Retail Study Review

London Borough of Harrow

Nathaniel Lichfield and Partners

Planning Design Economics

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LONDON BOROUGH OF HARROW

RETAIL STUDY REVIEW

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GLOSSARY OF TERMS

Benchmark Turnover	Expected turnover of existing retail floorspace based on national averages which the identified available expenditure can be measured against.
Class A1	Commercial units classed as retail or shop uses within the Use Classes Order.
Class A1 Services	Non-retail uses classed as A1 within the Use Classes Order, such as hairdressers, travel agents and dry cleaners.
Class A2	Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.
Class A3/A4/A5	Commercial units classed as food or drink outlets, for example pubs, restaurants and takeaways, within the Use Classes Order.
Convenience Goods	Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.
Comparison Goods	Durable goods such as clothing, household goods, furniture, DIY and electrical goods.
Dodona Research	A consulting firm specialising in the cinema industry.
Experian	A data consultancy who are widely used for retail planning information.
EGi	A published source of information providing known retail operators' space requirements in towns across the country.
Goad Plans	Town centre plans prepared by Experian, which a based on occupier surveys of over 1,200 town centres across the country.
Gross floorspace	Total external floorspace including exterior walls.

Higher order comparison goods	Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to travel further to purchase these items.
Lower order comparison goods	Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceutical and toiletries. Customers are less likely to travel long distances to purchase these items.
Market share/ Penetration rate	The proportion of total consumer expenditure within a given area taken by a particular town or shopping facility.
MHE	Management Horizons Europe (MHE) Retail Shopping Index is a database of over six thousand retail locations that enables the user to rank and sort the UK's shopping venues against a range of different criteria (including market size; location type; market position; and sector
Multiple traders	National or regional 'chain store' retailers.
Net floorspace	Retail floorspace devoted to the sale of goods, excluding storage space.
Zone A Rent	The annual rental charge per square foot for the first 20 foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels.

1.0

Introduction

The Study

1.1 Nathaniel Lichfield and Partners (NLP) were commissioned by London Borough of Harrow to review and update the Council's 2006 Retail Study. This review includes an assessment of Harrow town centre and the other main district centres within the Borough. The objectives of the study are to provide:

- a qualitative analysis of the existing retail facilities within the Borough in order to identify the role of each centre and the relationship between the centres and neighbouring boroughs;
- a quantitative and qualitative need assessment for new retail facilities within the Borough up to 2025, including an assessment of both food and non-food retailing;
- recommendations for the future development strategy.

Content of the Report

1.2 Section 2.0 provides an overview of retail trends. Section 3.0 provides an overview of the national, regional and local planning policy context. Section 4.0 provides a description of the shopping hierarchy.

1.3 Sections 5.0 summarises the results of the household shopper survey. Sections 6.0 to 15.0 provide town centre health checks for Harrow and other main centres in the Borough.

1.4 Section 16.0 sets out an analysis of shopping needs within the Borough and assesses the ability of existing facilities to meet the needs of the community. Section 17.0 assesses the opportunities to accommodate the future need for new retail development. Section 18.0 assesses the town centre and strategic objectives and sets out recommendations and conclusions.

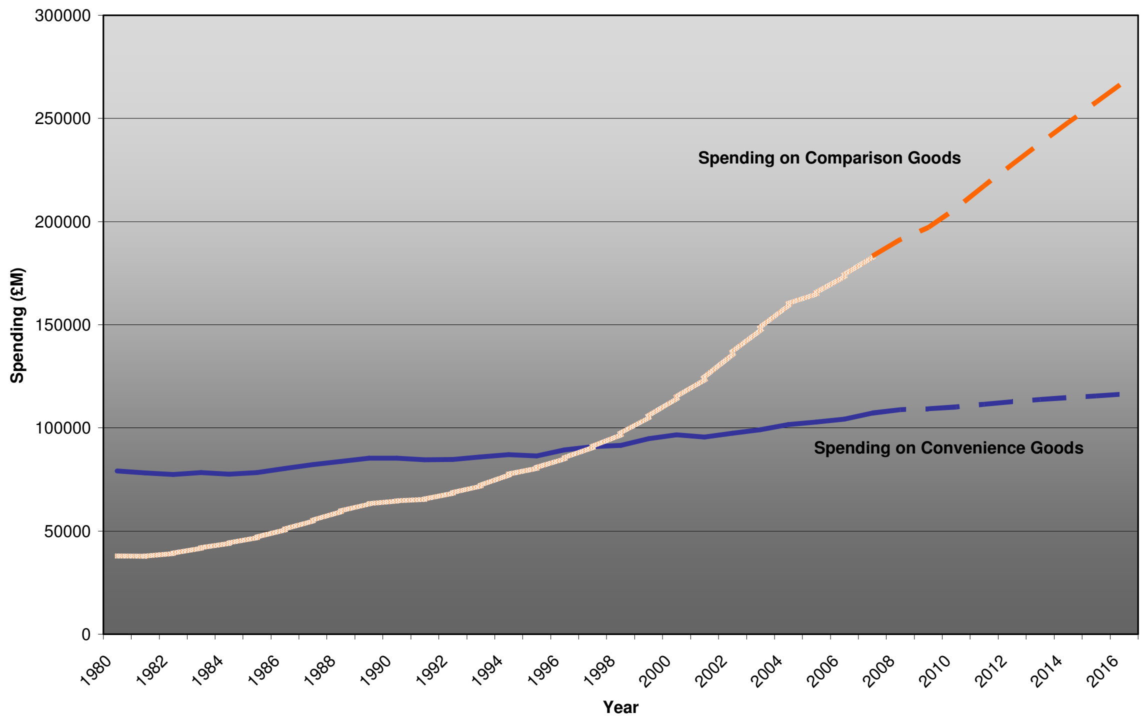
2.0 # Retail Trends

2.1 An assessment of the need for retail facilities in LB Harrow is set out in Section 16.0 of this report. In the section below, we provide an overview of national tends within the retail sector.

Expenditure Growth

2.2 Historic retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future. However, the current economic downturn is expected to lead to limited growth over the next few years.

Figure 2.1: Retail Spending Trends



Source: Experian Briefing Note 6.1 (Jan 2009)

2.3 In the past expenditure growth has fuelled the growth in retail floorspace, including major out-of-centre development particularly in the 1980's and 1990's. The economic downturn suggests that recent rates of growth during the past few years are unlikely to be achieved in the short term. However, the underlying trend over the medium and long terms is expected to lead to a need for further retail floorspace. We anticipate these national trends will be mirrored in LB Harrow.

New Forms of Retailing

2.4 New forms of retailing have emerged in recent years as an alternative to more traditional shopping facilities. Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the internet. Trends within this sector may well have implications for retailing within London. The growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Growth in home shopping needs to be considered in Harrow.

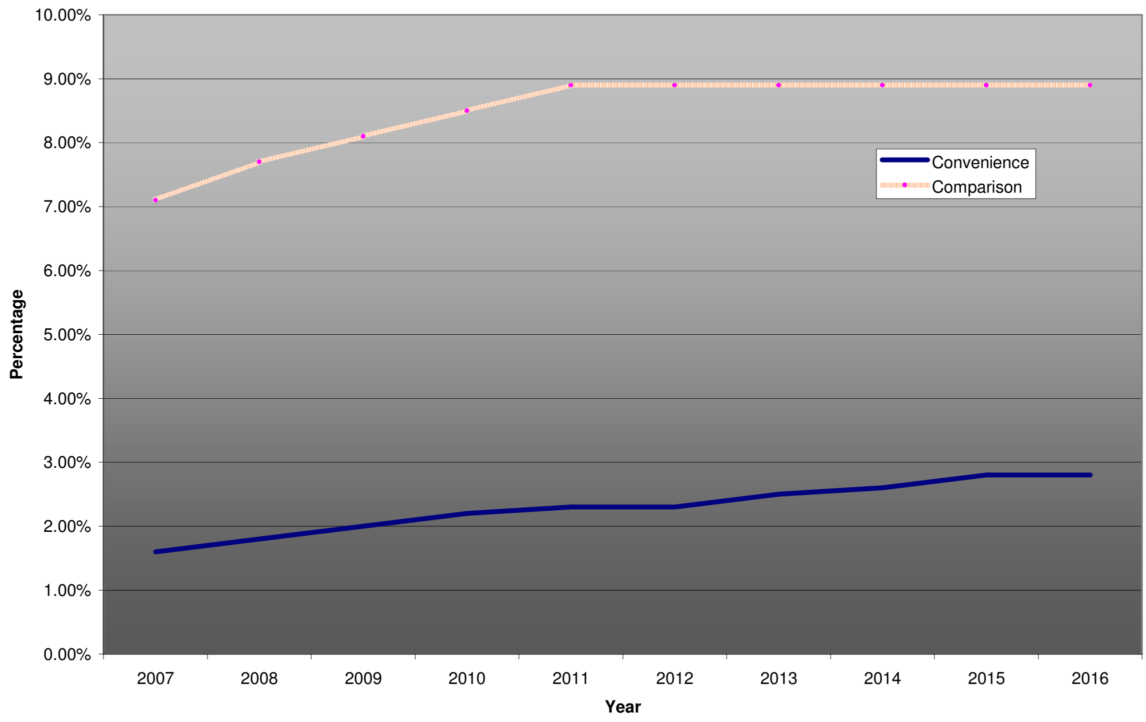
2.5 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure (Experian Briefing Note 6.1). Recent trends suggest continued strong growth in this sector, from 5.5% of expenditure in 2004 to 10.1% in 2009 (Experian Briefing Note 6.1). However, there is still uncertainty about its longer-term prospects and the potential effects on the high street. Experian has recognised the potential impact of retailing on the high street and has provided future projections. Experian's Retail Planning Note 2.3D (Dec 2005) (page 1) states:

> *"The current scale and scope for the expansion of the selling of retail goods over the internet (e-tailing) has increasingly become an issue in retail planning… A major uncertainty, however, concerns projected growth rates…goods sold over the internet may still come from conventional retail outlets (i.e. sales made over the internet may still be taken from shelves of normal shops), so there is an additional uncertainty over e-tailing's precise impact on current and future space requirements."*

2.6 Figure 2.2 shows Experian's national forecast growth in special form of trading (SFT). SFT includes all non-store activity and e-tailing made through non-high street retail businesses.

2.7 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. For example, extended opening hours and Sunday trading increased significantly in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats. In addition some major food operators have introduced smaller store formats capable of being accommodated within town centres, such as the Tesco Metro, Sainsbury Central/Local store and Marks and Spencer's Simply Foods formats e.g. Tesco Metro in Kingsbury, Tesco Metro in Belmont and Marks and Spencer's Simply Food in Pinner. Food operators have also entered the local convenience store market, for example Tesco Express store and convenience stores linked with petrol filling stations. The entrance of European discount food operators such as Aldi, Lidl and Netto has also been rapid during the last decade, and this trend has been evident in LB Harrow i.e. Lidl in Stanmore, Lidl in Edgware and Aldi in Kingsbury.

Figure 2.2: Future Growth Projections in Special Forms of Trading in the UK



Source: Experian Briefing Note 6.1 (Jan 2009)

2.8 Food store operators have also commenced a programme of store extensions, particularly Tesco, Sainsbury and Asda. For example within LB Harrow, Tesco has recently sought to expand their store on Station Road (although this application has now been withdrawn), but are currently refitting the former Woolworths unit in Wealdstone for a Tesco Express and a new Tesco Express store is proposed at the former The Apollo public house on Pinner Road. These operators, faced with limited growth in food expenditure, have attempted to increase the sale of non-food products within their food stores, including clothing and electrical goods. Nationally growth in on-line food and grocery sales has increase from 1.6% in 2004 to 6.4% in 2009, and it is expected to increase to 7.6% in 2013 and stabilise thereafter (Experian Briefing Note 6.1).

