney Road, RM7 7HL	0.6%	7	3.8%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.9%	32	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.6%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.4%	27	5.4%	6	0.0%	0	3.8%	2	0.0%	0	0.6%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	3.0%	33	2.0%	2	14.9%	19	14.7%	6	1.8%	1	3.7%	3
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	2.7%	30	1.6%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.0%	22	0.0%	0	0.7%	1	3.9%	2	24.0%	18	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.9%	10	0.0%	0	1.5%	2	0.0%	0	0.9%	1	8.4%	6
Internet / delivered	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Other foodstore outside study area	3.3%	37	2.4%	2	1.1%	1	0.0%	0	0.7%	1	2.3%	2
Other, zone 1	1.5%	16	8.7%	9	0.7%	1	3.3%	1	0.0%	0	0.0%	0
Other, zone 2	0.6%	7	1.1%	1	0.9%	1	3.9%	2	3.8%	3	0.0%	0
Other, zone 5	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	9
Other, zone 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Other, zone 9	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other, zone 10	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other, zone 11	1.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Basildon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

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September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other, zone 8	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	26	0.0%	0	5.0%	6	0.8%	0	1.7%	1	2.5%	2
(Don't do this kind of shopping)	25.4%	280	14.9%	15	25.8%	34	23.4%	10	24.0%	18	37.5%	28
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q08 And where did you shop for top-up food shopping the time before that?												
<i>Those who specified a location at Q07</i>												
Aldi, High Road Seven Kings, Ilford, IG3 8RS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford RM1, 3AB	0.8%	6	2.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	2.7%	22	4.8%	4	0.0%	0	0.0%	0	2.7%	2	20.4%	12
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.4%	11	1.8%	2	0.9%	1	0.0%	0	2.5%	1	13.8%	6
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	3.6%	29	9.4%	8	2.3%	2	3.0%	1	0.7%	0	1.9%	1
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.8%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-op (Somerfield), Farnham Road, Harold Hill, Romford, RM3 8DX	1.3%	11	0.0%	0	4.6%	4	0.0%	0	0.0%	0	7.9%	5
Co-op, 201-207 Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 208-212 Hutton Road, Shenfield, CM15 8NR	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6/8-8A Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Becontree Avenue, Becontree, Dagenham, RM8 2UU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dagenham Road, Rush Green, Romford, RM7 0TJ	0.5%	4	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0
Co-op, Elm Park Avenue, Hornchurch, RM12 4SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Co-op, Station Road, Harold Wood, Romford, RM3 0BP	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6
Co-op, The Baytree Centre, Brentwood, CM14 4BX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Retail Unit,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Turpin Avenue, Colliers Row, RM5 2PU												
Costcutter, Becontree Avenue, Dagenham, RM8 3UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Farringdon Avenue, Romford, RM3 8SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Highfield Link, Romford, RM5 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Cardrome, Upper Rainham Road, Hornchurch, RM12 4ET	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Iceland, 32 The High Street, Brentwood, CM14 4AJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Farnham Road, Harold Hill, Romford, RM3 8DX	2.4%	19	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9
Iceland, London Road, Romford, RM7 9NA	0.4%	3	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.8%	6	5.0%	4	0.0%	0	4.0%	1	0.0%	0	0.9%	1
Iceland, North Street, Hornchurch, RM11 1RL	1.3%	10	0.0%	0	10.3%	9	0.0%	0	2.2%	1	0.0%	0
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.5%	4	2.5%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	1.0%	8	0.0%	0	0.0%	0	1.4%	0	0.9%	1	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Londis, Rainham Road South, Dagenham, RM10 8AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Warley Hill, Brentwood, CM14 5HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ongar Road Pilgrims Hatch,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Brentwood, CM15 9HZ																								
Marks & Spencer, South Street, Romford, RM1 1NT	2.6%	20	13.5%	12	0.9%	1	5.9%	2	0.9%	1	0.0%	0	1.0%	1	3.4%	2	0.0%	0	2.2%	3	0.7%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.2%	9	0.0%	0	1.3%	1	0.0%	0	2.3%	1	13.4%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons M Local, Station Parade, Hornchurch, RM12 5AB	0.7%	5	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Becontree Heath, Dagenham, RM10 7RA	2.1%	17	0.0%	0	0.0%	0	3.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	7	7.0%	8	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North Street, Romford, RM1 1ED	0.5%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.5%	4	0.0%	0	1.4%	1	0.0%	0	3.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	2.6%	21	1.8%	2	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	15.5%	15	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	3.9%	31	0.9%	1	26.4%	24	0.0%	0	9.9%	5	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	5	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	1.7%	14	4.9%	4	0.0%	0	9.7%	3	1.3%	1	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	21
Tesco Express, 225 Hanging Hill Lane, Brentwood, CM13 2QG	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.4%	3	1.8%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 85-86 Viceroy Parade, Hutton Road, Shenfield, CM15	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
8JD																								
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	2	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Elm Park, RM12 4SB	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Cranham, Upminster, RM14 1XL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Brentwood, CM14 4QG	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10
Tesco Express, Main Road, Romford, RM1 3BT	2.1%	17	16.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Tesco Express, Mawney Road, RM7 7HL	0.6%	5	2.8%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon, Thurrock, RM15 6QA	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rainham Road, Rainham, RM13 7QX	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	12.0%	5	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Brentwood, CM14 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	3.5%	28	0.0%	0	0.0%	0	0.0%	0	15.4%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	45.6%	17	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	2.6%	21	3.3%	3	2.8%	2	1.4%	0	0.0%	0	1.1%	0	19.6%	13	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	1.4%	11	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	5.3%	43	2.3%	2	27.9%	25	17.3%	6	3.4%	2	7.3%	3	1.3%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.1%	1
Tesco Metro, Collier Row	2.7%	21	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [£]																								
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																								
<i>Those who specified a location at Q07</i>																								
£1-10	25.1%	199	29.5%	26	21.0%	19	26.4%	9	26.8%	15	21.3%	9	21.7%	15	25.5%	15	23.0%	22	26.5%	31	21.7%	8	28.5%	31
£11-20	26.3%	209	23.7%	21	18.6%	17	36.5%	12	21.2%	12	35.2%	15	30.6%	21	32.3%	19	23.2%	23	23.6%	27	32.9%	13	28.1%	31
£21-30	18.9%	150	12.5%	11	29.6%	27	13.7%	4	31.9%	17	12.5%	6	14.4%	10	8.7%	5	26.6%	26	22.8%	26	16.1%	6	10.9%	12
£31-40	5.7%	45	4.6%	4	8.1%	7	1.1%	0	4.4%	2	1.4%	1	9.2%	6	7.0%	4	1.4%	1	7.0%	8	11.4%	4	6.1%	7
£41-50	3.8%	30	6.2%	5	2.5%	2	1.1%	0	0.9%	1	4.2%	2	3.6%	2	5.6%	3	4.2%	4	4.4%	5	0.0%	0	4.5%	5
£51-60	1.0%	8	4.6%	4	1.8%	2	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
£61-70	0.6%	5	2.0%	2	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£71-80	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	1.7%	1	1.1%	1
£81-90	0.3%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
£91-100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-200	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	15.9%	126	16.2%	14	15.6%	14	20.4%	7	10.1%	5	14.8%	7	20.5%	14	16.4%	10	18.4%	18	13.4%	15	11.6%	4	16.5%	18
(Refused)	1.5%	12	0.7%	1	1.3%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	3.6%	2	3.3%	3	0.0%	0	2.9%	1	1.1%	1
Mean:	22.08		23.39		24.26		17.03		22.35		22.80		20.38		20.20		19.96		22.03		22.41		23.97	
Weighted base:	796		87		90		33		54		44		67		59		98		115		38		110	
Sample:	755		80		69		69		68		60		59		74		66		69		72		69	

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

Yes	36.3%	400	27.1%	28	37.3%	48	32.5%	14	44.8%	33	40.2%	30	30.4%	32	32.3%	26	40.8%	56	45.3%	68	24.2%	13	33.9%	53
No	63.7%	702	72.9%	74	62.7%	81	67.5%	29	55.2%	40	59.8%	44	69.6%	73	67.7%	54	59.2%	82	54.7%	82	75.8%	40	66.1%	104
Weighted base:	1102		102		130		43		73		74		105		79		138		149		52		157	
Sample:	1102		100		100		100		100		101		100		100		100		100		100		101	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q11 Where are these small shops located?																								
<i>Those who use small shops at Q10</i>																								
Local Stores - Romford	14.9%	60	60.3%	17	1.8%	1	56.5%	8	2.7%	1	0.0%	0	28.1%	9	26.0%	7	13.8%	8	9.8%	7	27.3%	3	0.0%	0
Local Stores - Hornchurch	11.9%	48	6.2%	2	57.0%	28	0.0%	0	48.9%	16	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Local Stores - Upminster	7.6%	30	0.0%	0	3.4%	2	0.0%	0	1.5%	1	86.6%	26	3.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	1.6%	1
Local Stores - Collier Row	4.8%	19	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores - Elm Park	4.5%	18	0.0%	0	15.1%	7	0.0%	0	29.4%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local Stores - Harold Hill	6.4%	26	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	64.2%	20	2.9%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Local Stores - Rainham	2.5%	10	0.0%	0	0.0%	0	2.5%	0	8.1%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	45.2%	6	0.0%	0
Local Stores - Chadwell Heath	5.7%	23	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	21	1.1%	1	0.0%	0	0.0%	0
Local Stores - Dagenham	13.2%	53	0.0%	0	0.0%	0	3.6%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	24.6%	14	52.7%	36	5.8%	1	0.0%	0
Local Stores - Ilford	3.5%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	0	0.0%	0	0.0%	0	14.8%	8	6.9%	5	0.0%	0	0.0%	0
Local Stores - Barking	3.5%	14	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	18.6%	13	0.0%	0	0.0%	0
Local Stores - Brentwood	10.5%	42	5.2%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	70.2%	37
Other, outside area	4.3%	17	3.0%	1	2.4%	1	2.5%	0	0.0%	0	5.3%	2	4.1%	1	0.0%	0	4.5%	3	6.9%	5	3.9%	0	8.2%	4
Gidea Park	2.0%	8	14.5%	4	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	1.1%	4	0.0%	0	0.0%	0	31.7%	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
Shenfield	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	9
(Don't know / varies)	1.5%	6	2.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	3.9%	0	3.9%	2
Weighted base:	400	28	48	14	33	30	32	26	56	68	13	53												
Sample:	389	33	38	35	43	40	28	32	36	40	27	37												