2.9 Comparison retailers have also responded to recent market conditions. The bulky goods retail warehouse sector has rationalised and there have been a number of mergers. For example there are fewer DIY operators, following the acquisition of Do It All, Great Mills and Wickes by Focus DIY. B&Q and Homebase developed very large 'category killer' retail warehouses (some exceeding 10,000 sq m gross), but more recently have scaled down or closed their stores. This may be due to the current downturn in the housing market, which has been historically linked to the success of DIY store operators.

2.10 Other traditional high street retailers have sought out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the country. Sports clothing retail warehouses including JJB Sports and Decathlon have also expanded out-of-centre.

2.11 The economic downturn has had, and is likely to continue to have, an impact on the retail sector, e.g. Woolworth, Borders and MFI are notable victims. The effects of the recession (to date) have not had a significant impact in Harrow, because the shop vacancy rate is still significantly below the national average. The demand for premises within the bulky goods sector, i.e. furniture, carpets, electrical and DIY goods are particularly weak at present.

2.12 Within town centres, some high street multiple comparison retailers changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m - 2,150 sq ft) with an increasing polarisation of activity into the larger regional and sub-regional centres. The continuation of these trends will influence future operator requirements in LB Harrow, with smaller vacant units becoming less attractive for new occupiers and existing retailers looking to relocate into larger units.

2.13 Operator demand for space has decreased during the recession, and of those national multiples looking for space may prefer to locate in larger centres i.e. Metropolitan Centres in London. Demand from multiples within the Borough is likely to be strongest in Harrow town centre rather than the smaller centres in the Borough, which will affect the appropriate strategies for individual centres. Harrow town centre has the best prospects for retaining and attracting new multiple retailers.

2.14 Factory outlet centres (FOCs) have been developed across the country as an alternative to fashion shops within town centres. These developments are usually large and can provide over 10,000 sq m of comparison retailing, focusing primarily on fashion items and clothing, offering designer clothing at discounted prices. A number of FOCs have emerged across Great Britain and draw from a wide catchment area, for example the Hatfield Galleria and Bicester Village. FOC tend to be located in out-of-centre locations. National policy in PPS6 and draft PPS4 indicates that retail development should be focused were possible within town centres, which suggests the future potential for new FOC's may be limited.

3.0 Planning Policy Context

National Retail Planning Policy

3.1 PPS6: Planning for Town Centres (March 2005) sets out the Government's policies on town centres, retail, commercial leisure and other town centre uses.

3.2 The Government's key objective for town centres (this covers city, town, district and local centres) is to promote their vitality and viability by planning for growth and development of existing centres and promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.

3.3 Other Government objectives that need to be taken account of in the context of the key objective are set out in paragraph 1.4 of PPS6:

- Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community and particularly socially excluded groups;
- Supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and
- Improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice of means of transport.

3.4 Regional planning bodies (RPB's) and local planning authorities (LPAs) are advised in paragraph 1.6 to implement the Government's objectives for town centres, by planning positively for their growth and development. They should therefore:

- develop a hierarchy and network of centres;
- assess the need for further main town centre uses and ensure there is capacity to accommodate them;
- focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level identify appropriate sites in development plan documents;
- promote town centre management, creating partnerships to develop, improve and maintain the town centre and manage the evening and night-time economy; and
- regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

3.5 Paragraph 2.1 states that in order to deliver the Government's key objective, RPB's and LPA's should actively promote growth and manage change in town centres, define the network and a hierarchy of centres, each performing their appropriate role to meet the needs of their catchment, and adopt a pro-active, plan-led approach to planning for town centres, through regional and local planning.

3.6 The main town centre uses to which PPS6 applies are outlined in paragraph 1.8:

- retail (including warehouse clubs and factory outlet centres);
- leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
- offices, both commercial and those of public bodies; and
- arts, culture and tourism (theatres, museums, galleries and concert halls, hotels and conference facilities).

3.7 Paragraph 1.9 of PPS6 also acknowledges that housing will be an important element in most mixed-use, multi-storey developments.

3.8 PPS6, paragraphs 2.15 to 2.17 offers specific guidance to LPA's on the role of plans at local level, including the need to work in conjunction with stakeholders and the community to:

1 assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations;

2 identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre, and identify centres in decline where change needs to be managed;

3 identify the centres within their area where development will be focused, as well as the need for any new centres of local importance, and develop strategies for developing and strengthening centres within their area;

4 define the extent of the primary shopping area and the town centre, for the centres in their area on their Proposal Map;

5 identify and allocate sites in accordance with the considerations on site selection and land assembly e.g. assessment of need, appropriate scale of development, sequential approach, impact and accessibility (set out in para. 2.28-2.51 of PPS6);

6 review all existing allocations and reallocate sites which do not comply with PPS6;

7 develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing centres, and to seek to improve access to local facilities; and

8 set out criteria based policies, in accordance with PPS6, for assessing and locating new development proposals, including development on sites not allocated in development plan documents.

3.9 PPS6 also indicates that:

"In addition to defining the extent of the primary shopping area for their local centres, LPA's may distinguish between primary and secondary frontages. These frontages should be realistically defined. Having regard to the need to encourage diversification of uses in town centres as a whole, primary frontages should contain a high proportion of retail uses, while secondary frontages provide greater opportunities for flexibility and diversity of uses. Where frontages are identified the appropriate local development documents should includes policies that make clear which uses will be permitted in such locations."

(Para.2.17, PPS6)

Demonstrating Need for Development

3.10 PPS6 states in paragraph 2.33 that:

"In assessing the need and capacity for additional retail and leisure development, local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However local planning authorities should also take account of qualitative considerations. In deprived areas which lack access to a range of services and facilities, and there will be clear and demonstrable benefits in identifying sites for appropriate development to serve the communities in these areas, additional weight should be given to meeting these qualitative considerations".

3.11 In assessing quantitative need for additional development, local planning authorities should assess the likely future demand for additional retail floorspace, having regard to a realistic assessment of the existing forecast population levels, forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and for main leisure sectors and forecast improvements in productivity in the use of floorspace.

3.12 With regards to assessing the qualitative need for additional development, paragraph 2.35 states:

"In assessing the qualitative need for additional development when preparing its development plan documents, a key consideration for a LPA will be to provide for consumer choice, by ensuring that:

- an appropriate distribution of locations is achieved, subject to the key objective of promoting the vitality and viability of town centres and the application of the sequential approach, to improve accessibility for the whole community; and

- provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas."

3.13 Other local issues, although not necessarily elements of *'need',* can be important material considerations.

Appropriate Scale of Development

3.14 PPS6 also requires that local planning authorities ensure that the scale of opportunities identified is directly related to the role and function of the centre and its catchment. Paragraph 2.41 states:

"The aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that is fits into that centre and that it complements its role and function."

3.15 For city and town centres, PPS6, paragraph 2.43 states that where a need has been identified, LPA's should seek to identify sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments. Paragraph 2.42 indicates that in most cases it is likely to be inappropriate to include local centres within the search area to be applied under the sequential approach for large scale developments.

3.16 The guidance places greater emphasis on the regeneration of town centres, particularly smaller centres and the need to define a network of centres, and where appropriate to plan for the decline of some centres. Local authorities are expected to set indicative upper limits on the scale of new floorspace appropriate in different types of centres.

The Sequential Approach

3.17 PPS6 sets out the sequential approach to site selection for new retail development (paragraph 2.44), namely that first preference should be existing centres where suitable sites or buildings for conversion are, or are likely to become available, taking account of an appropriate scale of development in relation to the role and function of the centre, followed by edge-of-centre locations, with preference given to sites that are or will be well-connected to the centre and only then out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are close to the centre and have a high likelihood of forming links with the centre.

3.18 Further to this LPA's should, in consultation with stakeholders (including the development industry) and the community, identify an appropriate range of sites to allow for accommodation of the identified need. Paragraph 2.45 emphasises the need for flexibility and realism from both LPA's and developers and operators in discussing the identification of sites:

"LPA's should be sensitive to the needs of the community and stakeholders, including developers and operators and identify sites that are, or are likely to become available for development during the development plan document period and which allow for the accommodation of the identified need, including sites capable of accommodating a range of business models."

3.19 The factors that should be taken into account in considering business models are scale, format, car park provision and the scope for disaggregation.

3.20 In selecting sites for allocation, the LPA should also consider the degree to which other considerations, including specific local circumstances, may be material to the choice of appropriate locations for development, and these include physical regeneration, employment, economic growth and social inclusion.

3.21 The guidance clearly states that local planning authorities should plan positively for growth by making provision for a range and choice of shopping and services. If a 'need' for new development is established, it will be necessary to identify opportunities to meet that need. PPS6 indicates that local authorities should allocate sufficient sites to meet anticipated demand for the next five years. PPS6 also suggests that an apparent lack of sites of the right size and in the right location should not be construed as an obstacle to site allocation and development to meet this need. Local planning authorities should consider the scope for effective site assembly using their compulsory purchase order (CPO) powers, to ensure that suitable sites within or on the edge of centres are brought forward for development.

3.22 This suggests the onus is placed on the Council to identify sites to accommodate the 5-year demand for development. This study provides floorspace projections up to 2025. Therefore, it may not be appropriate for the Council to seek to identify opportunities to accommodate, with any certainty, projections up to 2025 at this stage, but to put in place appropriate monitoring provisions to ensure appropriate sites/floorspace are made available at the appropriate time and location to meet any unsatisfied demand as well as wider strategic outcomes.

3.23 PPS6 also suggests that where growth cannot be accommodated in identified existing centres, local planning authorities should plan for the extension of the primary shopping area if there is a need for additional retail provision or, where appropriate, plan for the extension of the town centre to accommodate other main town centre uses. Extension of the primary shopping area or town centre may also be appropriate where a need for large developments has been identified and this cannot be accommodated within the centre. Larger stores may deliver benefits for consumers and local planning authorities should seek to make provision for them in this context. In such cases, local planning authorities should seek to identify, designate and assemble larger sites adjoining the primary shopping area (i.e. in edge-of-centre locations).

Proposed Changes to PPS6 and Draft PPS4

3.24 On 10 July 2008, the Department of Communities and Local Government published a Consultation Document on proposed changes to PPS6 Planning for Town Centres. On 5th May 2009, DCLG published a further consultation paper on a new PPS4: Planning for Prosperous Economies. The latter incorporates policy contained in PPS6 and the policies on economic development in urban and rural areas in PPG4, PPG5 and PPS7 into a merged single PPS. Both consultation papers propose to replace the current 'need' and 'impact' tests set out in PPS6 with a new 'impact test'.

3.25 The aim of the documents is to address the unintended effects of the current guidance. The key Government objective to promote the vitality and viability of town centres remains, as does much of the Government's guidance on positive planning and the Plan-led approach. However, other objectives which should be taken into account, or wider Government objectives that may be relevant include:

- promotion of competition between retailers;
- raising the productivity growth rate of the UK economy;
- encouraging investment in deprived areas;
- building prosperous communities by improving economic performance;
- helping to tackle climate change; and
- consideration of terrorism as well as crime.

3.26 The need for local authorities to consider quantitative and qualitative need remains. However, Councils are also expected to have regard to the strategic objectives set out in the Regional Economic Strategy and use relevant market information and economic data.

3.27 The roles and responsibilities for regional planning bodies and local planning authorities in preparing the evidence base that will underpin development plan policy are clearly specified. New requirements for local planning authorities include the need to:

- identify deficiencies in floorspace provision, including the provision of local convenience shopping and other facilities which serve day-to-day needs;

- define the network and hierarchy of lower order centres and set out a spatial vision and strategy for the management and growth of centres in their Core Strategy;

- consider setting thresholds for the scale of edge-of-centre and out-of-centre development which should be the subject of an impact assessment, specify the areas where this will apply and the types of impacts having particular local importance; and

- prepare policies for the scale of development likely to be permissible in different centres.

3.28 With the proposed removal of the need test, the two key tests for applications are the expanded impact test and the sequential test. The assessment of each should be proportionate to the scale and nature of proposals and their likely impact. The sequential test remains largely unchanged.

3.29 Impact assessments are to consider positive and negative impacts, including cumulative effects. The list of impact issues to be considered is longer and more stringent than that which first appeared in the draft PPS6. Eight "key impacts" are defined to assess proposals. These include whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions. In addition, scale and accessibility have been added.

3.30 There remains considerable emphasis on the plan-led approach and the "town centres first" policy.

3.31 The roles and responsibilities for regional planning bodies and local planning authorities in preparing the evidence base that will underpin development plan policy are clearly specified. Regional planning bodies will focus on the requirements for comparison retail, leisure and office uses, and must define a network and hierarchy of higher level centres.

Planning Policy Guidance Note 13: Transport (PPG 13, March 2001)

3.32 The key objectives, set out at paragraph 4 of PPG13 are to integrate planning and transport, in order to:

"▪ promote more sustainable transport choices for both people and for moving freight;

▪ promote accessibility to jobs, shopping, leisure facilities and services by public transport; and

▪ reduce the need to travel, especially by car."

3.33 The Guidance advises that planning policies should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments. When this development cannot be accommodated in or on the edge of existing centres, it may be appropriate to combine the proposal with existing out-of-centre developments.

The London Plan

3.34 The London Plan: Spatial Development Strategy has replaced strategic planning guidance for London (formerly RPG3). The London Plan was published in February 2004, and alterations were consolidated in 2008. One of the strategic priorities for West London (Policy 5F.1) is to secure: "the attractiveness of town centres and manage their restructuring where necessary".

3.35 Policy 3D.1 relates to town centres stating that the Mayor and London Boroughs should: "enhance access to goods and services and strengthen the wider role of town centres, including UDP policies to:

- *Encourage retail, leisure, and other related uses in town centres, and discourage them outside the town centres;*
- *Improve access to town centres by public transport, cycling and walking;*
- *Enhance the quality for retail and other consumer service in town centres*
- *Support a wide role for town centres as locations for leisure and cultural activities, as well as business and housing;*
- *Require the location of appropriate health, education and other public and community serving in town centres;*
- *Designate core areas primarily for shopping uses and secondary areas for shopping and other uses and set out policies for the appropriate management of both types of area;*
- *Undertake regular town centre health checks; and*
- *Support and encourage town centre management, partnerships and strategies including the introduction of Business Improvement District in appropriate locations."*

3.36 Policies 3D.2 and 3D.3 are consistent with advice set out in PPS6, regarding maintaining town centres and focusing development within centres. Policies 3D.4 and 3D.5 seek to promote and protect arts/culture and sports facilities.

3.37 The London Plan sets out a hierarchy/classification of centres across London, i.e. international centres (2), metropolitan centres (11), major centres (35) and district centres (146). Harrow is classified as *metropolitan centre*. The following centres in the Borough are defined as *district centres*: Pinner, Wealdstone (identified as containing specialist provision of more than local importance), Rayners Lane, South Harrow, Stanmore, North Harrow, Kingsbury (in Brent and Harrow) and Burnt Oak (in Barnet, Brent and Harrow). The London Plan indicates that the broad classification of centres should be refined in the light of local circumstances through development plans.

Consumer Expenditure and Comparison Goods Retail Floorspace Need in London (March 2009)

3.38 Supporting the London Plan the Mayor has published the Consumer Expenditure and Comparison Goods Retail Floorspace Need in London (CDCGRFL), which sets out the future requirement for comparison retail floorspace. It was prepared by Experian and published in March 2009.

3.39 In terms of comparison goods, the CDCGRFL uses two different scenarios to estimate need; scenario 1 is based on existing floorspace remaining the same and scenario 2 incorporates allowances for retail commitments and proposals in the planning pipeline. Scenario 2 is considered to more accurately reflect future floorspace requirements. Experian incorporates high, mid-range and low floorspace estimates based on differing productivity growth rates of 1.5%, 2.2% and 2.8% respectively.

3.40 The estimated requirement for additional comparison goods floorspace in LB of Harrow, West London and the wider London area, based on scenario 2, is shown in Table 3.1 below.

Table 3.1: Gross Comparison Goods Floorspace Requirements

Year	Productivity Growth %	Space required (sq m gross)		
		Harrow	**West London**	**London**
2011	1.5	6,950	84,084	476,732
	2.2	3,167	48,804	272,656
	2.8	46	19,698	104,288
2016	1.5	16,470	193,753	1,075,378
	2.2	8,372	117,033	629,645
	2.8	1,900	55,722	273,435
2021	1.5	32,798	360,584	2,087,461
	2.2	19,255	231,094	1,330,595
	2.8	8,771	130,859	744,723
2026	1.5	51,341	538,195	2,872,429
	2.2	31,203	343,773	2,076,553
	2.8	16,105	198,003	1,220,566
2031	1.5	76,258	796,194	4,429,838
	2.2	47,570	516,471	2,940,596
	2.8	26,737	313,337	1,816,478

Source: CDCGRFL (March 2009), Tables 67- 71 pages 113- 117.

3.41 The CDCGRFL includes a cumulative impact analysis of major pipeline retail developments including White City, Stratford and Brent Cross. The impact on Harrow town centre is estimated to be 6.4% in 2031, a reduction of about £50 million. The CDCGRFL predicts that the centre will decline in the Greater London rankings based on pipeline developments and this reduction in turnover from 11th in 2006 to 19th in 2031 in terms of total comparison goods expenditure (CDCGRFL Table 46 page 86). The floorspace projections shown in Table 3.1 appear to take into account the expected cumulative impact and drop in turnover. Unfortunately the CDCGRFL does not indicate what scale of development would be required in Harrow town centre to maintain existing market share and/or Harrow's current rank. In order to maintain its relative position (11th), Harrow town centre would need to increase its turnover in 2031 from £732 million to £842 million. We estimate the retail floorspace projections for Harrow at 2031 in Table 3.1 would need to be increased by about 25% i.e. +6,700 to +19,000 sq m.

Convenience Goods Floorspace Need in London (June 2005)

3.42 The Convenience Goods Floorspace Need in London (CGFNL) document provides detailed strategic guidance on the need for additional convenience goods floorspace in Greater London over the 2001 to 2016 period. It was produced by Experian in 2005. This study is based on retail data that has now been out of date. On this basis, the findings of this report should be viewed with caution and hold limited weight. This work is not currently being update by the GLA.

3.43 The CGFNL estimates future convenience requirements based on a 'timeline' approach within which an allowance is made for committed and proposed retail developments. Three different productivity growth rates of 0.15%, 0.5% and 1.0% are applied to the results and two different sales densities of £5,500 per sq m and £9,400 per sq m are used to estimate the turnover of pipeline developments. Experian's latest information Brief (6.1) suggest past growth in turnover efficiency nationally was 2.9% per annum between 1999 and 2007, but this was influenced by one off factors i.e. the introduction of Sunday trading and longer opening hours. Experian's recommended future growth rate is 0.8% per annum. NLP's assessment of current floorspace in the Borough and company average sales density information suggests the existing average sales density in the Borough is around £6,700 per sq m, i.e. within the ranges suggested by the CGFNL.

3.44 The predicted requirement for additional convenience goods floorspace in LB of Harrow, West London and the wider London area is shown in Table 3.2.

Table 3.2 Gross Convenience Goods Floorspace Requirements at 2016

Productivity Growth %	**Space required (Sq M Gross)**		
	LB Harrow	**West London**	**London**
Scenario 1- assumes £5,500 psm for additional floorspace			
0.15	9,414	69,235	457,829
0.5	5,664	44,937	313,939
1.0	655	12,492	121,799
Scenario 2- assumes £9,400 psm for additional floorspace			
0.15	5,508	40,510	267,879
0.5	3,314	26,293	183,688
1.0	384	7,309	71,265

Source: CGFNL (June 2009), Tables 36 and 37 pages 82 and 83.

West London Sub-Regional Development Framework

3.45 The West London Sub-Regional Development Framework (WLSRDF) was adopted in May 2006 and aims to provide guidance on the implementation of policies in the London Plan in West London. It is divided into two parts: Part One concerns the overall direction of the Sub-Region whilst Part Two looks at implementation.

3.46 In Part Two of the WLSRDF, the need to focus most new comparison goods floorspace on Metropolitan Centres is highlighted (para.125). Specifically in terms of Harrow Metropolitan Centre, it emphases the need to take advantage of the scope for mixed-use intensification as well as expanding the retail sector.

Harrow Unitary Development Plan

3.47 The Harrow Unitary Development Plan was adopted in July 2004. Following the Planning and Compulsory Purchase Act (2004) some policies were not saved and only saved policies are referred to below.

3.48 The hierarchy of shopping centres in the Borough is defined in Policy SEM2 as follows:

- Harrow Metropolitan Centre;
- District Town Centres;
- Local Centres; and
- Local Parades and Shops.

3.49 The supporting text states that this hierarchy is not rigid and the position of centres may change over time. The UDP recognises that diversity will be important to the future of the Metropolitan Centre, District and Local Centres in light of increased competition from superstores.

3.50 Policy EM5 relates to new large scale retail and leisure development and sets out the sequential approach to site selection, the need and impact tests, consistent with PPS6.

3.51 The supporting text indicates the Council will encourage complementary uses of an appropriate size and layout in the town centres, and will resist development prejudicial to the health of the town centres. No size threshold for large-scale redevelopment is stated.

3.52 Policies EM6, EM7 and EM9 outline the approach which the Council will adopt towards new retail development. Policy EM10 supports open air markets on appropriate sites within town centres.

3.53 Policies EM16, EM17, EM18, EM19 and EM20 relate to permitted uses within the Primary Shopping Frontages, Secondary Shopping Frontages, Designated

Shopping Frontages of Local Centres, Change of Use of Shops in Non - Designated Parades and Change of Use of Shops Outside Town Centres.

3.54 Policy EM25 relates to food, drink and late night uses and stipulates that the Council will seek to ensure that these do not have a harmful effect on residential amenity.

Local Development Framework

3.55 LB Harrow is in the process of preparing its Local Development Framework (LDF) in line with the new provision of the Planning and Compulsory Purchase Act 2004. When adopted, the LDF will replace the UDP and will cover the period to 2026.

3.56 Public consultation on Core Strategy Draft Preferred Options (CSDPO) ended in July 2008. It outlines two alternative development scenarios: Harrow Central Corridor Growth and Public Transport Focus Growth. Harrow Central Corridor Growth would provide the opportunity for more intensive redevelopment, whilst the public transport focus would spread development over a wider area.

3.57 Strategic Policy 1 in the CSDPO seeks to regenerate the town and district centres in LB of Harrow by providing a mixture of uses to include retail, employment, leisure, recreational and housing within a high quality public realm.

3.58 The LDF will comprise five Development Plan Documents in total which comprise:

- Core Strategy DPD (CSDPO consultation ended July 2008);
- Joint Waste DPD (Issues and Options consultation ended April 2009);
- Development Management Policies DPD (consultation will occur once Core Strategy has been submitted to the Planning Inspectorate);
- Site Allocation DPD (consultation will occur once Core Strategy has been submitted to the Planning Inspectorate); and
- Proposals Map DPD (consultation has yet to occur).