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [£]																								
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																								
<i>Those who use small shops at Q10</i>																								
£1-10	46.7%	187	46.5%	13	66.9%	32	45.2%	6	36.2%	12	50.0%	15	44.0%	14	49.5%	13	49.5%	28	35.7%	24	44.7%	6	45.1%	24
£11-20	17.2%	69	22.3%	6	20.0%	10	22.1%	3	29.4%	10	13.0%	4	8.4%	3	31.9%	8	13.5%	8	9.4%	6	24.4%	3	16.0%	9
£21-30	9.3%	37	9.2%	3	0.0%	0	4.3%	1	6.0%	2	7.8%	2	12.2%	4	3.9%	1	20.0%	11	11.7%	8	12.4%	2	7.8%	4
£31-40	0.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.9%	0	1.6%	1
£41-50	2.4%	10	0.0%	0	1.8%	1	0.0%	0	1.1%	0	0.0%	0	8.2%	3	0.0%	0	4.5%	3	1.4%	1	0.0%	0	4.5%	2
£51-60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61-70	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71-80	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
£81-90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-150	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
£151-200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	22.0%	88	17.7%	5	11.3%	5	28.4%	4	27.2%	9	27.0%	8	23.1%	7	10.4%	3	10.1%	6	41.7%	28	12.7%	2	21.1%	11
(Refused)	1.2%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	2.1%	1	2.4%	1	0.0%	0	0.0%	0	2.2%	1
<i>Mean:</i>	<i>13.88</i>		<i>13.89</i>		<i>9.91</i>		<i>10.82</i>		<i>12.25</i>		<i>11.38</i>		<i>19.06</i>		<i>11.75</i>		<i>14.84</i>		<i>13.79</i>		<i>16.33</i>		<i>17.46</i>	
Weighted base:	400		28		48		14		33		30		32		26		56		68		13		53	
Sample:	389		33		38		35		43		40		28		32		36		40		27		37	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Mean score: [%]																								
Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?																								
0%	66.3%	730	82.9%	84	69.3%	90	80.4%	35	81.2%	59	38.2%	28	65.7%	69	88.7%	70	73.6%	101	54.7%	82	53.2%	28	53.3%	84
1-5%	1.6%	18	1.2%	1	4.1%	5	2.7%	1	0.0%	0	4.4%	3	1.1%	1	0.7%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	4
6-10%	1.6%	18	0.8%	1	3.2%	4	1.1%	0	3.3%	2	2.8%	2	0.0%	0	2.8%	2	1.3%	2	0.0%	0	3.4%	2	1.5%	2
11-20%	1.0%	11	1.7%	2	4.1%	5	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0
21-30%	1.1%	12	1.6%	2	0.0%	0	1.6%	1	0.0%	0	4.2%	3	0.0%	0	2.0%	2	1.9%	3	0.5%	1	0.0%	0	1.0%	2
31-40%	0.6%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	3.4%	2	0.8%	1
41-50%	2.7%	30	1.7%	2	3.1%	4	3.4%	1	0.7%	1	1.7%	1	1.6%	2	2.0%	2	1.3%	2	6.6%	10	3.4%	2	2.9%	5
51-60%	0.2%	2	0.0%	0	1.4%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61-70%	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1
71-80%	4.3%	47	5.1%	5	8.2%	11	2.4%	1	0.7%	1	5.9%	4	6.7%	7	0.0%	0	1.0%	1	2.5%	4	5.7%	3	6.4%	10
81-90%	2.7%	30	3.5%	4	4.5%	6	0.0%	0	1.4%	1	4.2%	3	1.6%	2	0.0%	0	0.0%	0	2.1%	3	0.7%	0	7.1%	11
91-99%	0.6%	7	0.6%	1	0.7%	1	1.6%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.8%	1
100%	1.0%	11	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	2	1.3%	2	2.3%	1	2.2%	3
(Don't know / varies)	15.6%	172	1.0%	1	0.0%	0	5.1%	2	11.3%	8	35.2%	26	20.3%	21	2.6%	2	16.9%	23	29.8%	45	21.4%	11	20.7%	33
(Refused)	0.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.3%	1	0.0%	0
<i>Mean:</i>	<i>11.99</i>		<i>9.51</i>		<i>15.88</i>		<i>6.45</i>		<i>4.26</i>		<i>20.00</i>		<i>11.80</i>		<i>3.14</i>		<i>5.14</i>		<i>14.23</i>		<i>15.29</i>		<i>21.59</i>	
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157												
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101												

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																								
Brentwood	3.1%	34	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	20.9%	33
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.4%	27	0.0%	0	5.6%	7	1.7%	1	4.3%	3	1.2%	1	3.4%	4	0.0%	0	4.2%	6	2.2%	3	0.9%	0	1.0%	2
Dagenham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.0%	11	0.0%	0	4.7%	6	0.0%	0	4.8%	3	1.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.0%	11	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.4%	5	3.1%	5	0.0%	0	0.0%	0
Rainham	0.6%	7	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	5.6%	3	0.8%	1
Romford (including The Liberty, The Mall and The Brewery)	42.2%	465	65.5%	67	39.7%	52	62.2%	27	43.7%	32	10.5%	8	48.2%	50	66.6%	53	63.1%	87	40.3%	60	25.0%	13	10.8%	17
Stratford (including Westfield Stratford City)	2.2%	25	2.8%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	4	3.8%	6	0.0%	0	6.9%	11
Upminster	1.0%	11	0.0%	0	0.0%	0	1.1%	0	0.0%	0	10.8%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Bluewater	1.2%	13	0.0%	0	1.8%	2	2.4%	1	0.0%	0	2.1%	2	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.9%	0	2.9%	5
Lakeside	21.8%	240	10.4%	11	25.1%	33	13.1%	6	34.7%	25	59.8%	44	13.2%	14	8.3%	7	7.5%	10	20.5%	31	53.6%	28	20.5%	32
Gallows Corner Retail Park, Romford	0.8%	8	0.0%	0	1.3%	2	0.0%	0	1.2%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Merrilands Retail Park, Dagenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road,	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Goodmayes, Romford, RM6 4HY												
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.9%	76	5.6%	6	10.5%	14	2.1%	1	0.7%	1	5.2%	4
Home Catalogue	1.4%	16	1.2%	1	0.0%	0	2.9%	1	0.5%	0	0.0%	0
TV / Interactive Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other location outside study area	1.5%	16	3.3%	3	3.2%	4	2.1%	1	0.0%	0	1.7%	1
Other, zone 8	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Southend	0.1%	2	1.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.5%	17	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Billericay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	0.4%	5	0.0%	0	3.2%	4	0.0%	0	0.7%	1	0.0%	0
Basildon	1.6%	18	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.7%	1
(Don't know / can't remember)	2.1%	23	1.2%	1	0.7%	1	3.0%	1	0.0%	0	3.6%	3
(Don't do this type of shopping)	2.9%	32	6.3%	6	2.2%	3	3.5%	2	2.4%	2	1.3%	1
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

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

Those who specified a location at Q15

Everyday	0.9%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	
5 - 6 times a week	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3 - 4 times a week	0.6%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.5%	0	
Twice a week	1.1%	12	0.6%	1	0.9%	1	0.6%	0	0.0%	0	1.7%	1	1.5%	2	0.8%	1	2.1%	3	1.7%	2	2.1%	1	
Once a week	7.8%	82	9.3%	9	5.0%	6	12.5%	5	5.4%	4	6.0%	4	10.9%	11	5.9%	4	8.8%	12	8.9%	13	5.3%	3	
Once every two weeks	12.9%	135	13.2%	12	15.6%	20	12.3%	5	20.0%	14	15.4%	11	8.6%	9	11.9%	8	20.3%	27	14.8%	21	9.6%	5	
Once a month	25.6%	268	26.1%	25	30.2%	38	20.0%	8	31.5%	22	24.2%	17	24.5%	24	18.0%	13	22.3%	30	24.2%	34	39.1%	20	
Once every two months	14.4%	150	14.0%	13	9.9%	12	6.7%	3	18.4%	13	10.9%	8	16.4%	16	11.9%	9	13.5%	18	13.9%	20	13.6%	7	
3 or 4 times a year	12.0%	126	13.4%	13	10.7%	14	17.8%	7	14.4%	10	10.9%	8	6.9%	7	18.6%	13	11.5%	15	8.1%	12	8.0%	4	
Twice a year	7.2%	75	4.7%	4	15.7%	20	6.8%	3	2.8%	2	6.6%	5	10.1%	10	8.5%	6	7.1%	9	0.5%	1	5.2%	3	
Once a year	3.0%	31	3.1%	3	5.7%	7	4.2%	2	0.0%	0	3.1%	2	3.2%	3	4.5%	3	2.5%	3	1.2%	2	7.1%	4	
Less often	2.3%	24	6.0%	6	3.0%	4	3.5%	1	3.1%	2	0.9%	1	2.0%	2	4.4%	3	1.5%	2	1.2%	2	1.6%	1	
(Don't know / varies)	12.3%	128	7.1%	7	3.3%	4	15.6%	6	3.7%	3	16.5%	12	16.0%	16	15.5%	11	8.2%	11	25.5%	36	7.9%	4	
Mean:		0.41		0.45		0.27		0.34		0.33		0.59		0.33		0.26		0.44		0.39		0.33	0.60
Weighted base:		1047		94		126		40		71		70		100		71		133		143		51	148
Sample:		1026		89		96		90		96		94		94		90		95		92		97	93

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

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

Car - Driver	58.2%	555	44.3%	39	66.1%	74	51.8%	20	59.5%	42	72.5%	48	53.3%	43	55.8%	35	45.0%	56	57.2%	71	74.5%	37	65.9%	90
Car - Passenger	8.9%	85	7.4%	6	2.6%	3	7.7%	3	6.9%	5	5.6%	4	16.6%	14	5.0%	3	15.6%	19	10.5%	13	16.0%	8	5.1%	7
Bus	17.4%	166	14.6%	13	12.0%	13	17.8%	7	24.2%	17	8.7%	6	18.1%	15	32.6%	21	30.5%	38	24.2%	30	8.0%	4	1.9%	3
Cycle	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	1	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Train	6.5%	62	5.0%	4	4.2%	5	5.2%	2	4.4%	3	1.3%	1	8.3%	7	0.0%	0	6.2%	8	4.2%	5	1.6%	1	19.5%	27
Walk	5.6%	54	18.0%	16	7.7%	9	14.1%	5	2.4%	2	8.7%	6	2.1%	2	2.4%	1	1.1%	1	1.2%	1	0.0%	0	7.7%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube	0.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.4%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	17	7.4%	6	1.0%	1	3.3%	1	0.7%	1	2.2%	1	0.8%	1	2.4%	2	0.8%	1	2.7%	3	0.0%	0	0.0%	0
Weighted base:		954		87		113		38		71		66		82		64		125		123		49	137	
Sample:		934		84		85		84		94		88		76		80		88		82		90	83	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?																								
<i>Those who specified a location at Q15</i>																								
Barking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0		
Brentwood	3.4%	36	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	33		
Central London - West End (Oxford Street / Regent Street / Bond Street)	3.4%	36	2.6%	2	7.9%	10	1.2%	0	4.4%	3	2.4%	2	2.6%	3	2.2%	2	2.5%	3	5.6%	8	1.5%	1	1.4%	2
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11	3.5%	2	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.7%	7	0.6%	1	0.5%	1	0.0%	0	6.9%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ilford	1.7%	18	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.4%	10	3.3%	5	0.7%	0	0.0%	0
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	0.5%	0	0.8%	1		
Romford (including The Liberty, The Mall and The Brewery)	34.3%	359	56.6%	53	25.4%	32	60.6%	24	37.7%	27	16.1%	11	43.1%	43	54.3%	39	47.3%	63	32.0%	46	22.1%	11	6.8%	10
Stratford (including Westfield Stratford City)	4.4%	46	2.6%	2	3.1%	4	1.8%	1	1.2%	1	4.8%	3	7.3%	7	0.0%	0	7.6%	10	1.3%	2	1.0%	1	9.8%	14
Upminster	0.5%	5	0.9%	1	0.0%	0	0.0%	0	1.4%	1	3.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	3.1%	33	0.0%	0	6.4%	8	4.2%	2	4.6%	3	9.7%	7	1.9%	2	0.8%	1	0.0%	0	0.7%	1	0.0%	0	6.4%	9
Lakeside	28.8%	301	19.4%	18	36.5%	46	21.6%	9	35.1%	25	50.1%	35	18.3%	18	21.5%	15	16.7%	22	27.9%	40	63.7%	33	27.0%	40
Gallows Corner Retail Park, Romford	1.0%	10	1.2%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	3.3%	5	0.0%	0	0.0%	0
Ilford Retail Park	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, 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	0.5%	1	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.5%	5	0.0%	0	3.3%	4	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	2
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	1.2%	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
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	4	0.0%	0	2.3%	3	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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