4.0 # The Shopping Hierarchy and Catchment Area

Major Shopping Centres in Harrow and the Surrounding Area

4.1 Harrow Town Centre is the only Metropolitan Centre within the Borough. Wealdstone, South Harrow, Rayners Lane, North Harrow, Pinners, Stanmore, Edgware, Burnt Oak and Kingsbury are District Centres. These town centres sit within a wider retail hierarchy that extends beyond the Borough's boundaries. The centres are influenced by major shopping destinations in Central and North/West London, including Brent Cross, London's West End, Uxbridge and Watford. The catchment areas of many of the centres listed above overlap to a large extent.

4.2 Management Horizons Europe's UK Shopping Index 2008 provides an index of retail centres on the basis of a weighted score for multiple retailers represented in each centre. Management Horizon's rank for centres in the Borough and sub-region is shown in Table 4.1 below.

Table 4.1 Management Horizons Europe Shopping Index (2008)

Centre	**Rank**	**MHE Index Score**
London, West End	1	1143
Watford	31	301
Uxbridge	90	217
Ealing	99	206
Harrow town centre	**108**	**201**
Brent Cross	116	190
Edgware	309	101
South Ruislip	458	74
Ruislip	553	62
Wembley	711	50
Pinner	**731**	**49**
South Harrow	**779**	**46**
Kenton	**1207**	**30**
Stanmore	**1481**	**24**
Kingsbury	**1481**	**24**
Burnt Oak	**1590**	**22**
Wealdstone	**1950**	**17**
North Harrow	**3120**	**8**
Rayners Lane	**3321**	**7**

Source: Management Horizon Europe 2008

4.3 The Managements Horizons' index ranks Harrow town centre as the main centre in the Borough (108th). In relation to other centres in the sub-region, London West End (1st), Watford (31st), Uxbridge (90th) and Ealing (99th) are all ranked above Harrow town centre. Harrow town centre appears to be a second tier centre, along with Uxbridge and Ealing.

4.4 In respect of other centres within the Borough, the rank and index are much lower than for Harrow town centres, and are third tier centres below Harrow town centre.

4.5 The relative performance and importance of town centres can be demonstrated by reviewing commercial yields and Zone A rental levels achieved for retail property. Retail yields for the established centres in the sub-region are shown in Table 4.2 and a comparison of Zone A rental levels is shown in Table 4.3.

4.6 Commercial yields are a measure of property values, which enables the values of properties of different size, location and characteristic to be compared. The level of yield broadly represents the market's evaluation of risk and return attached to the income stream of shop rents. Broadly speaking low yields indicate that a centre is considered to be attractive and, as a result, more likely to attract investment and rental growth than a centre with high yields.

Table 4.2: Retail Yields in Harrow and other Centres

Centre	**Yield %**								
	2000	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
Brent Cross	5	5	5	5	4.75	5	4.5	5	4.25
London, West End	5	5.25	5.25	5.25	5.25	5.25	5	4.5	4.25
Watford	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.25
Harrow town centre	**6**	**6.25**	**6.25**	**6.25**	**6.25**	**6.25**	**6**	**5.75**	**5.75**
Uxbridge	6	6	6	6	6	6	6	6	6
Ealing	6	6.5	6.5	6.25	6.25	6.25	6	6	5.5
Wembley	9	9	7.75	6.75	6.75	6.75	7	7	7
Ruislip	9.75	9.75	9	9	9	9	9	8.75	8.75
Edgware	**10**	**10**	**>=10**	**>=10**	**>=10**	**>=10**	**9**	**8.5**	**7.5**
Hayes	10.5	10.5	>=10	>=10	>=10	>=10	9	9	9
Wealdstone	**10.5**	**10.5**	**>=10**	**>=10**	**>=10**	**>=10**	**9**	**9**	**8.75**
Burnt Oak	**11**	**11**	**>=10**	**>=10**	**>=10**	**>=10**	**9**	**8.5**	**7.5**

Source: Valuation Office (Autumn 2008)

4.7 Within the Borough retail yield data is only available for Harrow town centre, Edgware, Wealdstone and Burnt Oak. The retail yield in Harrow town centre in 2008 was relatively low (good) at 5.75%. The yield has decreased (improved) since 2005, from 6.25%, indicating that the centre may have become more attractive to investors. However yields within Harrow town centre are still marginally higher (worse) than Brent Cross, London West End, Watford and Ealing, but slightly lower (better) than Uxbridge. Rental levels are significantly higher is Uxbridge, therefore capital values are also significantly higher than in Harrow, despite the slightly higher (worse) yield.

4.8 Edgware and Burnt Oak have higher retail yields, indicating that they are less attractive to investors than other centres in the sub-region, although it is notable that yields for both have decreased in recent years, suggesting that their attractiveness for investment was improving in 2008.

4.9 The strengthening of yields between 2005 and 2008 reflected national and Greater London trends, with a strong retail property sector. However, it seems inevitable the recession will affect yields in 2009 and 2010, and return to pre-2005 levels.

4.10 Retail rental data is also only available for Harrow town centre and Edgware. Harrow achieves a Zone A rent of £1,560 per sq m and Edgware achieves £1,022, the retail rent has risen in both centres since 1999. In comparison to other competing centres within the wider sub-region, the retail rents for Harrow and Edgware are relatively low, with Uxbridge and Ealing both achieving rents of over £2,000 per sq m. Watford achieves a zone a rent in excess of £3,000 per sq m, whilst Brent Cross and Oxford Street are almost £5,000 per sq m. Both Harrow and Edgware achieve retail rents significantly higher than Wembley, Ruislip and Hayes.

Table 4.3: Retail Rents in Harrow and other Centres

Centre	**Annual Zone A Retail Rents £ per Sq M**						
	1999	**2000**	**2001**	**2002**	**2003**	**2004**	**2007**
Brent Cross	4521	4306	4306	4467	4467	4467	4734
Oxford Street	4979	4575	4441	4467	4575	4629	4736
Watford	2583	2582	2691	3014	3068	3122	-
Harrow town centre	**1184**	**1292**	**1292**	**1346**	**1346**	**1399**	**1560**
Uxbridge	1076	1399	1184	1722	1938	1991	2260
Ealing	1615	1615	1615	1884	1938	1991	2044
Wembley	323	323	431	484	484	592	753
Ruislip	484	484	484	484	484	538	699
Edgware	**753**	**753**	**753**	**861**	**1023**	**1023**	**1022**
Hayes	323	323	323	323	377	377	484

4.11 The yield and rental information reflects each centres position within the wider retail hierarchy, i.e. larger centres have higher Zone A rents and lower yields than smaller centres. Lower rents and higher yields do not necessarily indicate a smaller centre is performing badly or that the centre is not vital and viable. Rents in Harrow town centre improved between 2003 and 2007, but remain much lower than larger centres, and notably Uxbridge. Uxbridge may have overtaken Harrow following major investment at the Chimes shopping Centre. Harrow has lacked major investment in recent years.

4.12 Edgware and Burnt Oak have higher retail yields, indicating that they are less attractive to investors than other centres in the sub-region, although it is notable that yields for both have decreased between 2005 to 2008. Again this strengthening of yields reflected national trends. The recession is likely to increase yields, which will make investment less attractive.

Socio-Economic Characteristics within LB of Harrow

4.13 Shopping needs may vary considerably, often related to socio-economic characteristics. For example, residents without access to a car or those on low incomes will have different needs to those who are mobile by car or who enjoy higher income. Lower income groups without access to a car may be less able to travel to shopping facilities and may also be socially excluded from high priced shops, therefore, the availability of discount or value retail facilities may be important for these groups. The socio-economic characteristics of LB of Harrow have been examined and compared with the Outer London and national averages.

4.14 Car ownership in LB Harrow (77.3% of households) is slightly higher than the Outer London average (71.4%), and is above the UK average (73.2%), as shown in Table 4.4. The amount of households with two or more cars is also above the national and Outer London averages.

Table 4.4: Car Ownership 2001

Characteristic	% Households 2001		
	LB Harrow	Outer London	England/Wales Average
Car Ownership			
Two or more	33.2	25.8	29.4
One	44.1	45.6	43.8
None	22.7	28.6	26.8

Sources: 2001 Census of Population

4.15 LB Harrow has a reasonable proportion of economically active adults in employment as shown in Table 4.5 with 62.4% of employed, marginally above both the Outer London and UK average. The unemployment rate is slightly lower than the Outer London average and the national average. The proportion of student residents is higher than both the Outer London and UK average. The proportion of retired residents is slightly lower than the UK average, but in line with Outer London as a whole.

Table 4.5: Economic Activity 2001

Status	% People aged 16-74		
	LB Harrow	**Outer London**	**UK Average**
Employed	62.4	62.1	60.2
Unemployed	3.1	3.6	3.4
Looking after home/family	6.9	7.2	6.5
Students	9.3	8.3	7.3
Retired	11.2	11.2	13.6
Other inactive	7.1	7.7	9.0

Sources: 2001 Census of Population

4.16 The age structure in Harrow is broadly in line with national and Outer London averages, as shown on Table 4.6. LB Harrow has slightly less children under 15 years of age than the Outer London average, although the figure is in line with the UK average. Consistent with other Outer London boroughs, LB of Harrow has a higher proportion of adults aged 15-44 than the UK as a whole, albeit the proportion of these age groups in LB Harrow is slightly lower than Outer London average.

Table 4.6: Age Structure 2001

Status	% of Population 2001		
	Harrow	**Outer London**	**UK Average**
Children 0-14	18.8	19.4	18.9
Adults 15 to 29	20.4	20.6	18.8
Adults 30 to 44	23.4	24.6	22.6
Adults 45 to 59	18.4	17.3	19.0
Adults 60 to 74	12.0	11.4	13.0
Adults 75 +	7.1	6.6	7.4

Sources: 2001 Census of Population

4.17 Harrow has a lower proportion of White British residents than the Outer London average, and the proportion of White British is almost half the England average. LB Harrow has a notably high proportion of Asian or Asian British (Indian) residents (21.9%). This represents almost three times the Outer London average (8%) and ten times the England average (2.1%).

Table 4.7: Ethnic Groups 2001

Status	% of Population 2001		
	Harrow	Outer London	England Average
White	49.9	65.6	87.0
White Irish	4.4	2.9	1.3
Other White	4.5	6.1	2.7
Mixed (White and Black Caribbean)	0.7	0.8	0.5
Mixed (White and Black African)	0.3	0.4	0.2
Mixed (White and Asian)	1.0	0.8	0.4
Other Mixed	0.9	0.7	0.3
Asian or Asian British (Indian)	21.9	8.0	2.1
Asian or Asian British (Pakistani)	2.1	2.2	1.4
Asian or Asian British (Bangladeshi)	0.5	0.6	0.6
Other Asian	5.2	2.2	0.5
Black/Black British (Caribbean)	3.0	3.5	1.1
Black/ Black British (African)	2.7	3.4	1.0
Other Black/ Black British	0.5	0.6	0.2
Chinese	1.2	0.9	0.5
Other Ethnic Group	1.4	1.3	0.4

Sources: 2001 Census of Population

4.18 The average house price in LB of Harrow is about 285,000, just below the London average of £307,000 (Land Registry December 2008). The national average is only £159,000. Average house prices are higher in Harrow when compared with many other Outer London Boroughs e.g. Bromley (£279,000), Enfield (£255,000), Hillingdon (£255,000), Hounslow (£267,000) and Waltham Forest (£232,000).

4.19 The average gross earnings in the Borough is £31,462 (Annual Survey of Hours and Earnings – 2008), similar to Outer London average (£32,576), but higher than the national average of £26,719. Average earnings are higher in Harrow when compared with many other Outer London Boroughs e.g. Enfield (£28,362), Hillingdon (£28,144), Hounslow (£28,971) and Waltham Forest (£28,362).

4.20 This socio-economic analysis indicates that the profile of residents in LB Harrow is similar to the rest of Outer London, but in many respects the Borough is relatively affluent e.g. in terms of car ownership, economic activity, average house price and average earnings. The Borough has a relatively high proportion of young adults (aged 15 to 44) when compared with the national average, and conversely a lower proportion of adults over 59 years of age. The Borough's high proportion of Asian/British Asian suggests for ethnic shopping facilities will be high in the Borough.