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

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																								
Barking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	4.8%	8
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.5%	1	0.0%	0
Dagenham	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	7.4%	11	0.0%	0	0.0%	0	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.8%	20	3.0%	3	8.3%	11	3.9%	2	1.6%	1	3.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Ilford	0.8%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.9%	1	1.2%	1	0.0%	0
Rainham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	11.4%	126	19.6%	20	17.0%	22	15.7%	7	6.2%	5	5.2%	4	12.1%	13	16.3%	13	14.0%	19	5.0%	7	7.3%	4	8.2%	13
South Ockendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.5%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Upminster	5.7%	63	5.4%	5	5.3%	7	2.3%	1	6.9%	5	26.9%	20	5.4%	6	4.3%	3	2.1%	3	0.9%	1	5.1%	3	5.5%	9
Bluewater	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	3
Lakeside	13.2%	145	6.2%	6	17.3%	23	7.4%	3	21.9%	16	14.4%	11	7.1%	7	5.3%	4	5.7%	8	12.1%	18	38.2%	20	18.6%	29
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	1.7%	18	0.8%	1	1.1%	1	5.7%	2	2.4%	2	0.9%	1	1.1%	1	9.0%	7	1.3%	2	0.0%	0	0.0%	0	0.8%	1
Gallows Corner Retail Park, Romford	6.9%	76	16.6%	17	7.6%	10	12.6%	5	5.5%	4	3.1%	2	14.0%	15	10.9%	9	3.4%	5	3.2%	5	0.0%	0	3.1%	5
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.6%	1	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	1.5%	16	2.1%	2	3.1%	4	3.5%	2	4.4%	3	1.2%	1	1.7%	2	2.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.8%	9	0.0%	0	1.3%	2	7.1%	3	0.5%	0	0.0%	0	1.6%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.6%	1
B&Q Tangent Link, Harold Hill, Romford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Homebase, High Road, Seven Kings, Ilford	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Ikea, Lakeside	2.6%	29	5.6%	6	5.1%	7	0.6%	0	0.7%	1	0.0%	0	3.3%	3	3.4%	3	0.0%	0	4.0%	6	0.0%	0	2.2%	3
Tesco Extra, Bridge 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	0.0%	0	0.5%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																								
<i>Those who specified a location at Q18</i>																								
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	1	3.0%	2	0.0%	0	3.1%	3	0.0%	0	0.0%	0	9.1%	11
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	1	1.6%	1	0.0%	0	1.3%	0	0.0%	0
Dagenham	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	10.2%	9	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	3.0%	22	2.4%	2	15.7%	15	0.0%	0	3.4%	2	1.9%	1	0.0%	0	4.9%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ilford	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Rainham	1.0%	7	0.0%	0	0.9%	1	0.0%	0	0.8%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	11.2%	4	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	14.3%	104	31.0%	21	12.1%	11	14.0%	4	6.4%	3	5.4%	3	19.6%	12	20.7%	10	34.4%	29	4.3%	4	9.8%	4	3.8%	4
South Ockendon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.7%	5	2.4%	2	0.9%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	0	1.0%	1
Upminster	7.2%	52	11.2%	7	4.3%	4	1.7%	0	16.5%	8	27.6%	16	10.4%	6	6.1%	3	3.5%	3	0.0%	0	5.1%	2	2.5%	3
Bluewater	0.7%	5	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	2
Lakeside	17.5%	127	7.1%	5	19.1%	18	23.2%	6	17.6%	8	18.9%	11	14.8%	9	6.8%	3	14.7%	12	18.6%	17	57.7%	21	14.5%	17
Chase Lane Retail Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	2.4%	18	4.7%	3	3.3%	3	9.8%	3	1.5%	1	1.1%	1	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gallows Corner Retail Park, Romford	7.1%	51	14.5%	10	12.3%	11	11.6%	3	3.8%	2	2.2%	1	17.4%	10	13.2%	6	1.6%	1	4.1%	4	0.0%	0	2.0%	2
Grove Farm Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Merrields Retail Park, Dagenham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.3%	1	0.0%	0	0.0%	0
Newbury Retail Park, Horns Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	1.3%	10	3.3%	2	1.2%	1	4.7%	1	2.1%	1	0.0%	0	1.9%	1	3.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	1.1%	8	0.0%	0	1.8%	2	16.6%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	1
Homebase, Rom Valley Way, Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	4.1%	30	2.6%	2	7.1%	7	2.4%	1	7.9%	4	0.8%	0	4.3%	3	3.3%	2	0.0%	0	8.7%	8	1.0%	0	3.5%	4
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.7%	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, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																								
Brentwood	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	21
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	8.1%	12	0.9%	0	0.0%	0
Elm Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.7%	8	0.0%	0	0.0%	0	0.6%	0	0.9%	1	3.4%	3	0.6%	1	0.7%	1	1.9%	3	0.0%	0	1.2%	1	0.0%	0
Ilford	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	6.4%	71	11.8%	12	2.2%	3	8.3%	4	4.5%	3	4.5%	3	1.2%	1	3.2%	3	13.3%	18	7.1%	11	7.2%	4	5.9%	9
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Lakeside	4.3%	48	0.0%	0	0.0%	0	3.9%	2	2.6%	2	14.7%	11	0.0%	0	0.0%	0	1.2%	2	6.6%	10	30.5%	16	3.6%	6
Abbey Retail Park, Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	8.1%	89	9.7%	10	2.9%	4	0.0%	0	1.3%	1	9.2%	7	26.1%	27	15.2%	12	1.9%	3	0.0%	0	0.0%	0	16.3%	26
Grove Farm Retail Park, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Merrields Retail Park, Dagenham	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.5%	25	12.9%	7	0.0%	0
Rom Valley Way Retail Park, Romford	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	26.2%	289	30.0%	31	65.2%	85	55.6%	24	64.6%	47	22.0%	16	6.4%	7	18.9%	15	13.6%	19	14.0%	21	18.6%	10	9.8%	15
B&Q Tangent Link, Harold Hill, Romford	11.4%	126	16.5%	17	7.0%	9	0.0%	0	3.3%	2	19.5%	14	34.4%	36	24.1%	19	0.7%	1	2.6%	4	6.5%	3	12.7%	20
Homebase, High Road, Seven Kings, Ilford	0.7%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	3.5%	39	8.8%	9	5.1%	7	12.2%	5	3.8%	3	2.0%	1	0.0%	0	7.4%	6	2.1%	3	1.6%	2	0.9%	0	1.5%	2
Ikea, Lakeside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Wickes Extra, Hertford Road, Barking	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.6%	5	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.0%	5
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7
Internet / delivered	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.9%	1	3.8%	3	0.0%	0	3.6%	5	0.5%	0	0.0%	0
Home Catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside study area	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other, zone 8	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
London (Other)	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.5%	16	0.6%	1	0.0%	0	0.7%	1	0.0%	0	8.6%	12
Beckton superstores and retail parks	1.0%	11	0.0%	0	3.2%	4	0.0%	0	0.0%	0	1.9%	3
Basildon	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1
(Don't know / can't remember)	3.2%	35	3.3%	3	0.9%	1	6.0%	3	2.3%	2	3.8%	3
(Don't do this type of shopping)	18.1%	200	18.8%	19	11.7%	15	12.1%	5	14.7%	11	11.5%	8
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?												
<i>Those who specified a location at Q20</i>												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.9%	16	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	13
Collier Row	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	10
Elm Park	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.9%	8	2.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Hornchurch	1.0%	8	0.0%	0	0.0%	0	0.7%	0	1.1%	1	5.5%	3
Ilford	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	7.5%	65	15.9%	13	1.5%	2	9.4%	3	1.4%	1	4.3%	3
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lakeside	5.4%	47	0.0%	0	0.7%	1	4.8%	2	3.7%	2	13.5%	8
Eastern Avenue West Retail Park, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	9.0%	78	12.4%	10	6.5%	7	3.3%	1	1.6%	1	10.2%	6
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Merrilands Retail Park, Dagenham	3.1%	27	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.5%	5	0.0%	0	2.2%	2	0.0%	0	0.8%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	27.2%	236	22.3%	18	59.8%	68	44.4%	16	65.8%	40	26.2%	16
B&Q Tangent Link, Harold Hill, Romford	12.5%	108	12.5%	10	5.7%	6	0.0%	0	5.1%	3	18.8%	12
Homebase, High Road, Seven Kings, Ilford	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	10.1%	88	29.1%	23	14.5%	17	31.2%	11	17.0%	10	2.9%	2
Wickes Extra, Hertford Road, Barking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Wickes, Brook Street, Brentwood	2.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.2%	11	0.0%	0	0.0%	0	1.9%	1	0.8%	1	3.4%	2
Home Catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside study area	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other, zone 8	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, zone 11	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0
Goodmayes (including retail park)	1.6%	14	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0
Billericay	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Beckton superstores and retail parks	1.6%	14	0.0%	0	3.6%	4	1.3%	0	0.0%	0	0.0%	0
Basildon	2.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	32	3.6%	3	3.0%	3	0.0%	0	0.0%	0	5.7%	4
Weighted base:	867	79	114	35	61	62	77	62	96	109	43	129
Sample:	854	73	84	78	85	83	78	75	68	71	80	79

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Dagenham, RM10 7RA																								
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	10.4%	5	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.6%	18	10.6%	11	0.0%	0	0.8%	0	0.7%	1	0.0%	0	4.5%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.5%	6	0.0%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.0%	11	0.0%	0	1.8%	2	3.3%	1	5.0%	4	2.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	15.3%	168	11.6%	12	21.4%	28	10.8%	5	11.0%	8	19.3%	14	16.2%	17	11.4%	9	14.8%	20	11.9%	18	21.4%	11	16.9%	27
Home Catalogue	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Other location outside study area	0.7%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.7%	6
Other, zone 1	0.6%	7	1.8%	2	1.6%	2	0.0%	0	0.7%	1	0.0%	0	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Other, zone 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, zone 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.7%	3	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
London (Other)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	3	1.3%	2	0.0%	0	0.8%	1
Goodmayes (including retail park)	1.1%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	10	0.7%	1	0.0%	0	0.0%	0
Chelmsford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Beckton superstores and retail parks	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0
Basildon	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	21
(Don't know / can't remember)	9.2%	102	5.1%	5	10.7%	14	10.3%	4	7.6%	6	9.0%	7	11.4%	12	9.3%	7	6.8%	9	10.5%	16	4.4%	2	12.3%	19
(Don't do this type of shopping)	19.4%	214	25.2%	26	12.5%	16	13.9%	6	23.2%	17	18.9%	14	20.0%	21	30.2%	24	21.3%	29	21.2%	32	15.4%	8	13.8%	22
Weighted base:	1102		102		130		43		73		74		105		79		138		149		52		157	
Sample:	1102		100		100		100		100		101		100		100		100		100		100		101	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?												
<i>Those who specified a location at Q22</i>												
Barking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.7%	13	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.6%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.1%	8	0.8%	1	0.0%	0	0.0%	0	9.6%	5	0.0%	0
Collier Row	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Dagenham	3.1%	25	0.0%	0	0.0%	0	5.1%	2	0.7%	0	0.0%	0
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Harold Hill	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1
Hornchurch	1.9%	15	1.7%	1	1.3%	1	0.8%	0	14.6%	7	4.9%	3
Ilford	0.8%	6	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0
Rainham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	14.1%	111	35.4%	25	10.4%	10	24.7%	8	7.9%	4	4.5%	2
Stratford (including Westfield Stratford City)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Bluewater	1.0%	8	0.0%	0	1.6%	2	1.1%	0	0.0%	0	6.7%	4
Lakeside	13.2%	104	2.9%	2	19.8%	20	3.4%	1	22.4%	11	26.5%	14
Chase Lane Retail Park, Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford	7.5%	59	7.5%	5	16.8%	17	17.7%	6	5.6%	3	0.9%	0
Gallows Corner Retail Park, Romford	4.5%	35	2.3%	2	2.3%	2	8.0%	3	1.7%	1	3.7%	2
Grove Farm Retail Park, Romford	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.7%	0	0.0%	0
Merriellands Retail Park, Dagenham	1.7%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Rom Valley Way Retail Park, Romford	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.4%	3	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.6%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Sainsbury's, High Road, Chadwell Heath, Romford,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
RM6 6PB												
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.5%	12	12.2%	9	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	3	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	1.3%	10	0.0%	0	1.3%	1	9.4%	3	1.7%	1	2.5%	1
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivered	19.6%	154	20.5%	15	22.2%	22	9.6%	3	16.1%	8	25.8%	14
Home Catalogue	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside study area	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other, zone 1	0.7%	6	1.7%	1	1.7%	2	0.0%	0	1.0%	1	1.6%	1
Other, zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, zone 8	0.7%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
London (Other)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.0%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton superstores and retail parks	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Basildon	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
(Don't know / can't remember)	9.8%	77	12.5%	9	10.9%	11	12.7%	4	5.1%	3	8.4%	4
Weighted base:	786	71	100	33	51	53	72	48	99	102	42	116
Sample:	762	67	75	70	73	71	67	61	67	68	73	70

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?												
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.4%	37	0.0%	0	0.9%	1	0.0%	0	0.5%	0	2.5%	2
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	5	0.6%	1	1.3%	2	1.1%	0	0.0%	0	0.9%	1
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.9%	32	0.0%	0	1.3%	2	4.5%	2	0.0%	0	0.0%	0
Harold Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hornchurch	4.1%	46	6.3%	6	6.9%	9	3.3%	1	15.2%	11	10.1%	7
Ilford	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	8.0%	88	20.8%	21	3.4%	4	18.0%	8	8.1%	6	5.0%	4
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Upminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	3
Bluewater	1.3%	14	0.6%	1	3.8%	5	0.0%	0	0.5%	0	4.0%	3
Lakeside	7.3%	80	0.8%	1	5.1%	7	0.8%	0	12.6%	9	14.9%	11
Eastern Avenue West Retail Park, Romford	6.2%	68	13.3%	14	9.9%	13	19.1%	8	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	4.2%	46	4.2%	4	0.5%	1	2.6%	1	1.2%	1	2.1%	2
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ilford Retail Park	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	1.0%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.5%	5	0.0%	0	0.5%	1	0.6%	0	0.7%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.4%	5	0.0%	0	1.1%	1	1.7%	1	3.3%	2	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.7%	1
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

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September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?												
<i>Those who specified a location at Q24</i>												
Barking	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	5	1.0%	1	0.0%	0	1.5%	0	0.0%	0	1.2%	1
Dagenham	3.4%	26	1.3%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0
Harold Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Hornchurch	5.2%	41	5.2%	3	11.7%	11	3.3%	1	19.2%	11	12.1%	7
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	8.8%	68	24.0%	15	4.4%	4	18.2%	6	9.6%	5	5.5%	3
Stratford (including Westfield Stratford City)	0.7%	5	0.0%	0	1.8%	2	0.0%	0	2.4%	1	0.0%	0
Upminster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.9%	3
Bluewater	1.7%	13	1.0%	1	1.8%	2	1.1%	0	0.0%	0	4.3%	2
Lakeside	12.1%	94	8.6%	5	9.0%	8	1.1%	0	14.1%	8	22.3%	12
Eastern Avenue West Retail Park, Romford	8.2%	64	18.7%	12	11.1%	10	21.6%	7	0.9%	1	0.0%	0
Gallows Corner Retail Park, Romford	5.2%	40	1.8%	1	2.5%	2	1.6%	1	2.8%	2	2.3%	1
Grove Farm Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Retail Park	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.4%	3	1.0%	1	0.7%	1	0.8%	0	0.9%	1	0.0%	0
B&Q Roneo Corner Retail Park, Romford	0.5%	4	0.0%	0	0.9%	1	0.0%	0	6.2%	3	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.1%	1
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.3%	3	0.0%	0	0.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	24.7%	192	23.4%	15	34.0%	31	19.7%	6	14.2%	8	37.7%	20	19.5%	12	19.4%	10	14.7%	14	23.8%	25	26.3%	11	31.1%	40
Home Catalogue	1.9%	15	0.0%	0	0.0%	0	1.5%	0	8.9%	5	0.0%	0	3.9%	2	1.9%	1	1.0%	1	0.7%	1	0.6%	0	3.2%	4
Other location outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, zone 8	1.7%	13	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	10	1.8%	2	0.0%	0	0.0%	0
Other, zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
London (Other)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	2	0.0%	0	0.0%	0
Goodmayes (including retail park)	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	13	0.9%	1	0.0%	0	0.0%	0
Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Beckton superstores and retail parks	0.6%	5	0.0%	0	4.5%	4	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
Basildon	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9
(Don't know / can't remember)	11.7%	91	12.4%	8	12.9%	12	19.4%	6	9.8%	5	7.7%	4	11.1%	7	2.5%	1	15.5%	15	11.6%	12	9.4%	4	13.0%	17
Weighted base:	779		63		92		31		55		54		61		52		98		103		42		129	
Sample:	772		61		73		68		76		75		60		63		71		66		77		82	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																							
Barking	1.0%	11	0.8%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	
Brentwood	10.1%	111	0.6%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	68.0%	107	
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.4%	26	0.8%	1	7.0%	9	0.0%	0	3.3%	2	2.6%	2	0.9%	1	1.8%	1	3.8%	5	3.1%	5	0.0%	0	0.0%
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Collier Row	2.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	5.8%	64	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	13	32.2%	48	2.3%	1	0.0%
Elm Park	1.3%	15	0.0%	0	3.6%	5	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Harold Hill	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	22	3.5%	3	0.0%	0	0.0%	0	0.9%	0	0.8%
Hornchurch	7.5%	82	1.4%	1	44.3%	58	3.9%	2	24.1%	18	2.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ilford	1.0%	11	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	3.1%	5	0.0%	0	0.0%
Rainham	1.9%	21	0.0%	0	0.0%	0	0.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	29.6%	16	0.0%
Romford (including The Liberty, The Mall and The Brewery)	24.8%	273	63.3%	64	9.7%	13	67.8%	29	20.4%	15	7.0%	5	23.0%	24	41.8%	33	41.0%	56	17.2%	26	12.6%	7	0.6%
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.0%
Upminster	3.8%	42	0.0%	0	1.1%	1	0.6%	0	1.2%	1	53.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside	4.1%	45	0.0%	0	0.7%	1	0.0%	0	6.5%	5	14.8%	11	1.1%	1	0.0%	0	2.6%	4	7.2%	11	12.7%	7	4.3%
Gallows Corner Retail Park, Romford	1.2%	14	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.9%	1	6.0%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Merriellands Retail Park, Dagenham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%
B&Q Roneo Corner Retail Park, Romford	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	1.3%	14	3.2%	3	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Asda, Lakeside Retail Park, Thurrock, RM20 3LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	1.1%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																								
<i>Those who specified a location at Q26</i>																								
Barking	0.8%	8	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0		
Brentwood	9.7%	97	0.7%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	62.0%	91		
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.5%	25	1.8%	2	7.4%	9	0.0%	0	0.7%	1	3.6%	3	0.0%	0	3.3%	2	1.1%	1	3.7%	5	0.0%	0	1.6%	2
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	3.0%	30	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	5.7%	57	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	11	33.6%	43	3.4%	2	0.0%	0
Elm Park	1.4%	14	0.0%	0	3.3%	4	0.0%	0	13.0%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Harold Hill	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	23	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Hornchurch	7.2%	72	0.7%	1	32.0%	39	4.1%	2	30.6%	21	2.7%	2	2.3%	2	0.0%	0	0.8%	1	1.5%	2	4.4%	2	0.0%	0
Ilford	1.9%	19	4.4%	4	1.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	7	3.7%	5	0.0%	0	0.0%	0
Rainham	1.3%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.8%	1	18.0%	8	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	27.1%	270	61.1%	55	21.0%	26	59.5%	24	17.0%	12	3.4%	2	24.6%	21	43.4%	32	47.2%	57	22.6%	29	18.5%	9	2.2%	3
Stratford (including Westfield Stratford City)	0.6%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	1.1%	0	0.8%	1	0.0%	1
Upminster	3.9%	39	0.0%	0	1.4%	2	0.6%	0	0.5%	0	48.5%	34	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lakeside	5.8%	58	0.7%	1	5.0%	6	7.6%	3	11.3%	8	18.1%	13	1.0%	1	0.0%	0	2.1%	3	10.2%	13	17.7%	8	2.0%	3
Gallows Corner Retail Park, Romford	2.2%	22	4.4%	4	2.7%	3	0.0%	0	0.0%	0	2.4%	2	8.9%	8	5.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Merrielands Retail Park, Dagenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.8%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.8%	8	1.2%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Elm Park Avenue, Hornchurch, RM12 4RX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.6%	6	1.2%	1	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	1.3%	13	4.4%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.7%	2	1.4%	1	2.1%	3	0.6%	1	3.8%	2	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
Brentwood	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	30
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	9	0.8%	1	3.2%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.6%	1	0.0%	0	1.9%	3	7.2%	11	0.0%	0	0.0%	0
Elm Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.9%	10	1.6%	2	2.8%	4	0.0%	0	4.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.4%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.7%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	9.7%	107	17.6%	18	16.5%	21	13.8%	6	13.7%	10	3.9%	3	9.2%	10	8.9%	7	10.5%	14	7.7%	11	9.2%	5	0.8%	1
Stratford (including Westfield Stratford City)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	2	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	9.2%	102	1.9%	2	13.7%	18	0.0%	0	15.5%	11	33.0%	24	6.7%	7	1.6%	1	0.7%	1	10.4%	15	39.0%	20	0.8%	1
Gallows Corner Retail Park, Romford	2.2%	24	3.9%	4	5.1%	7	2.7%	1	0.7%	1	0.0%	0	5.4%	6	3.9%	3	1.3%	2	0.0%	0	0.0%	0	0.8%	1
Grove Farm Retail Park, Romford	0.6%	6	0.0%	0	1.3%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	1.4%	1	0.0%	0
Rom Valley Way Retail Park, Romford	0.1%	1	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.9%	9	3.9%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

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

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
<i>Those who specified a location at Q28</i>																								
Brentwood	5.6%	27	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	0.0%	0	37.4%	26
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.4%	7	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Chigwell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.9%	14	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	2.0%	1	0.0%	0	6.3%	3	13.1%	8	0.0%	0	0.0%	0
Elm Park	0.7%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	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	1.5%	0	0.0%	0	0.0%	0
Hornchurch	1.7%	8	0.0%	0	6.9%	6	0.0%	0	2.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	1.5%	1	0.0%	0	0.0%	0
Rainham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	22.2%	106	56.7%	22	26.7%	23	32.0%	5	18.2%	7	11.3%	5	24.4%	8	43.8%	9	27.6%	11	19.0%	12	12.6%	4	0.0%	0
Stratford (including Westfield Stratford City)	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	23.9%	115	15.1%	6	21.4%	18	5.8%	1	38.2%	14	57.0%	23	26.0%	9	3.4%	1	2.4%	1	27.8%	18	56.2%	18	8.5%	6
Gallows Corner Retail Park, Romford	2.3%	11	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	16.2%	5	11.8%	3	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Grove Farm Retail Park, Romford	1.4%	7	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	1.1%	0	0.0%	0
Newbury Retail Park, Horns Road, Ilford	1.4%	7	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	1	6.3%	3	1.5%	1	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.2%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	1.0%	5	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.5%	2	0.0%	0	2.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Internet / delivered	17.5%	84	9.7%	4	20.8%	18	8.6%	1	1.4%	1	17.3%	7	18.3%	6	14.5%	3	22.0%	9	5.0%	3	15.8%	5	38.6%	27
Home Catalogue	0.8%	4	0.0%	0	0.0%	0	10.4%	2	0.0%	0	1.1%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
TV / Interactive Shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.0%	0
Other location outside study area	1.1%	5	0.0%	0	4.3%	4	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, zone 1	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	3.5%	17	6.1%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	11.9%	5	10.2%	7	0.0%	0	0.0%	0
Other, zone 11	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
London (Other)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Goodmayes (including retail park)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.3%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	6
Beckton superstores and retail parks	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0
Basildon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.8%	18	5.7%	2	1.0%	1	9.4%	2	18.8%	7	1.5%	1	0.0%	0	6.0%	1	0.0%	0	3.5%	2	0.0%	0	3.6%	2
Weighted base:		479		39		85		16		36		41		33		22		41		64		32		69
Sample:		423		34		57		29		41		52		29		28		27		35		53		38