4.21 The Borough has relatively high levels of car ownership, which may enable residents to access a wider range of centres (including those outside of the Borough). The high performing centres within the wider sub-region, such as Brent Cross and Watford are likely to attract these mobile residents. If Harrow can improve its retail offer then the potential exists to retain more affluent customers and expenditure.

5.0 # Household Survey

Survey Structure

5.1 NEMS Market Research carried out a telephone survey of 1,000 households across the retail study area in May 2009. The survey results are shown in Appendix E and summarised in this section. The study area, shown in Appendix A, was split into ten sectors or zones based on postcode boundaries, as follows:

- Zone 1: Northwood
- Zone 2: Ruislip
- Zone 3: Eastcote
- Zone 4: Hatch End
- Zone 5: Rayners Lane
- Zone 6: Harrow
- Zone 7: Wembley
- Zone 8: Kenton
- Zone 9: Edgware
- Zone 10: Stanmore

5.2 The study area is broadly consistent with the study area adopted by Donaldsons in 2005, and includes all parts of the Borough of Harrow and also parts of adjacent boroughs where people are likely to shop within the Borough. A list of the postcodes contained in each zone is shown in Appendix A. The zones were chosen based on postcode boundaries which best fit the likely primary catchment areas of the main centres in the Borough.

5.3 The number of interviews undertaken in each zone reflects the population in each respective zone in order to provide statistically reliable sub-samples. The main aims of the survey were to establish patterns for the following:

- Main food and grocery shopping;
- Top-up food and grocery shopping;
- Non-food shopping, including:
    - clothing and footwear;
    - domestic electrical appliances;
    - other electrical goods (TV, Hi-Fi and computers);
    - furniture, soft furnishing or carpets;
    - DIY/garden items and hardware;
    - health, beauty and chemist goods; and
    - other non-food items.

Food and Grocery Shopping

Main Food Shopping

5.4 The larger food stores in the study area are the primary destination for respondents' main food shopping trip across the study area. The survey results suggest most residents do their food shopping at food stores relatively close to home.

5.5 Overall, the Sainsbury's at Kenton and the Sainsbury's in South Ruislip were the two most popular main food shopping destinations each achieving a market share of 7.9% across the study area as a whole. The popularity of main food shopping destinations was variable across the different survey zones.

5.6 In Zone 1 (Northwood) the Waitrose in Northwood was the most popular main food shopping destination with a market share of 38.2%, followed by the Tesco, Pinner (21.8%). The Waitrose in Ruislip is the most popular destination in Zone 2 (Ruislip) attaining a market share of 32.0% followed by the Sainsbury's store in South Ruislip with a 28.0% market share. The Sainsbury's, South Ruislip is the most popular store in Zone 3 (Eastcote) within which it achieves a market share of 33% of main food shopping trips.

5.7 In Zone 4 (Hatch End) the Morrison's, Hatch End and Sainsbury's, Pinner were the most popular main food shopping destinations with market shares of 20.0% and 18.8% respectively. With regard to Zone 5 (Rayners Lane) the most popular main food shopping destinations were Sainsbury's, South Harrow and Sainsbury's, South Ruislip, which achieved a market share of 18.2% each.

5.8 The most popular main food shopping destination in Zone 6 (Harrow) was the Tesco in Harrow with a 28.3% market share. In Zone 7 (Wembley), 22.3% of respondents shop at Sainsbury's in Alperton, followed by Sainsbury's, Kenton (20.0%) and Asda, Wembley (16.2%).

5.9 In Zone 8 (Kenton) the destination which attracted the largest proportion of main food shopping trips was the Sainsbury's in Kenton (31.9%) which was followed in popularity by the Morrison's in Queensbury (21.5%). In Zone 9 (Edgware) the Morrison's in Queensbury (26.4%) and the Asda in Colindale (24.5%) are the most popular main food shopping destinations. Finally in Zone 10 (Stanmore) the Sainsbury's in Stanmore was the most popular last main food shopping destination with a market share of (31.4%).

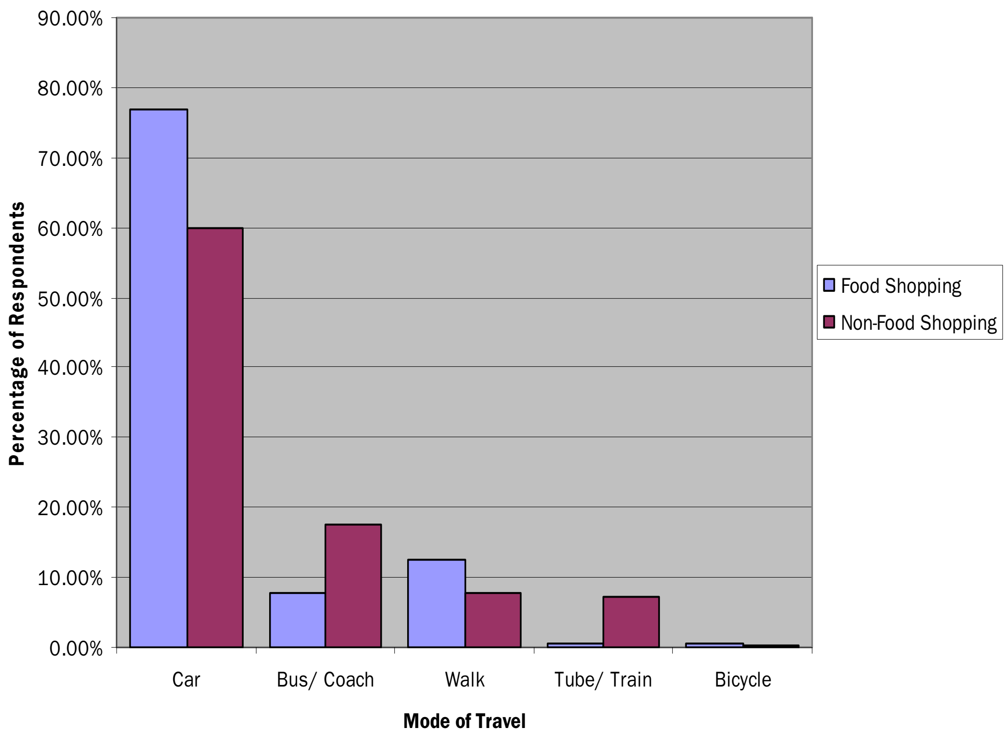
Mode of Travel for Main Food Shopping

5.10 In the study area as a whole 77.0% of respondents indicated that they travel to do their main food shopping by car (either as driver or passenger), which is marginally higher than NLP's average derived from similar surveys across the Country (around 75%). A comparable proportion of households travel by bus (7.8%) and travel by bicycle (0.5%) compared with the NLP average (8% and 0.5% respectively), and a slightly higher proportion walk, 12.6% compared with the NLP average of 11.5%. A small proportion of respondents (0.5%) stated that they used the train/tube to travel to their last main food shopping destination with 0.7% travelling by taxi.

Mode of Travel for Non Main Food Shopping

5.11 The most popular means of travel for non-food shopping was also by car with 59.9% of respondents travelling by car, the remainder were; bus (17.6%), walking (7.8%) and train (4.5%). Generally more shoppers use public transport for non-food shopping than food shopping, as shown in Figure 5.1.

Figure 5.1: Mode of Travel to Shopping Destination



Top-Up Food Shopping

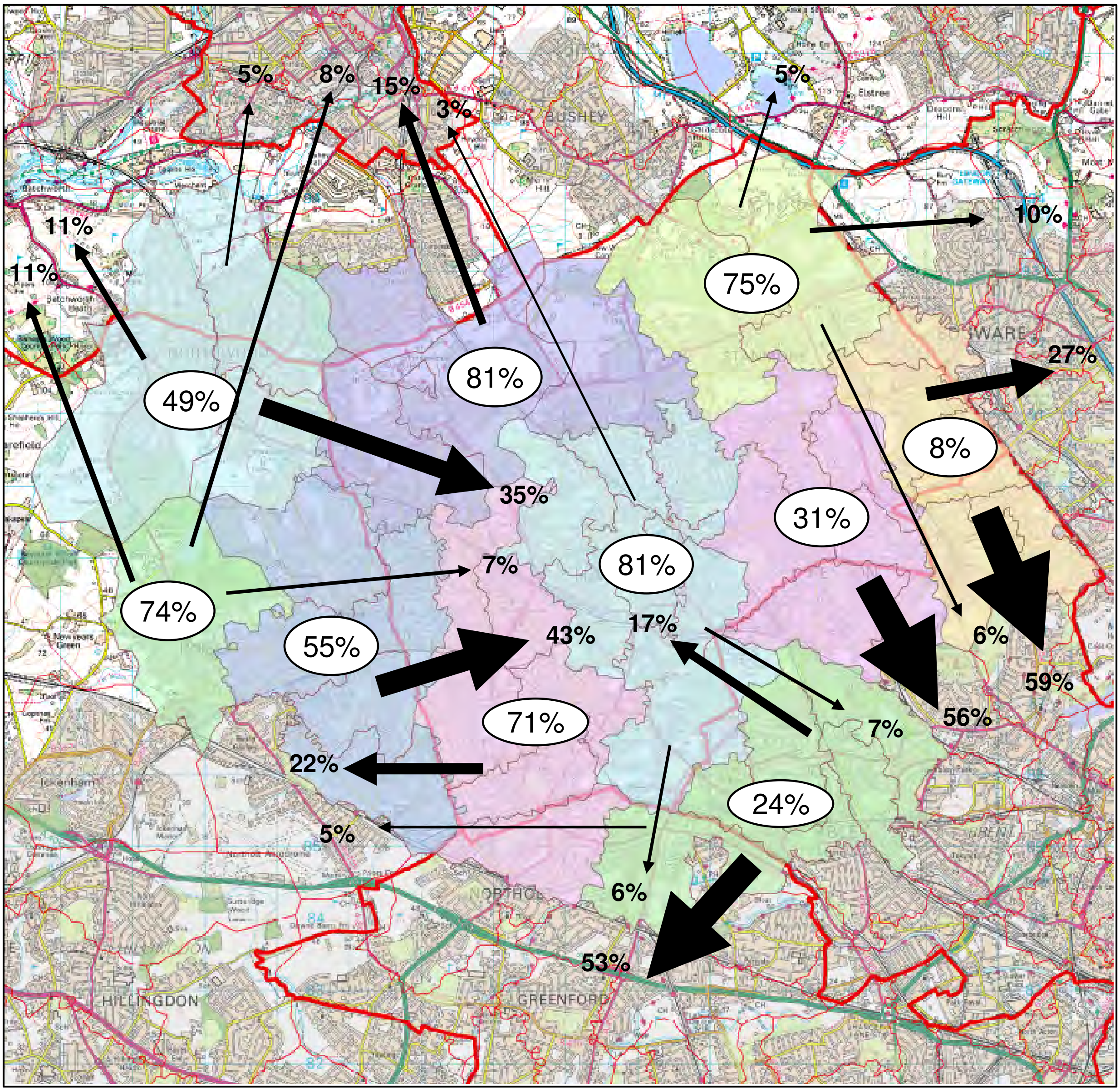
5.12 Top-up food shopping trips are usually made in addition to main weekly (or less frequent) shopping trips. Nearly 76% of households across the study area indicated that they undertake small-scale or top-up shopping trips in addition to their main food shopping trips. The results show that households primarily use local shops for top-up shopping, and residents are less inclined to travel to purchase top-up goods when compared with main food shopping patterns.