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																						
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	20.4%	32
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.5%	17	0.0%	0	0.0%	0	1.6%	1	3.3%	2	0.0%	0	0.0%	0	3.9%	5	5.5%	8	0.0%	0	0.0%	0
Elm Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.4%	4	0.0%	0	0.5%	1	0.0%	0	3.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Ilford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.6%	6	0.0%	0	0.5%	0
Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Romford (including The Liberty, The Mall and The Brewery)	17.3%	191	31.0%	32	22.5%	29	42.8%	18	25.3%	18	2.9%	2	14.0%	15	26.0%	21	22.2%	31	14.4%	21	6.0%	3
Upminster	1.0%	11	1.6%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bluewater	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Lakeside	3.8%	42	0.0%	0	2.6%	3	1.2%	1	9.3%	7	23.1%	17	0.9%	1	0.0%	0	0.0%	0	2.2%	3	16.9%	9
Eastern Avenue West Retail Park, Romford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.5%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Merriellands Retail Park, 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	0.9%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	4	1.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	4	1.6%	2	1.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Hornchurch, RM12 5AF																								
Internet / delivered	35.6%	392	30.8%	31	50.5%	66	22.4%	10	23.4%	17	36.4%	27	28.3%	30	28.0%	22	24.3%	33	37.1%	55	36.4%	19	51.9%	82
Home Catalogue	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive Shopping	0.2%	2	0.6%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other location outside study area	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
London (Other)	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / can't remember)	3.1%	34	0.0%	0	2.8%	4	3.2%	1	0.5%	0	7.5%	5	2.5%	3	3.5%	3	5.1%	7	4.9%	7	0.0%	0	2.3%	4
(Don't do this type of shopping)	27.6%	304	28.1%	29	15.8%	21	23.6%	10	21.1%	15	16.3%	12	44.4%	46	37.2%	30	35.0%	48	35.0%	52	25.2%	13	17.9%	28
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																								
<i>Those who specified a location at Q30</i>																								
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	4.2%	32	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	23.9%	30		
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.4%	11	2.2%	2	0.6%	1	0.0%	0	4.2%	2	1.5%	1	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	
Collier Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dagenham	2.0%	16	0.8%	1	0.0%	0	2.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	5	9.2%	8	0.0%	0	0.0%	
Harold Hill	0.3%	2	0.0%	0	0.0%	0	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%	
Hornchurch	1.2%	9	0.0%	0	4.5%	5	0.0%	0	5.1%	3	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	
Ilford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	
Rainham	0.8%	6	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	13.9%	5	0.0%	
Romford (including The Liberty, The Mall and The Brewery)	22.6%	173	40.5%	30	18.1%	19	58.9%	19	28.7%	16	3.8%	2	18.7%	10	49.0%	23	32.9%	27	22.7%	20	7.7%	3	2.1%	3
Stratford (including Westfield Stratford City)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	
Upminster	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	
Bluewater	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	
Lakeside	10.4%	80	3.7%	3	14.7%	16	1.6%	1	20.0%	11	34.9%	20	12.5%	7	3.1%	1	3.1%	3	5.7%	5	25.8%	10	2.8%	3
Eastern Avenue West Retail Park, Romford	0.2%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Gallows Corner Retail Park, Romford	0.9%	7	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	
Sainsbury's, The Brewery, Romford, RM1 1AU	0.5%	4	2.2%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.1%	1	7.9%	3	0.0%	
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	4	1.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.5%	4	2.2%	2	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco, Airfield Way,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Hornchurch, RM12 5AF																								
Internet / delivered	45.5%	347	40.2%	29	52.8%	56	25.0%	8	22.0%	13	38.9%	22	47.9%	27	38.2%	18	38.0%	31	57.6%	52	36.5%	14	61.9%	77
Home Catalogue	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
TV / Interactive Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other location outside study area	0.3%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 11	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Southend	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Basildon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know / can't remember)	1.8%	13	2.6%	2	1.7%	2	5.6%	2	0.9%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.8%	1	3.2%	1	2.8%	3
Weighted base:		763		73		106		31		57		56		55		47		83		90		39		125
Sample:		710		70		77		61		66		77		50		58		56		54		65		76

Q32 Do you visit Romford town centre regularly for shopping, leisure or work?

Yes	58.6%	646	90.9%	92	61.6%	80	82.4%	35	80.1%	59	29.6%	22	59.8%	63	71.0%	56	72.4%	100	52.0%	78	43.1%	23	24.7%	39
No	41.4%	456	9.1%	9	38.4%	50	17.6%	8	19.9%	15	70.4%	52	40.2%	42	29.0%	23	27.6%	38	48.0%	72	56.9%	30	75.3%	118
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

Mean score [Times a week]: Everyday / daily = 7, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every 2 - 3 months = 0.1, Once every 6 months = 0.038, Once a year = 0.019, Less often = 0.01

Q32A How often do you visit Romford town centre?

Those who visit Romford town centre at Q32

Everyday / daily	4.8%	31	12.8%	12	2.1%	2	7.7%	3	0.0%	0	2.9%	1	7.2%	5	1.9%	1	3.3%	3	2.4%	2	0.0%	0	8.2%	3
2 - 3 times a week	16.8%	108	32.5%	30	8.0%	6	21.8%	8	8.5%	5	6.0%	1	10.1%	6	23.7%	13	15.8%	16	27.5%	21	5.0%	1	0.0%	0
Once a week	31.5%	203	37.9%	35	36.6%	29	45.9%	16	24.3%	14	8.2%	2	34.5%	22	36.9%	21	36.9%	37	17.7%	14	33.8%	8	15.8%	6
Once a fortnight	16.7%	108	4.6%	4	20.0%	16	13.9%	5	17.7%	10	21.4%	5	14.0%	9	23.8%	13	15.6%	16	24.1%	19	29.4%	7	11.3%	4
Once a month	19.0%	123	8.4%	8	25.0%	20	5.4%	2	30.8%	18	40.3%	9	26.8%	17	9.1%	5	22.0%	22	11.7%	9	10.4%	2	28.4%	11
Once every 2 - 3 months	6.5%	42	1.8%	2	6.4%	5	0.7%	0	12.3%	7	16.2%	4	5.4%	3	1.8%	1	4.6%	5	10.3%	8	13.7%	3	11.3%	4
Once every 6 months	2.3%	15	0.9%	1	1.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	6.6%	1	19.0%	7
Once a year	0.7%	4	0.0%	0	0.0%	0	0.7%	0	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.9%	2
Less often	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	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	11	1.1%	1	0.8%	1	4.0%	1	1.3%	1	2.1%	0	1.8%	1	2.7%	2	1.8%	2	2.8%	2	0.0%	0	0.0%	0
Mean:		1.24		2.16		0.90		1.69		0.66		0.70		1.28		1.28		1.16		1.23		0.65		0.89
Weighted base:		646		92		80		35		59		22		63		56		100		78		23		39
Sample:		669		87		64		81		76		29		62		75		72		53		49		21

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q32B What do you like about Romford town centre? [MR]																								
<i>Those who visit Romford town centre at Q32</i>																								
Close to home	38.9%	251	55.4%	51	44.8%	36	44.3%	16	26.6%	16	29.1%	6	47.4%	30	50.3%	28	44.0%	44	15.2%	12	26.8%	6	17.1%	7
Close to work / en route to work	2.7%	17	7.3%	7	0.0%	0	0.0%	0	0.9%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%	0	2.3%	1
Easily accessible by foot / cycle	1.9%	12	1.7%	2	3.5%	3	4.2%	1	4.2%	2	0.0%	0	2.7%	2	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good and / or free car parking	3.5%	22	2.4%	2	3.1%	2	2.8%	1	3.4%	2	5.6%	1	2.7%	2	2.8%	2	1.0%	1	3.9%	3	1.6%	0	14.9%	6
Good bus service / accessible public transport	5.1%	33	2.0%	2	2.1%	2	4.2%	1	11.3%	7	4.3%	1	9.2%	6	7.0%	4	6.7%	7	1.3%	1	15.2%	3	0.0%	0
Markets	6.1%	39	2.2%	2	4.7%	4	4.2%	1	16.0%	9	12.8%	3	2.5%	2	5.7%	3	6.9%	7	4.8%	4	10.9%	2	5.3%	2
Good range of chain / well known stores	30.5%	197	14.7%	14	39.6%	32	36.4%	13	29.3%	17	22.3%	5	23.6%	15	22.0%	12	36.9%	37	54.7%	42	27.2%	6	10.7%	4
Good range of independent stores	18.4%	119	19.5%	18	26.2%	21	15.3%	5	12.2%	7	11.2%	2	12.2%	8	8.0%	4	23.5%	23	25.2%	20	19.3%	4	13.5%	5
Restaurants / cafes	5.2%	33	5.8%	5	6.8%	5	0.0%	0	2.0%	1	2.1%	0	1.0%	1	1.8%	1	7.4%	7	10.6%	8	5.9%	1	5.9%	2
Bars / pubs / clubs	1.2%	8	4.3%	4	2.2%	2	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.8%	5	0.0%	0	2.5%	2	1.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	1.8%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	2.3%	2	4.8%	4	9.8%	2	0.0%	0
Good prices	0.8%	5	0.0%	0	0.8%	1	0.7%	0	1.2%	1	2.1%	0	1.4%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	6.6%	42	8.3%	8	7.4%	6	2.0%	1	4.1%	2	8.9%	2	4.5%	3	11.2%	6	12.0%	12	1.3%	1	3.6%	1	2.3%	1
Cleanliness	1.1%	7	0.0%	0	0.0%	0	0.7%	0	0.9%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	6.6%	5	0.0%	0	0.0%	0
Interesting activities / promotional events	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact centre	3.5%	23	3.0%	3	5.7%	5	0.7%	0	4.7%	3	0.0%	0	4.5%	3	1.0%	1	2.7%	3	4.1%	3	3.6%	1	5.9%	2
Undercover / sheltered areas	3.0%	19	0.7%	1	0.0%	0	2.8%	1	1.5%	1	5.8%	1	1.0%	1	1.0%	1	2.9%	3	4.3%	3	0.0%	0	21.3%	8
Familiarity	1.2%	8	0.0%	0	0.0%	0	6.6%	2	0.6%	0	2.1%	0	2.5%	2	1.9%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.1%	7	0.0%	0	2.1%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	3.1%	1
Friendly people	1.1%	7	0.7%	1	2.1%	2	0.7%	0	4.2%	2	0.0%	0	1.4%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Close to family	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Not too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Nothing / very little (Don't know)	11.9%	77	15.5%	14	7.6%	6	14.2%	5	19.3%	11	24.4%	5	16.5%	10	14.1%	8	1.9%	2	5.3%	4	15.6%	4	18.7%	7
Weighted base:		646		92		80		35		59		22		63		56		100		78		23		39
Sample:		669		87		64		81		76		29		62		75		72		53		49		21

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q32C Can I ask, what things could be improved about Romford town centre? [MR]																								
<i>Those who visit Romford town centre at Q32</i>																								
More parking	7.5%	48	8.6%	8	8.5%	7	4.5%	2	6.3%	4	17.5%	4	6.1%	4	10.8%	6	8.5%	9	2.6%	2	14.0%	3	2.3%	1
More secure parking	0.4%	3	1.2%	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	1.2%	0	0.0%	0
Cheaper parking	12.3%	80	12.5%	12	22.5%	18	5.6%	2	16.0%	9	17.4%	4	12.7%	8	10.5%	6	9.6%	10	8.2%	6	18.8%	4	2.3%	1
More accessible car parking	2.6%	17	3.3%	3	3.6%	3	0.7%	0	3.4%	2	2.1%	0	2.5%	2	2.3%	1	1.9%	2	0.0%	0	10.2%	2	2.3%	1
More frequent bus services to the centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
New / relocated bus stops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.3%	2	0.0%	0	1.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.9%	6	1.5%	1	1.1%	1	2.0%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	4.8%	31	12.3%	11	5.2%	4	1.0%	0	3.4%	2	5.6%	1	5.8%	4	9.8%	6	0.0%	0	0.0%	0	0.0%	0	6.8%	3
More shelter from wind / rain	1.3%	8	4.3%	4	2.5%	2	2.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	3.4%	22	3.0%	3	5.2%	4	2.6%	1	4.6%	3	0.0%	0	5.8%	4	0.0%	0	1.0%	1	6.5%	5	0.0%	0	4.5%	2
Improved security measures / more CCTV / more police	1.4%	9	1.7%	2	0.0%	0	1.0%	0	0.6%	0	0.0%	0	5.4%	3	0.0%	0	1.0%	1	2.4%	2	1.6%	0	0.0%	0
More control on alcohol / drinkers / drug users	1.3%	8	2.6%	2	1.1%	1	2.0%	1	0.9%	1	0.0%	0	4.8%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	2.0%	13	3.8%	4	0.0%	0	1.7%	1	0.9%	1	0.0%	0	12.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	2.2%	14	1.3%	1	0.0%	0	0.7%	0	0.6%	0	0.0%	0	5.8%	4	7.3%	4	1.0%	1	2.4%	2	1.2%	0	3.1%	1
More green spaces / areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	1.8%	12	2.2%	2	0.0%	0	4.1%	1	0.0%	0	2.9%	1	1.0%	1	1.0%	1	6.4%	6	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0
More independent shops	2.7%	17	1.3%	1	6.7%	5	0.0%	0	0.9%	1	0.0%	0	3.0%	2	2.9%	2	6.9%	7	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	3.5%	23	0.0%	0	2.1%	2	3.1%	1	4.1%	2	0.0%	0	0.0%	0	3.1%	2	12.2%	12	4.6%	4	0.0%	0	0.0%	0
Better quality of shops	2.2%	14	1.8%	2	1.1%	1	2.0%	1	1.7%	1	0.0%	0	0.0%	0	4.1%	2	6.8%	7	0.9%	1	0.0%	0	0.0%	0
Improvement to the market	6.0%	39	6.2%	6	5.3%	4	8.6%	3	11.3%	7	0.0%	0	6.8%	4	4.7%	3	5.7%	6	3.1%	2	8.9%	2	5.9%	2
More / better eating places	1.2%	8	2.7%	2	5.1%	4	0.0%	0	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.4%	3	1.7%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	1.5%	10	6.9%	6	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	0.8%	5	1.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
More secure children's play	0.4%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
areas												
Fewer closed shops	0.6%	4	3.0%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0
More public toilets	0.7%	4	0.0%	0	1.1%	1	1.4%	1	4.2%	2	0.0%	0
Better range of services	1.1%	7	6.1%	6	0.0%	0	0.7%	0	0.9%	1	0.0%	0
Fewer people / too busy	0.6%	4	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Make it more compact / shops are too spread out	1.0%	7	3.3%	3	0.0%	0	1.3%	0	0.0%	0	2.1%	0
(Don't know)	3.4%	22	3.3%	3	1.1%	1	6.7%	2	0.6%	0	8.2%	2
(None mentioned)	48.7%	315	30.1%	28	43.7%	35	56.4%	20	46.4%	27	40.3%	9
Weighted base:	646	92	80	35	59	22	63	56	100	78	23	39
Sample:	669	87	64	81	76	29	62	75	72	53	49	21

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q33 In which town, village or out-of-town location does your household spend most money on restaurants?												
Barking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	11.2%	123	3.1%	3	1.8%	2	2.3%	1	3.0%	2	6.8%	5
Central London - West End (Oxford Street / Regent Street / Bond Street)	8.0%	88	6.7%	7	13.7%	18	5.8%	2	2.3%	2	7.0%	5
Chigwell	0.5%	5	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	1
Collier Row	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.5%	27	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	0.3%	3	1.6%	2	0.0%	0	0.6%	0	0.0%	0	1.1%	1
Hornchurch	14.6%	160	16.0%	16	49.5%	64	29.5%	13	40.3%	30	11.8%	9
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lakeside	4.0%	44	1.1%	1	3.2%	4	4.3%	2	5.0%	4	0.9%	1
Rainham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	18.4%	202	34.3%	35	17.2%	22	28.4%	12	9.5%	7	2.3%	2
Stratford (including Westfield Stratford City)	0.6%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Upminster	4.6%	50	0.0%	0	1.9%	2	0.0%	0	7.6%	6	50.6%	37
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Barkingside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Billericay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackmore	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	1.5%	16	1.6%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Chelmsford	0.4%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
East Ham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Gidea Park	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Greenwich	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hatfield Peverel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Newbury Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ongar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	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
Stanford Rivers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Green	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.0%	88	13.2%	13	0.0%	0	5.4%	2	5.3%	4	3.9%	3
(Don't do this activity)	18.8%	207	19.6%	20	10.6%	14	15.1%	6	23.1%	17	9.9%	7
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q34 In which town, village or out-of-town location does your household spend most money on cafes / pubs / bars?																								
Barking	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.0%	0	0.0%	0	1.3%	2	4.0%	6	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brentwood	9.8%	107	1.6%	2	1.9%	2	1.6%	1	1.6%	1	2.9%	2	9.5%	10	1.6%	1	0.0%	0	0.5%	1	1.5%	1	55.1%	87
Central London - West End (Oxford Street / Regent Street / Bond Street)	5.5%	61	8.5%	9	7.9%	10	1.1%	0	1.4%	1	3.5%	3	8.9%	9	4.5%	4	6.6%	9	7.6%	11	1.9%	1	2.2%	3
Chigwell	0.3%	3	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.9%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	13.0%	19	1.2%	1	0.0%	0
Elm Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Harold Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	11.5%	127	5.5%	6	40.8%	53	19.5%	8	44.9%	33	6.7%	5	1.5%	2	3.2%	3	2.8%	4	2.6%	4	19.7%	10	0.0%	0
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.9%	10	0.0%	0	3.8%	5	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	5.1%	3	0.0%	0
Rainham	0.7%	8	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	7	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	15.2%	167	35.4%	36	19.9%	26	28.1%	12	10.6%	8	1.7%	1	20.0%	21	11.1%	9	23.3%	32	8.2%	12	17.1%	9	0.6%	1
Stratford (including Westfield Stratford City)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0
Upminster	3.8%	42	0.0%	0	2.2%	3	0.8%	0	1.7%	1	48.2%	35	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Abroad	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Becontree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chadwell Heath	1.9%	21	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	13	4.3%	6	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Forest Gate	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Gidea Park	0.6%	7	3.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Warley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havering-atte-Bower	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heacham, King's Lynn	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Ingatestone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margaretting Tye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navestock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenfield	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Stock	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hanningfield	0.1%	1	0.0%	0	0.0%	0	0.0%	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
Woodford Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
(Don't know / varies)	4.9% 54	8.5% 9	0.9% 1	3.9% 2	2.1% 2	6.9% 5	3.6% 4	2.3% 2	5.6% 8	7.2% 11	2.9% 1	6.6% 10
(Don't do this activity)	37.1% 409	33.4% 34	19.5% 25	37.2% 16	34.5% 25	24.5% 18	46.5% 49	58.8% 47	44.5% 61	47.3% 71	33.6% 18	28.8% 45
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q35 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?																								
Brookside Theatre, Eastern Road, Romford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London (West End)	11.4%	125	14.9%	15	10.8%	14	3.2%	1	8.3%	6	16.4%	12	6.8%	7	3.8%	3	9.7%	13	7.0%	10	7.2%	4	24.6%	39
Cineworld, Ilford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.9%	2	0.0%	0	0.0%	0	1.2%	2	2.2%	3	0.0%	0	0.0%	0
Kenneth More Theatre, Oakfield Road, Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Cinema, Mercury Mall, Romford	9.8%	108	24.0%	24	14.9%	19	23.2%	10	17.8%	13	4.4%	3	17.9%	19	7.6%	6	3.8%	5	1.5%	2	9.0%	5	0.8%	1
Queens Theatre, Billet Lane, Hornchurch	1.9%	21	1.7%	2	2.2%	3	2.9%	1	5.1%	4	3.0%	2	1.9%	2	3.7%	3	1.4%	2	0.5%	1	3.0%	2	0.0%	0
Showcase Cinema, Bluewater	0.5%	5	0.0%	0	1.3%	2	3.9%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Picture House, Stratford	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Stratford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Vue, Dagenham Leisure Park, Dagenham	4.3%	47	0.0%	0	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	3.5%	5	19.5%	29	19.7%	10	0.0%	0
Vue, Lakeside Shopping Centre, Thurrock	6.4%	71	0.0%	0	5.7%	7	1.6%	1	8.1%	6	34.6%	25	2.3%	2	5.1%	4	0.0%	0	4.2%	6	17.2%	9	6.3%	10
Vue, The Brewery, Romford	21.3%	235	25.2%	26	36.5%	47	30.3%	13	16.5%	12	8.0%	6	16.0%	17	24.6%	20	22.9%	32	25.7%	38	15.0%	8	10.7%	17
Vue, Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo, Piccadilly Circus, Regent Street, London	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BFI IMAX, Charlie Chaplin Walk, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Festival Leisure Park, Basildon	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	40
New Barbican Cinemas, Silk Street, Barbican Centre, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, High Road, South Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Kings Head Walk, Chelmsford	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Odeon, London Road, Southend-on-Sea	0.4%	5	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Parkway, Camden 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	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Showcase Cinemas, Jenkins Lane, Barking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	43	7.7%	8	0.5%	1	3.9%	2	0.5%	0	0.9%	1	5.4%	6	3.8%	3	3.3%	5	4.7%	7	2.1%	1	6.9%	11

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
(Don't do this activity)	32.8%	361	26.5%	27	23.0%	30	30.5%	13	36.3%	27	23.1%	17	42.5%	44	46.8%	37	47.9%	66	32.7%	49	26.8%	14	23.6%	37
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157												
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101												
Q36 In which town, village or out-of-town location does your household spend most money on art galleries & museums?																								
Central London - West End (Oxford Street / Regent Street / Bond Street)	48.0%	529	59.0%	60	57.5%	75	49.5%	21	36.6%	27	66.8%	49	29.9%	31	30.7%	24	41.2%	57	38.9%	58	56.2%	29	61.6%	97
Dagenham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	0.5%	6	1.6%	2	0.0%	0	1.1%	0	0.0%	0	0.6%	0	0.6%	1	1.4%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	16	3.7%	4	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0	4.3%	6	0.7%	0	1.9%	3
(Don't do this activity)	48.7%	537	34.6%	35	41.2%	54	48.2%	21	60.8%	45	28.2%	21	67.1%	70	66.5%	53	54.6%	75	56.3%	84	43.1%	23	36.6%	57
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157												
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101												