Overall Food and Grocer Shopping Patterns

5.13 The household survey results have been used to assess expenditure shopping patterns within the study area zones. Shopping patterns are summarised in Figure 5.2 below. This diagram shows the level of expenditure retained within

LB of Harrow (circled figures) and the main cross flows of expenditure into and out of the Borough.

Figure 5.2: Convenience Expenditure Shopping Patterns

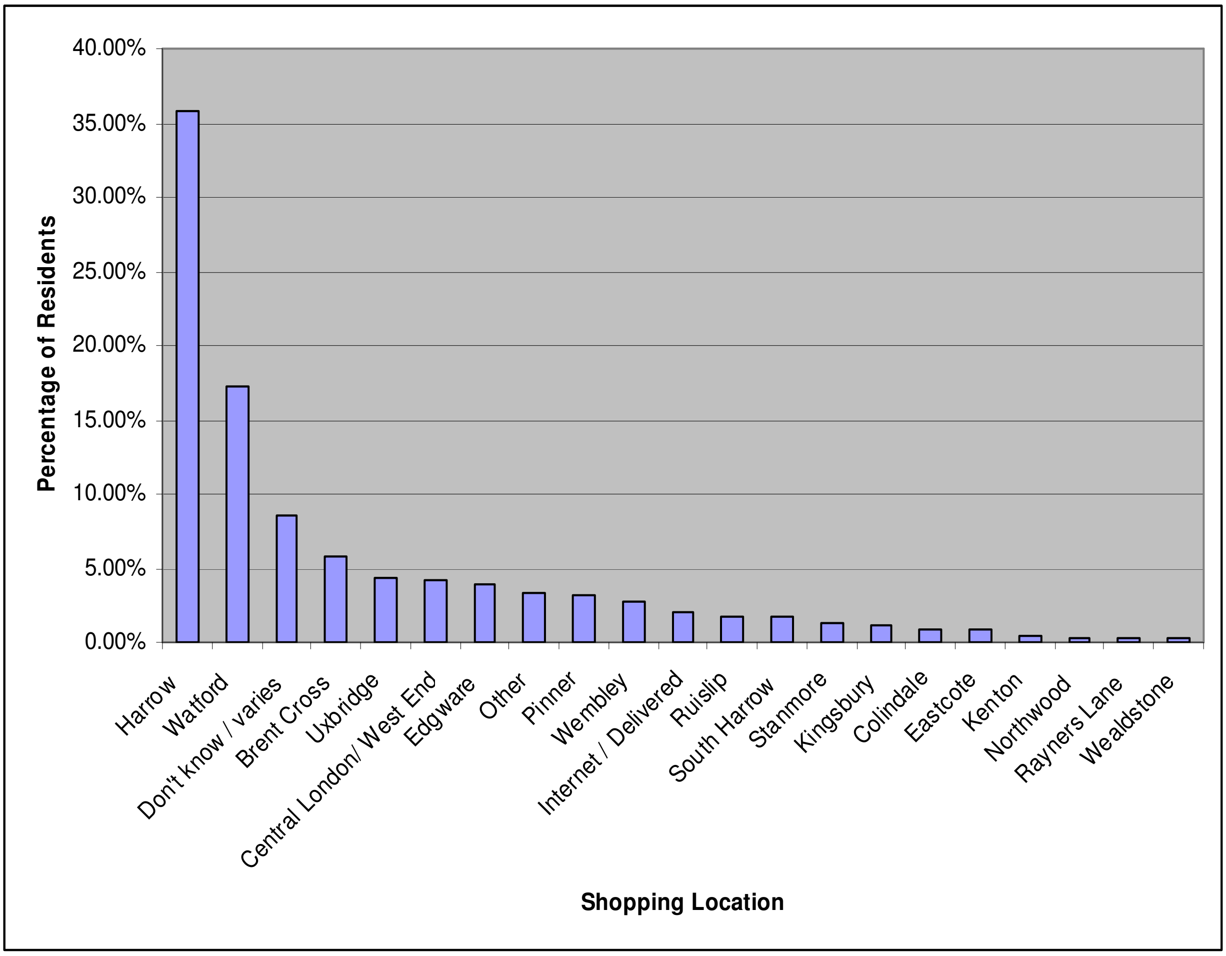


5.14 Figure 5.2 indicates that convenience expenditure retention is relatively high (71% to 81%) in the west half of the Borough and the north east (75% in the Stanmore area), but there is significant leakage in the south eats of the Borough to food stores in LB Brent and LB Barnet. Food stores in LB of Harrow attract reasonable levels of trade from LB Hillingdon to the west.

Non-Food Shopping

5.15 Households were asked in which location they buy most of their household's non-food shopping. Harrow town centre was the most popular destination in the study area as a whole, attracting 35.8% of households. The next most popular non-food shopping destinations include Watford (17.2%), Brent Cross (5.8%), Uxbridge (4.3%) and Central London/ West End (4.2%). Harrow town centre was the most popular destination for non-food shopping in four zones (Zones 5, 6, 7 and 8). Watford is the most popular non-food shopping destination in Zone 1 (60.0% market share), Zone 3 (26.1%) and Zone 4 (37.6%). Watford is the second most popular non-food shopping destination in Zone 2 (24.0%) behind Uxbridge (36.0%). Edgware is most the most popular non-food shopping destinations in Zone 9 (28.2%). In Zone 10, Brent Cross and Watford are the most popular non-food shopping destinations attaining market share so 17.1% each.

Figure 5.3: Main Non-Food Shopping Destinations



5.16 Households were also asked where they last shopped for different types of non-food goods.

5.17 In terms of clothing and footwear goods, Harrow was the most popular destination overall and was the single most popular destination in Zones 3 (23.5%), 5 (50.3%), 6 (62.1%), 7 (43.8%) and 8 (43.0%). Watford was the second most popular destination across the study area for clothing and footwear goods and was the most popular destination in Zone 1 (47.3%) and 4 (40.0%). Uxbridge was the most popular destination for this type of shopping in Zone 2 (40.0%), and Brent Cross was the most popular destination in Zone 9 (22.7%) and 10 (25.7%).

5.18 With regards to domestic electrical appliances, the most popular destination overall is Watford, with a market share of 13.9%, followed by Harrow (10.3%). Internet/ mail attract some 7.5% of shopping trips and draws trips from all ten of the survey zones. Watford is the most popular destination for domestic electrical appliances in Zones 1 (43.6%) and 4 (40.0%). Harrow is the most popular destination for domestic electrical appliances only in Zone 6 (22.8%). Brent Cross is the most popular last destination in Zone 7 (11.5%), 8 (17.0%) and 9 (20.9%) and Edgware is most popular in Zone 10 (17.1%). The Currys store on Stonebridge Way in Ruislip also appears to be popular and was the most popular location in Zone 3 (27.8%) and Zone 5 (22.4%), and the joint most popular destination in Zone 2 with internet/ delivered (16.0% each).

5.19 For other types of electrical goods, such as TVs, Hi-Fis and computers, the most popular destinations overall are Watford and internet/ delivered attracted 14.6% and 10.8% respectively of residents last shopping trips for this type of goods. Watford is the most popular destination in Zones 1 (34.5%), 4 (40.0%) and 10 (20.0%), Brent Cross is most popular in Zones 7 (16.2%), 8 (17.8%) and 9 (21.8%) whilst Currys in Ruislip, is the most popular destinations in Zones 3 (23.5%) and 5 (18.2%).

5.20 Watford, Harrow and Brent Cross are the most popular destinations for buying furniture, soft furnishings and floor coverings with 10.6%, 7.0% and 4.4% respectively. The highest proportion of respondents in Zones 1, 3, 4 and 10 shop in Watford and in Zone 2 Ruislip was the most popular last destination for purchasing these kinds of goods. In Zones 8 and 9 Brent Cross was the most popular last destination for purchasing furniture, soft furnishings and floor coverings attaining respective market shares of 10.4% and 10.9% in these zones. Harrow is the most popular destination in Zone 5 (9.1%) and 6 (16.6%) and in Zone 7 the most popular destination was Wembley (10.8%).

5.21 In terms of DIY, hardware and garden items are purchased from freestanding stores, and across the study area as a whole the most popular destinations are Homebase in Ruislip (15.0%), B&Q in Queensbury (12.0%) and Homebase in Harrow Weald (11.1%). In Zones 2, 3 and 5 the Homebase store in Ruislip is the most popular destination for DIY, hardware and garden items. B&Q, Queensbury is the most popular last destination in Zones 7, 8 and 9; Homebase in Harrow Weald was most popular in Zone 4 and 10, with the B&Q in Watford the most popular in Zone 1. Zone 6 was the only zone within which the most popular destination for these goods was not a large store, with Harrow being the most popular destination attaining a market share of 13.8%,

5.22 Respondents indicated a lesser propensity to travel larger distances to undertake shopping for chemist, health and beauty items with a higher number of individual destinations recorded compared to other types of comparison goods. One would expect these types of good to be regularly be purchased in local centre, i.e. within close proximity to GP surgeries.

5.23 Overall the most popular destination was Harrow which achieved a market share of 27.1%, and is the single most popular destination in Zones 5, 6, 7 and 8. Pinner was the second most popular destination overall with a market share of 6.9% and was the most popular destination in Zone 4. In the other survey zones, the most popular destination for these goods are centres within closes proximity to residents. In Zone 1 the most popular destination was Northwood, Ruislip was most popular in Zone 2, Eastcote is most popular in Zone 3, Edgware is most popular in Zone 9 and Stanmore is most popular in Zone 10.

5.24 Across the study area as a whole, 24.1% of respondents last brought other comparison goods items such as books, CD's, toys and gifts from Harrow and 16.4% last bought these types of items in over the internet or had them delivered. Harrow was the most popular destination in Zone 5 (31.5%), 6 (48.3%), 7 (27.7%) and 8 (28.1%). Watford was the most popular destination in Zone 1 (34.5%) and 4 (25.9%) and Brent Cross was the most popular in Zone 9 (15.5%).

5.25 Table 5.1 shows the shopping destination with the highest proportion of respondents for each comparison goods category in each zone. This indicates broadly where people prefer to shop for each type of good and allows comparison between each zone.