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casino / bookmakers?												
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.6%	7	0.0%	0	3.2%	4	0.8%	0	0.0%	0	0.6%	1
Collier Row	0.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Dagenham	1.8%	20	1.1%	1	0.0%	0	1.4%	1	4.0%	3	1.7%	1
Elm Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.8%	20	2.6%	3	5.3%	7	1.1%	0	5.5%	4	2.9%	2
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	2.2%	25	3.2%	3	3.2%	4	6.5%	3	0.0%	0	0.6%	1
Stratford (including Westfield Stratford City)	1.1%	12	3.9%	4	2.5%	3	4.7%	2	0.9%	1	0.0%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Barkingside	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Chadwell Heath	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.0%	11	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.8%	2
Westcliffe-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't do this activity)	89.6%	987	88.5%	90	84.0%	109	83.9%	36	87.9%	64	89.9%	66
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q38 In which town, village or out-of-town location does your household spend most money on health & fitness?												
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	6.0%	67	0.0%	0	0.9%	1	0.0%	0	0.0%	0	12.4%	9
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.8%	9	0.0%	0	3.2%	4	0.8%	0	0.0%	0	0.9%	1
Chigwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Dagenham	3.6%	40	0.0%	0	0.0%	0	3.5%	2	1.2%	1	0.0%	0
Elm Park	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.7%	1	0.0%	0
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill	2.4%	27	9.4%	10	0.0%	0	0.0%	1	2.7%	2	9.9%	10
Hornchurch	5.8%	64	3.2%	3	24.6%	32	6.0%	3	18.6%	14	4.4%	3
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lakeside	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Rainham	0.6%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Romford (including The Liberty, The Mall and The Brewery)	5.6%	62	24.7%	25	0.7%	1	25.1%	11	1.3%	1	2.5%	2
South Ockendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Upminster	0.9%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.4%	7
Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aveley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Barkingside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Becontree	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Heath	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chafford Hundred	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Dartford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gidea Park	0.4%	5	0.6%	1	1.3%	2	0.0%	0	2.3%	2	0.0%	0
Harlow	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Harold Wood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rush Green	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Thurrock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Warley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	6	0.0%	0	1.3%	2	0.0%	0	0.6%	0	1.6%	2
(Don't do this activity)	67.4%	743	62.1%	63	64.0%	83	63.5%	27	71.1%	52	56.7%	42
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q39 In which town, village or out-of-town location does your household spend most money on family entertainment centres (i.e. ten pin bowling; skating rinks etc.)?												
Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.5%	6	2.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chigwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row	2.3%	25	2.0%	2	0.7%	1	1.1%	0	4.9%	4	1.7%	1
Dagenham	4.5%	50	0.0%	0	5.7%	7	0.0%	0	2.7%	2	1.7%	1
Hornchurch	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0
Romford (including The Liberty, The Mall and The Brewery)	19.8%	218	39.4%	40	31.9%	41	37.0%	16	33.0%	24	24.1%	18
Stratford (including Westfield Stratford City)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Basildon	3.8%	42	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1
Billericay	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hainault	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Maldon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Gate	0.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	18	1.1%	1	0.7%	1	2.7%	1	0.5%	0	0.0%	0
(Don't do this activity)	64.1%	707	55.1%	56	56.2%	73	59.2%	25	56.0%	41	64.8%	48
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q40 Are there any leisure facilities that you think are lacking within a reasonable distance of your home? [MR]												
Yes, bingo	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Yes, bowling	1.8%	20	0.6%	1	0.7%	1	1.7%	1	0.9%	1	2.6%	2
Yes, cinema	5.4%	60	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes, leisure / fitness centre	4.3%	48	2.5%	3	1.9%	2	0.8%	0	3.9%	3	8.4%	6
Yes, museum / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, pubs / clubs / bars	0.5%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Yes, restaurants / cafes	0.7%	8	0.8%	1	0.9%	1	0.0%	0	3.0%	2	0.0%	0
Yes, shops	0.6%	7	0.0%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0
Yes, swimming pool	15.0%	165	36.3%	37	23.9%	31	17.7%	8	12.3%	9	14.2%	10
Yes, theatre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Yes, other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, more things for older people to do	0.3%	3	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0
Yes, more things for younger people to do	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.3%	2
Yes, cycling facilities	0.3%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.9%	1
Yes, ice rink	7.6%	83	10.0%	10	19.1%	25	10.3%	4	11.2%	8	5.1%	4
Yes, more green spaces	0.6%	7	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Yes, athletics stadium	0.1%	1	0.8%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Yes, football pitches	0.2%	3	1.1%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Yes, live music venue	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, ski centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Yes, tennis courts	0.3%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
No	62.1%	684	48.5%	49	54.0%	70	65.5%	28	71.4%	52	69.7%	51
(Don't know)	4.5%	50	4.5%	5	2.6%	3	2.2%	1	1.2%	1	4.9%	4
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101
GEN Gender of respondent:												
Male	28.1%	310	30.2%	31	23.7%	31	34.3%	15	32.0%	23	26.0%	19
Female	71.9%	792	69.8%	71	76.3%	99	65.7%	28	68.0%	50	74.0%	54
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
AGE Could I ask how old are you please?																								
18 to 24	5.1%	56	0.0%	0	8.8%	11	10.8%	5	9.2%	7	2.9%	2	8.5%	9	3.2%	3	0.0%	0	4.4%	7	2.3%	1	7.7%	12
25 to 34	15.2%	168	19.5%	20	19.0%	25	15.6%	7	23.3%	17	0.0%	0	12.3%	13	0.0%	0	4.6%	6	31.4%	47	30.4%	16	11.0%	17
35 to 44	19.8%	219	18.7%	19	30.3%	39	7.8%	3	15.9%	12	28.2%	21	13.1%	14	16.3%	13	16.7%	23	20.1%	30	10.8%	6	24.9%	39
45 to 54	18.0%	198	12.9%	13	20.3%	26	10.5%	5	23.4%	17	30.9%	23	11.9%	12	9.4%	7	15.4%	21	13.0%	19	15.4%	8	28.9%	45
55 to 64	16.1%	177	16.3%	17	9.7%	13	19.6%	8	13.9%	10	16.2%	12	17.2%	18	29.2%	23	22.0%	30	11.4%	17	21.7%	11	11.3%	18
65 +	23.5%	259	28.4%	29	11.1%	14	29.6%	13	14.2%	10	19.6%	14	33.7%	35	35.9%	29	38.8%	53	17.2%	26	18.5%	10	16.2%	25
(Refused)	2.3%	25	4.2%	4	0.8%	1	6.2%	3	0.0%	0	2.2%	2	3.3%	3	6.1%	5	2.5%	3	2.5%	4	0.9%	0	0.0%	0
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

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

None	15.6%	172	14.4%	15	12.8%	17	14.3%	6	18.5%	14	4.3%	3	18.3%	19	16.1%	13	30.6%	42	19.2%	29	12.8%	7	5.4%	9
One	43.8%	482	39.7%	40	48.4%	63	44.3%	19	48.2%	35	48.3%	36	43.8%	46	44.4%	35	49.4%	68	50.9%	76	37.5%	20	28.3%	44
Two	25.9%	286	29.3%	30	27.1%	35	29.1%	13	21.8%	16	28.9%	21	22.1%	23	26.7%	21	12.2%	17	20.4%	31	31.2%	16	40.2%	63
Three or more	10.8%	119	12.9%	13	9.5%	12	5.1%	2	10.1%	7	12.8%	9	11.3%	12	7.5%	6	7.0%	10	3.8%	6	16.4%	9	21.1%	33
(Refused)	3.8%	42	3.7%	4	2.2%	3	7.2%	3	1.4%	1	5.7%	4	4.5%	5	5.3%	4	0.7%	1	5.7%	8	2.1%	1	5.0%	8
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

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

Working full time	54.6%	602	60.0%	61	71.7%	93	39.7%	17	65.4%	48	62.0%	46	45.5%	48	32.1%	26	33.8%	47	63.7%	95	59.8%	31	57.8%	91
Working part time	7.2%	79	5.4%	5	5.8%	8	10.0%	4	3.7%	3	5.7%	4	5.7%	6	11.3%	9	6.7%	9	6.2%	9	10.8%	6	10.1%	16
Unemployed	3.0%	33	0.0%	0	5.7%	7	3.0%	1	7.8%	6	1.2%	1	1.6%	2	2.8%	2	5.7%	8	1.9%	3	4.1%	2	0.8%	1
Retired	29.8%	328	31.5%	32	15.9%	21	38.9%	17	18.3%	13	27.7%	20	42.6%	45	49.1%	39	51.2%	71	19.7%	29	23.2%	12	18.6%	29
A housewife	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
A student	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.4%	49	3.1%	3	0.9%	1	8.4%	4	2.7%	2	3.5%	3	4.5%	5	4.6%	4	2.6%	4	8.5%	13	2.1%	1	6.7%	10
Weighted base:		1102		102		130		43		73		74		105		79		138		149		52		157
Sample:		1102		100		100		100		100		101		100		100		100		100		100		101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
QUOTA Zone:												
Zone 01	9.2%	102	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 02	11.8%	130	0.0%	0	100.0%	130	0.0%	0	0.0%	0	0.0%	0
Zone 03	3.9%	43	0.0%	0	0.0%	0	100.0%	43	0.0%	0	0.0%	0
Zone 04	6.6%	73	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0
Zone 05	6.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74
Zone 06	9.5%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105
Zone 07	7.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	79
Zone 08	12.5%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 09	13.6%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	4.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	14.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
PC Postcode sector:														
CM13 1	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	27
CM13 2	4.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	49
CM13 3	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9
CM14 4	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23
CM14 5	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	14
CM15 8	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13
CM15 9	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	21
RM1 1	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 2	1.0%	11	11.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 3	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 4	3.4%	37	36.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 7	3.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	39	0.0%	0
RM10 8	4.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	53	0.0%	0
RM10 9	4.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	48	0.0%	0
RM11 1	4.0%	44	0.0%	0	33.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 2	1.5%	16	0.0%	0	12.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 3	2.6%	28	0.0%	0	21.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4	3.8%	42	0.0%	0	32.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 5	1.8%	20	0.0%	0	0.0%	0	27.4%	20	0.0%	0	0.0%	0	0.0%	0
RM12 6	2.2%	24	0.0%	0	0.0%	0	32.7%	24	0.0%	0	0.0%	0	0.0%	0
RM13 7	2.7%	29	0.0%	0	0.0%	0	39.9%	29	0.0%	0	0.0%	0	0.0%	0
RM13 8	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	20
RM13 9	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.3%	32	0.0%	0
RM14 1	3.4%	37	0.0%	0	0.0%	0	0.0%	0	50.3%	37	0.0%	0	0.0%	0
RM14 2	1.6%	18	0.0%	0	0.0%	0	0.0%	0	24.6%	18	0.0%	0	0.0%	0
RM14 3	1.7%	18	0.0%	0	0.0%	0	0.0%	0	25.1%	18	0.0%	0	0.0%	0
RM2 5	2.1%	24	23.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 6	1.1%	12	11.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 0	3.0%	33	0.0%	0	0.0%	0	0.0%	0	31.9%	33	0.0%	0	0.0%	0
RM3 7	1.7%	18	0.0%	0	0.0%	0	0.0%	0	17.5%	18	0.0%	0	0.0%	0
RM3 8	2.3%	26	0.0%	0	0.0%	0	0.0%	0	24.7%	26	0.0%	0	0.0%	0
RM3 9	2.5%	27	0.0%	0	0.0%	0	0.0%	0	25.9%	27	0.0%	0	0.0%	0
RM4 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
RM5 2	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	24	0.0%	0
RM5 3	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	31	0.0%	0
RM6 4	3.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	39	0.0%	0
RM6 5	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	33	0.0%	0
RM6 6	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	22	0.0%	0
RM7 0	2.4%	27	0.0%	0	0.0%	0	62.0%	27	0.0%	0	0.0%	0	0.0%	0
RM7 7	1.4%	15	14.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 8	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 9	1.5%	16	0.0%	0	0.0%	0	38.0%	16	0.0%	0	0.0%	0	0.0%	0
RM8 1	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	18	0.0%	0
RM8 3	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	26	0.0%	0
RM9 5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0

Havering Retail & Leisure Study for Peter Brett Associates

Weighted:

September 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
RM9 6	0.5% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.7% 6	0.0% 0	0.0% 0
Weighted base:	1102	102	130	43	73	74	105	79	138	149	52	157
Sample:	1102	100	100	100	100	101	100	100	100	100	100	101

Appendix 3:

Composite Analysis (Inc. SFT)