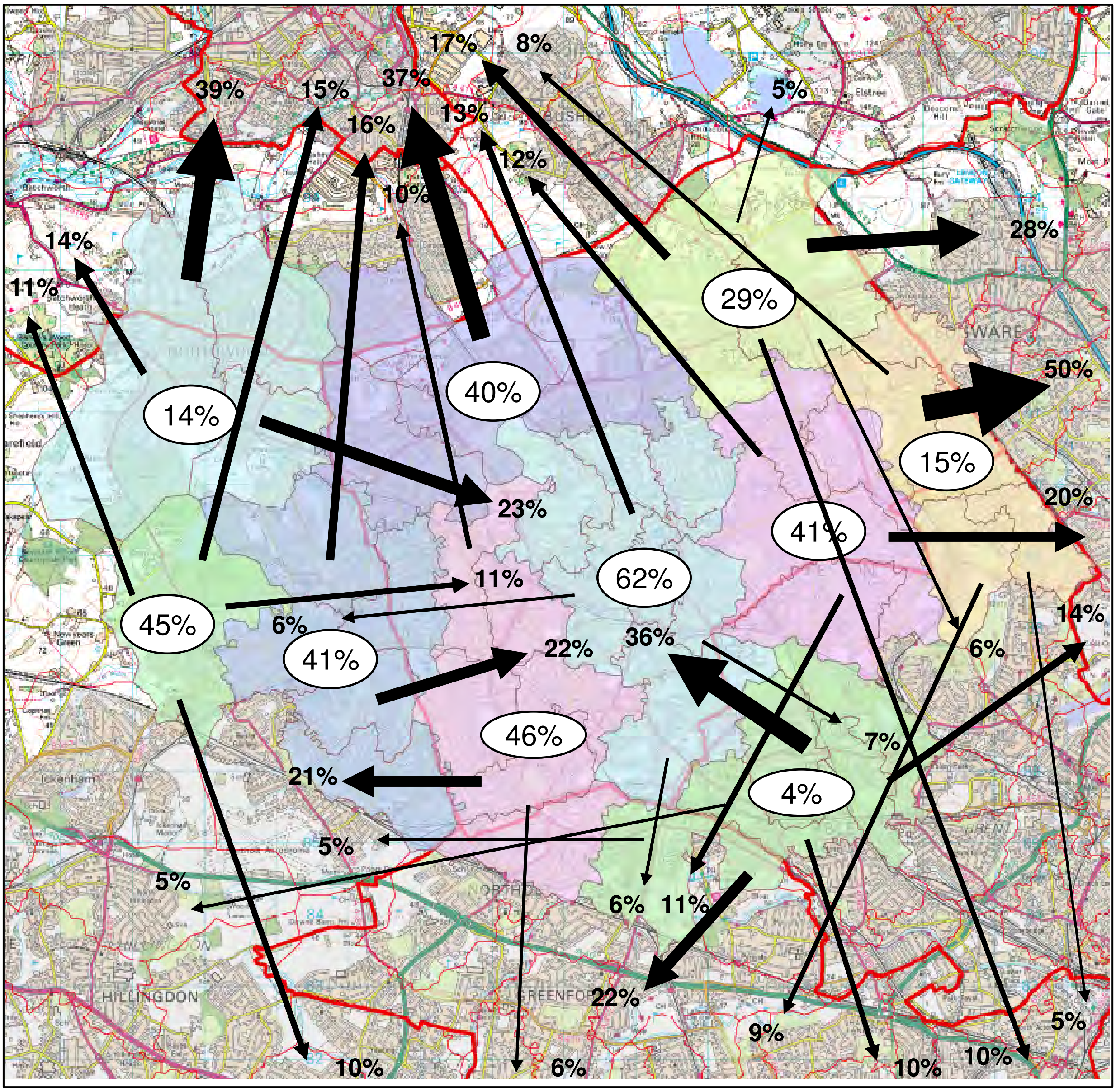
Table 5.1: Destinations with High Proportions of Respondents

Comparison Good	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Lane
Clothing & Footwear	Watford	Uxbridge	Harrow	Watford	Harrow
Domestic Appliances	Watford	Currys, Ruislip/ Internet/ delivered	Currys, Ruislip	Watford	Currys, Ruislip
Electrical Goods	Watford	Currys, Ruislip/ Internet/ delivered/ Watford	Currys, Ruislip	Watford	Currys, Ruislip
Furnishings	Watford	Ruislip	Watford	Watford	Harrow
DIY & Hardware	B&Q, Watford	Homebase, Ruislip	Homebase, Ruislip	Homebase, Harrow Weald	Homebase, Ruislip
Health & Beauty	Northwood	Ruislip	Eastcote	Pinner	Harrow
Books/CDs/Toys/Gifts	Watford	Internet/ delivered	Internet/ delivered	Watford	Harrow
Comparison Good	**Zone 6 Harrow**	**Zone 7 Wembley**	**Zone 8 Kenton**	**Zone 9 Edgware**	**Zone 10 Stanmore**
Clothing & Footwear	Harrow	Harrow	Harrow	Brent Cross	Brent Cross
Domestic Appliances	Harrow	Brent Cross	Brent Cross	Brent Cross	Edgware
Electrical Goods	Harrow/ Internet/ delivered	Brent Cross	Brent Cross	Brent Cross	Watford
Furnishings	Harrow	Wembley	Brent Cross	Brent Cross	Watford
DIY & Hardware	Harrow	B&Q, Stanmore	B&Q, Stanmore	B&Q, Stanmore	Homebase, Harrow Weald
Health & Beauty	Harrow	Harrow	Harrow	Edgware	Stanmore
Books/CDs/Toys/Gifts	Harrow	Harrow	Harrow	Brent Cross	Internet/ delivered

Overall Comparison Shopping Patterns

5.26 The household survey results have been used to assess expenditure shopping patterns within the study area zones. Comparison shopping patterns are summarised in Figure 5.4 below. This diagram shows the level of expenditure retained within LB of Harrow (circled figures) and the main cross flows of expenditure into and out of the Borough.

Figure 5.4: Convenience Expenditure Shopping Patterns



5.27 Figure 5.4 indicates that comparison expenditure retention in the Borough is generally lower than for convenience expenditure (15% to 62%). Retention is highest in the centre of the Borough (62% in the Harrow zone). Watford attracts expenditure from across the Borough, and there is significant expenditure flows to LB Brent (Brent Cross) and Central London.

Improvements to the Metropolitan and District Centres

5.28 Residents who shop in the Metropolitan and District Centres within the Borough were asked about what improvements could be made to these centres to make them shop there more frequently. The responses to this question are shown in Table 5.2 below.

Table 5.2: Improvements to the Centres

	Harrow	Burnt Oak	Kingsbury	North Harrow	Pinner
Nothing	53.4%	47.7%	49.6%	50.1%	54.9%
Better choice of shops in general	11.0%	3.2%	5.5%	6.4%	6.4%
Cheaper/ free car parking	8.0%	0.6%	1.2%	1.2%	3.6%
More car parking	6.7%	2.7%	3.4%	2.9%	2.9%
Better maintenance/ cleanliness	5.9%	1.5%	1.1%	0.1%	0.4%
Better safety/ more police/ CCTV	4.1%	0.2%	0.2%	0.4%	0.0%
Better quality shops	3.8%	0.4%	1.1%	1.1%	1.9%
More large shops	3.5%	0.0%	0.6%	0.9%	1.3%
Better choice of clothing shops	3.3%	1.0%	1.2%	1.5%	2.4%
More food supermarkets	2.1%	0.2%	0.9%	3.2%	0.4%
	Rayners Lane	**South Harrow**	**Stanmore**	**Wealdstone**	
Nothing	50.6%	51.9%	51.9%	49.0%	
Better choice of shops in general	6.3%	6.3%	5.6%	6.2%	
Cheaper/ free car parking	2.1%	1.2%	1.8%	1.3%	
More car parking	4.2%	3.3%	4.0%	2.2%	
Better maintenance/ cleanliness	0.6%	0.7%	0.1%	1.8%	
Better safety/ more police/ CCTV	0.5%	0.2%	0.2%	1.1%	
Better quality shops	0.6%	1.1%	1.1%	1.5%	
More large shops	0.2%	0.7%	0.7%	0.7%	
Better choice of clothing shops	1.0%	2.1%	1.1%	1.0%	
More food supermarkets	1.3%	0.6%	0.9%	2.5%	

5.29 A significant proportion of respondents indicated that 'nothing' would make them shop in the centre more often. However, 11% suggested a better choice of shops would make them consider shopping in Harrow town centre, followed by 8% cheaper or free car parking and 5.9% better maintenance. These results are not insignificant when compared with the responses relating to the other centres. The results demonstrate that there are actions that could be undertaken to improve the attractiveness of the town centre and increase patronage. Such matters could form part of LDF policy considerations, actions to be progressed through a Harrow town centre BID.

Brent Cross

5.30 The household survey asked specific questions regarding the proposals to expand shopping facilities at Brent Cross. Only 13.0% of respondents indicated that they were aware of these proposals, with the highest levels in Zone 9 (31.7%) and Zone 7 (23.2%) in the south east corner of the study area. Of those respondents that are aware of these proposals, most (52.3%) stated that they thought it would make them shop in Brent Cross more often, but the proportions were much lower in the western half of the study area (Zones 1 to 3 and 6). If correct these figures suggest that the Brent Cross proposals will draw a significant level of trade from the Borough. In order to respond to this potential loss of trade significant improvements to retail provision will need to be implemented in order to counter this loss of trade.

Key Messages from the Household Survey Results

5.31 Key findings of the household survey are summarised below:

- large food stores are the most popular destinations for main food shopping accounting for the majority of main food shopping trips, but residents will generally shop at stores that are close to home;

- nearly 76% of respondents indicated that they undertook small scale shopping or top-up shopping trips in addition to their main food shopping trips, and local shops are frequently used;

- most main food shopping trips are by car. The proportion of respondents who use the bus of travel by foot to undertake their main food shop in LB Harrow is comparable to the national average. Residents are more likely to undertaking their non-food shopping by public transport;

- across the study area as a whole, Harrow town centre was the most popular destination for non-food shopping, followed by Watford. However the popularity of different destinations varied for different types of goods, with residents willing to travel further distances for higher order items such as clothing and footwear compared with lower order goods such as health and beauty products;

- for DIY, hardware and garden items the majority of respondents used large DIY stores such the B&Q in Stanmore and the Homebase stores in Ruislip and Harrow Weald;

- the increasing importance of the internet for some comparison goods items, such as electrical goods and books/CDs/toys/gifts, was evident from the household survey responses;

- development within Brent Cross is expected to attract more shopping trips from the study area, particularly in the south east part of the study area;

- the survey identified a number of improvements that can be made to Harrow town centre, in particular, that would make it significantly more attractive as a place where people would chose to shop more often.

6.0 # Harrow Town Centre

Introduction

6.1 Harrow Town Centre (TC) is located to the south of the Borough and is designated as a Metropolitan Centre in the UDP and London Plan. The defined primary frontage comprises St Ann's Centre, St George's Centre, St Ann's Road and parts of Station Road closest to the junction of St Ann's Road. The secondary frontage comprises parts of Station Road north towards Tesco, south towards the railway line and parts of Central Parade and College Road.

Mix of Uses and Occupier Representation

6.2 Harrow's key roles include:

- convenience shopping – there are three large convenience stores in the centre, comprising Tesco and Iceland on Station Road and the M&S food hall on St Ann's Road. These facilities serve main food and grocery shopping trips in addition to basket/top-up food shopping trips. There are also a small number of newsagents;
- comparison shopping – there is a good provision of comparison shopping in the centre, and in particular a strong provision of clothes/ footwear stores, consistent with its Metropolitan Centre function. There are a number of national multiple comparison retailers present in the centre. There are also a number of independent retailers on the peripheral areas of the centre;
- services – including a number of hairdressers, nail salons, travel agents, estate agents and dry cleaners;
- entertainment – including 8 pubs and bars; and
- community facilities – including a church, a college and a recreational ground.

6.3 The diversity of uses present in Harrow town centre is shown in Table 6.1 below. This is derived from the Council's survey of town centre shopping frontages in June 2008. The results are compared to the national average at April 2009. It should be noted that since the survey was undertaken the Woolworths in St George's Centre has closed, and this has been reflected in the land use tables.

Table 6.1: Harrow Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Harrow town centre 2008	National Average*
Comparison Retail	125	39.6	44
Convenience Retail	27	8.5	9.5
A1 Services	34	10.8	10.8
A2 Services	56	17.7	9.5
A3 and A5	48	15.2	14.8
A4	8	2.5	N/A
Vacant	18	5.7	11.4
Total	**316**	**100.0**	**100**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

6.4 Comparison units account for the largest proportion of retail units in Harrow town centre (39.6%), although this is slightly below the national average (44.0%). Convenience retailers (8.5 %) represent a slightly lower proportion compared to the national average (9.5%). The proportion of A1 services in Harrow town centre (10.8%) is exactly the same as the national average. A3 and A5 services is slightly above the national average (accounting for 15.2% of units compared to a national average of 14.8%), with the proportion of A2 services (17.7%) almost double the national average proportion (9.5%). In terms of vacant premises, information compiled by Goad demonstrates that the proportion of vacant units in Harrow town centre (5.7%) is significantly below the national average (11.4%).