080914 Havering incl. SFT Results Summary

Percentage of Spend by Zone

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Composite food													
1	Zone 1	17.6%	61.6%	10.8%	40.8%	8.3%	3.7%	16.8%	47.8%	14.8%	3.2%	9.4%	2.9%
2	Zone 2	13.8%	7.9%	64.8%	27.7%	28.6%	11.5%	3.3%	0.4%	1.7%	4.6%	8.2%	0.4%
3	Zone 3	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
4	Zone 4	1.9%	0.0%	1.3%	4.2%	21.8%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
5	Zone 5	5.5%	1.4%	5.7%	0.5%	6.1%	52.9%	4.0%	1.3%	0.0%	0.6%	1.4%	1.9%
6	Zone 6	11.4%	17.9%	7.1%	6.2%	0.5%	7.7%	62.5%	17.5%	0.0%	0.0%	1.9%	6.7%
7	Zone 7	2.1%	2.3%	0.0%	0.5%	0.0%	0.0%	1.2%	22.7%	0.6%	0.0%	0.0%	0.3%
8	Zone 8	7.3%	1.5%	0.0%	5.7%	0.5%	0.0%	0.0%	1.8%	46.0%	6.7%	0.2%	0.0%
9	Zone 9	12.3%	0.1%	0.3%	4.0%	8.4%	0.2%	0.0%	1.2%	19.6%	59.0%	16.3%	1.1%
10	Zone 10	4.7%	0.0%	1.6%	0.6%	20.6%	2.6%	0.0%	0.0%	0.0%	6.8%	41.2%	0.0%
11	Zone 11	10.1%	1.4%	0.2%	0.0%	0.0%	2.2%	2.4%	0.3%	0.5%	0.0%	0.0%	67.2%
0	Outside catchment area	7.9%	1.4%	0.9%	1.0%	3.2%	10.1%	3.3%	5.5%	13.3%	13.3%	14.5%	12.6%
X	SFT	5.2%	4.6%	7.2%	1.7%	2.0%	8.4%	6.5%	1.5%	3.5%	5.2%	6.8%	6.9%
Composite Non-food													
1	Zone 1	34.6%	60.4%	36.7%	64.6%	33.6%	12.7%	45.4%	64.0%	44.9%	24.1%	15.0%	9.0%
2	Zone 2	5.2%	4.6%	8.9%	3.5%	11.9%	16.5%	5.4%	3.2%	1.3%	0.4%	2.5%	2.5%
3	Zone 3	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%
4	Zone 4	0.3%	0.0%	0.3%	0.0%	2.9%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%
5	Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
6	Zone 6	1.3%	3.9%	0.9%	0.6%	0.2%	0.4%	5.1%	3.6%	0.1%	0.2%	0.0%	0.4%
7	Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8	Zone 8	1.9%	0.6%	1.1%	1.7%	0.3%	0.0%	0.1%	0.8%	10.9%	2.7%	0.0%	0.0%
9	Zone 9	3.3%	0.1%	0.0%	1.9%	2.0%	0.0%	0.2%	0.0%	3.9%	19.8%	1.9%	0.0%
10	Zone 10	1.1%	0.0%	0.1%	0.0%	3.3%	0.8%	0.2%	0.0%	0.2%	0.4%	12.0%	0.2%
11	Zone 11	4.1%	0.6%	0.0%	0.2%	0.1%	1.3%	1.4%	0.0%	0.5%	0.0%	0.1%	25.3%
0	Outside catchment area	28.5%	13.9%	30.3%	14.9%	33.9%	47.3%	18.4%	12.8%	21.7%	30.9%	51.7%	35.3%
X	SFT	19.6%	15.9%	21.7%	12.3%	11.9%	20.4%	23.4%	15.7%	15.9%	20.5%	16.7%	27.3%

Appendix 4:

Composite Analysis (Excl. SFT)

Appendix 5:

Sample Questionnaire

Q01 Where did your household last undertake a main food and grocery purchase?

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Shopping List
d

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

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Shopping List
d

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

DO NOT PROMPT. ONE ANSWER ONLY.

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

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

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Attractive environment
- 2 Cleanliness
- 3 Close to home
- 4 Close to work / en route to work
- 5 Easily accessible by foot / cycle
- 6 Good and / or free parking
- 7 Good bus service / accessible public transport
- 8 Good disabled access
- 9 Good disabled facilities
- A Good prices
- B Good range of comparison goods
- C Good range of food offer
- D Good variety of goods on offer
- E Habit / familiarity
- F Has other facilities (e.g. pharmacy, optician, dry cleaners, cafes)
- G Links to the other shops / facilities in the town centre
- H Other (PLEASE WRITE IN)
- I (Don't know)

Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones?
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes - other food shops
- 2 Yes - other non food shops (clothing, footwear, electrical etc)
- 3 Yes - pubs, restaurants or cafes
- 4 Yes - financial service (i.e. bank, building society)
- 5 Yes - other service (e.g. hairdresser, travel agent, estate agent)
- 6 Yes - leisure activity
- 7 Yes - other (PLEASE WRITE IN)
- 8 No
- 9 (Don't know / varies)

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

PLEASE WRITE IN TO THE NEAREST £

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

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

ONE ANSWER ONLY.

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

Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Shopping List
d

Q08 And where did you shop for top-up food shopping the time before that?

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Shopping List
d

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

PLEASE WRITE IN TO THE NEAREST £

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

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

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q11
GO TO Q13

Q11 Where are these small shops located?

DO NOT PROMPT. ONE ANSWER ONLY.

#Small Shops List
IIShops

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

PLEASE WRITE IN TO THE NEAREST £

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

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

PLEASE WRITE IN TO THE NEAREST %

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

Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'MARKET STALL' PROBE FOR LOCATION

#Non Food List
Food

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

ONE ANSWER ONLY.

- 1 Everyday
- 2 5 - 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- 6 Once every two weeks
- 7 Once a month
- 8 Once every two months
- 9 3 or 4 times a year
- A Twice a year
- B Once a year
- C Less often
- D (Don't know / varies)

If Internet / catalogue or TV at Q14, go to Q17

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

ONE ANSWER ONLY.

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

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

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

#Non Non Food List
Food

Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?

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

#Non Non Food List
Food

Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?

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

#Non Non Food List
Food

Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?

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

#Non Non Food List
Food

Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?

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

#Non Non Food List
Food

Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?

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

#Non Non Food List
Food

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

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

#Non Non Food List
Food

Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?

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

#Non Non Food List
Food

Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?

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

#Non Non Food List
Food

Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?

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

#Non Non Food List
Food

Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?

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

#Non Non Food List
Food

Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

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

#Non Non Food List
Food

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

#Non Non Food List
Food

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

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

#Non Non Food List
Food

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

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

#Non Non Food List
Food

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

1 Yes
2 No

GO TO Q32A
GO TO Q33

Q32A How often do you visit Romford town centre?

DO NOT PROMPT. ONE ANSWER ONLY

1 Everyday / daily
2 2 – 3 times a week
3 Once a week
4 Once a fortnight
5 Once a month
6 Once every 2 - 3 months
7 Once every 6 months
8 Once a year
9 Less often
A Never
B (Don't know / varies)

Q32B What do you like about Romford town centre?

DO NOT PROMPT. TICK ALL THAT APPLY

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

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

DO NOT PROMPT. TICK ALL THAT APPLY

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

Q33 In which town, village or out-of-town location does your household spend most money on restaurants?

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Q34 In which town, village or out-of-town location does your household spend most money on cafes / pubs / bars?

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

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

DO NOT READ OUT. ONE ANSWER ONLY.

#Cinema / Theatre Cinema / Theatre List

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

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

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

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Q38 In which town, village or out-of-town location does your household spend most money on health & fitness?

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Q39 In which town, village or out-of-town location does your household spend most money on family entertainment centres

(i.e. ten pin bowling; skating rinks etc.)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

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

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

GEN Gender of Respondent:
CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

OCC What is the occupation of the chief income earner of your household?
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - Basic state pension
- 3 (Refused)

CAR How many cars does your household own or have the use of?
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

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

READ OUT. ONE ANSWER ONLY.

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

Thank and Close

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

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

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

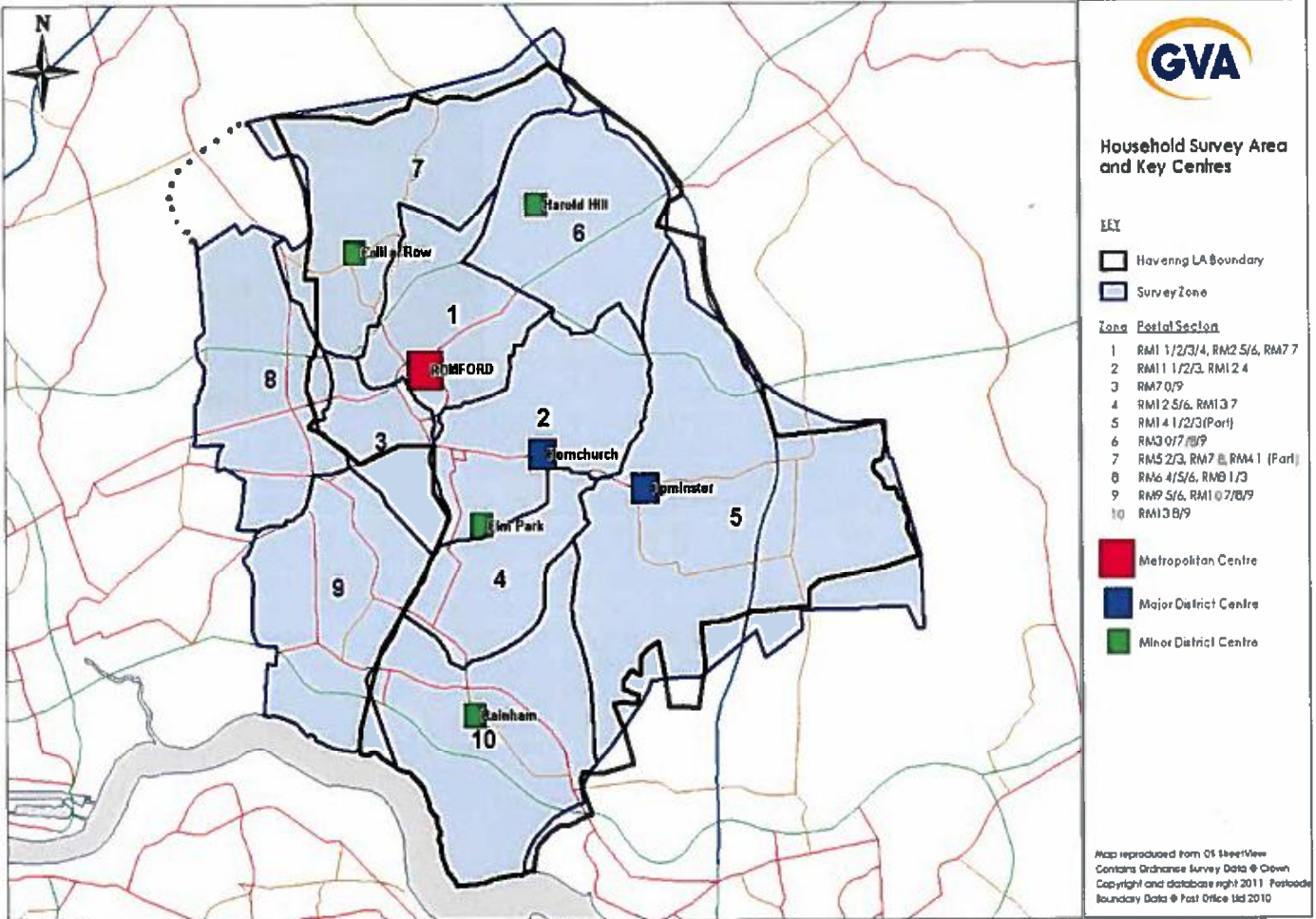
Code	Description
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SMALL SHOPS CODEFRAME:

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

Appendix 6:

Map



Havering Retail & Leisure Needs Assessment

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