6.5 The GLA indicated that based on Goad data, Harrow town centre has about 69,400 sq m gross occupied by comparison retail uses in 2006, significantly smaller than some other Metropolitan centres, i.e. Croydon (180,500 sq m), Kingston (169,500 sq m), Ilford (127,500 sq m), Bromley (108,200 sq m), Romford (103,700 sq m) and Sutton (95,800 sq m). In terms of comparison shopping floorspace, Harrow is also slightly smaller than Wood Green (76,800 sq m) and Uxbridge (74,800 sq m) but larger than Hounslow (68,600 sq m). Harrow is one of the smallest Metropolitan centres in London.

6.6 The analysis of the shopping hierarchy in Section 4 also confirms that Harrow's shopping offer is below that of other Metropolitan Centres, and the quality of national multiples is relatively poor. The household survey results suggest the centre has a relatively small catchment area for a designated Metropolitan Centre.

Retailer Representation

6.7 Harrow Town Centre has 125 comparison units reflecting the centre's role as the main shopping and commercial centre in Harrow. Table 6.2 provides a breakdown of comparison shop uses by goods categories.

6.8 All categories of comparison goods trader are represented in Harrow town centre, except for 'florists, nurserymen and seedsmen', reflecting the strong range of comparison goods available in the centre. The proportion of 'clothing and footwear' is slightly above the national average and is the largest comparison category represented, consistent with its role as the Metropolitan Centre, but the choice and quality shops could be improved. . The proportion of 'electrical, gas, music and photography' units in Harrow Town Centre (16.8%) is markedly higher than the national average (9.8%). The proportion of 'furniture, carpets and textiles', 'booksellers, arts, crafts and stationers', 'cars, motorcycles & motor accessories' and 'toys, hobby, cycle & sport' are all slightly below the national average. The remaining categories are broadly similar to the national average proportions. Overall, these results indicate that the centre provides a reasonable range of comparison goods. However, one would expect a Metropolitan Centre to have a better choice and quality of shops with these goods categories.

Table 6.2: Harrow Town Centre Breakdown of Comparison Units

Type of Unit	Harrow town centre		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	39	31.2	26.6
Furniture, carpets and textiles	4	3.2	9.1
Booksellers, arts, crafts and stationers	6	4.8	9.4
Electrical, gas, music and photography	21	16.8	9.8
DIY, hardware & homewares	7	5.6	6.6
China, glass, gifts & fancy goods	6	4.8	3.8
Cars, motorcycles & motor accessories.	1	0.8	3.1
Chemists, drug stores & opticians	13	10.4	8.9
Variety, department & catalogue	7	5.6	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	3	2.4	5.1
Jewellers	7	5.6	4.9
Other comparison retailers	11	8.8	8.4
Total	**125**	**100**	**100**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

6.9 There is a reasonable presence of major national comparison retailers in the centre, but the focus is primarily on the middle and discount end of the market rather than higher end/quality operators. The main operators include:

- Argos;
- BHS
- Boots;
- Carpet Right;
- Clinton Cards;
- Primark;
- River Island;
- Superdrug;

- Debenhams;
- Dorothy Perkins;
- Footlocker;
- H&M;
- Marks and Spencer
- Monsoon/ Accessorize;
- Next;
- New Look;
- The Body Shop;
- TK Maxx;
- Waterstones; and
- WH Smith.

6.10 National multiple retailers in Harrow town centre are concentrated around the central area of St Ann's Road/Station Road, St Ann's Centre, St George's Centre area. The Marks & Spencer is centrally located on St Ann's Road, as is the Iceland on Station Road. The Tesco and Carpet Right stores on Station Road occupy a more peripheral location to the north of the centre.

Service Uses

6.11 Harrow town centre has a good range of service uses, with all categories represented as shown in Table 6.3.

6.12 The proportion of units in each category is broadly similar to the national average, save for 'banks/other financial services' (22.1%), which is above the national average (14.3%). Banks and building societies present in the centre include, Natwest, Barclays, Lloyds TSB, RBS, HSBC, Northern Rock, Nationwide, Bradford and Bingley, Cheltenham and Gloucester, Skipton Building Society, Chelsea Building Society, Halifax, Abbey, Alliance and Leicester and Britannia Building Society.

Table 6.3: Harrow Town Centre Analysis of Selected Service Uses

Type of Unit	Harrow town centre		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	48	42.5	43.9
Banks/other financial services	25	22.1	14.3
Estate agents/valuers	13	11.5	11.7
Travel agents	3	2.7	4.2
Hairdressers/beauty parlours	21	18.6	22.8
Laundries/dry cleaners	3	2.7	3.1
Total	**113**	**100.0**	**100**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

6.13 In terms of other A2 services there are also a number of bookmakers in the centre e.g. Timpson, Coral, William Hill and Ladbrokes. In addition to Class A service uses, Harrow town centre is represented by many other non-retail uses, including a number of health and fitness clubs, two cinemas, a church and a snooker hall. There are also office and residential uses.

Accessibility and Movement

Car Parking

6.14 Details of the Council's car parking survey are set out in Table 6.4 below. It shows that there is capacity for 3,108 cars within the car parks in the centre. These car parks are distributed around the town centre and are conveniently located near the main shopping area.

6.15 The Council's car parking survey assessed the car parks against various criteria to establish their attractiveness to users. The survey looked at the level of security provided, the condition of the car parking surface and the level of signage, access, lighting and cleanliness. St George's, St Ann's, Tesco, Gayton Road and Vaughan Road scored the best in the survey, all gaining over 20 out of a possible 30 points. These high scoring car parks total 2,225 spaces, and over 70% of car parking in the town centre is of a good standard and attractive to users. St John's Road and Queens House scored the lowest in the Council's survey, gaining only 15 out of the possible 30. These lowest scoring car parks total 567 spaces (i.e. 18% of car parking in the centre).

Table 6.4: Harrow Town Centre Car Parking Survey Results

Car Park	Capacity	Surface/ Multi Storey	Payment Method
Gayton Road	294	Surface	P&D
Davy House	97	Surface	P&D
St John's Road	20	Surface	P&D
St George's	643	Multi-Storey	P on Exit
Greenhill Road	46	Surface	P&D
St Ann's	940	Multi-Storey	P on Exit
Greenhill Way	270	Surface	P&D
Queen's House	450	Multi-Storey	P on Entry
Vaughan Road	48	Surface	P&D
Tesco	300	Surface	Free (2 hours)

Public Transport

6.16 Harrow-on-the-Hill Station provides a transport hub for Harrow town centre. The station is located between College Road and Lowlands Road and is served by London Underground trains and National Rail Services. Harrow-on-the-Hill Bus Station is located adjacent to the station, providing interchange from the tube and rail network onto the local bus network. Harrow-on-the-Hill Station has poor access, with no disabled person's access and an internal configuration that results in poor flow and congestion, acerbated by the pedestrian flows along the concourse between the college to the town centre over the railway line.

6.17 Metropolitan line services run from Harrow-on-the-Hill Underground Station. This provides south bound services going into Central London and northbound services, where the line splits, to north/west London terminating at Chesham, Watford, Amersham and Uxbridge.

6.18 Chiltern Railways provides services from the Harrow-on-the-Hill National Rail Station with services to Central London (Marylebone Station) and to Aylesbury.

6.19 There are 16 day bus services that run from Harrow-on-the-Hill Bus Station to a wide range of local destinations. There are services to Mill Hill Broadway, Ruislip, Harrow Weald, Heathrow Terminals 1, 2 and 3, Golders Green, Pinner, Brent Cross, Northwick Park Hospital, Wembley Central, Watford Junction, Edgware, Harold Weald, South Harrow, Henton, Hatch End, North Harrow. There are also two night bus services that run from and to Central London and Heathrow Terminals 1, 2 and 3. We understand there has been a long-standing proposal to reorganise/redevelop the Bus Station, because the existing layout is poor, with limited ability to accommodate additional capacity, which raises user safety issues. This would form part of a wider redevelopment taking account of accessibility issues of both the train and bus stations.

Traffic Congestion and Pedestrian Movement

6.20 There are a series of A-Roads that converge in the town centre (the A404, A312, A4005 and the A406). These main roads circumnavigate the centre, via Greenhill Way (to the north), Shepcote Road (to the west, which runs into Station Road to the north) and Kenton and Lowlands Road (to the South). These road have high volumes of fast moving traffic (the majority of which is two lanes), but they reduce the volume of through traffic in the town centre itself. The one way system in the town centre also helps to reduce the amount of traffic in the centre.

6.21 St Ann's Road is a wide, pedestrianised street, which has level access to both the town centres shopping malls off of it. St Ann's Centre is located in the middle of St Ann's Road and directly south of it and St George's Centre is located at the western end of it. The majority of the primary shopping area is wide, flat and traffic free, facilitating pedestrian movement and wheelchair/ pushchair access.

6.22 The Council commissioned a pedestrian flow count survey in 2004[1] to look at pedestrian movement within the town centre. This showed that the highest pedestrian flows were along St Ann's Road and the entrances off of St Ann's Road into St Ann's Centre and St George's Centre. These patterns were also observed during NLP's visits.

[1] PMRS Pedestrian Market Research Services, Harrow 2004 pedestrian flow counts (11^{th}-12^{th} June 2004).

6.23 The seating at this eastern end of St Ann's Road, around the public art of the 'skipping Katie' statue provides an attractive setting for people to stop and sit. St Ann's Fruitier located in the middle of the Road at the eastern end creates vibrancy at this end of the road.

6.24 The lowest recorded pedestrian flows from the Council's pedestrian flow count survey were at the northern end of Station Road, towards Tesco and the most southern end, extending into Peterborough Road.

6.25 Harrow-on-the-Hill Station is located directly adjacent to St Ann's Centre's frontage on College Road, there is access through the centre onto St Ann's Road. College Road, apart from the station and bus station, does not have a large amount of pedestrian movement.

6.26 When the St Ann's Centre is closed this means pedestrians have to take a longer route to access the main shopping area, giving a poor initial perception about the accessibility of the town centre and is a potential barrier to promoting a more vibrant night-time economy.

Environmental Quality

6.27 Environmental quality is generally high in the Primary Shopping Frontage, but is dominated by the covered St Ann's Centre. Outside the managed centre the quality of the shopping environment is adequate but not particularly attractive.

6.28 St Ann's Road is wide, clean, well paved and includes a variety of street furniture, including seating, lighting and bins. There are also a small number of trees and planting beds providing a limited amount of green space. The units are fairly modern and of a good quality. Small concrete and glass awnings run the length of the buildings and provide some protection from the elements for shoppers.

6.29 At the eastern end of St Ann's Road there are more established trees, making the area greener than the western end. There are some older buildings at this end of the road, located above the shops in addition to the noteworthy NatWest bank building on the corner with Station Road (which is Grade II listed). The seating at this eastern end of St Ann's Road, around the public art of the 'skipping Katie' statue provides a pleasant setting for shoppers and office workers to sit.

6.30 In terms of the shopping malls within the town centre, both the St Ann's and St George's Centre provide a clean, attractive, quality shopping environments.

6.31 In terms of layout the centre is relatively compact but the shopping circuit is poor, with dead ends in Station Road. There is also limited open space for visitors to sit and relax, or to promote out door dining and the evening economy.

View west along St Ann's Road towards St George's Centre.

Viewed east along St Ann's Road.

View looking north along Station Road (from the junction with College Road).

View looking west along St Ann's Road, from Station Road (including the 'Katie' statue and the Grade II listed Natwest Bank building).

6.32 The more peripheral areas generally have a lower level of environmental quality. The environmental quality at the northern end of Station Road is of a lower standard, with the high volumes of traffic making it a noisy area with noticeably lower air quality. The paving remains of a good quality, but the overall environment is starker than other areas of the town centre with metal pedestrian barriers dividing the pavement from the road and no trees to provide landscaping. The retail units generally comprise ground floor units set within older 3 storey buildings and are generally adequately maintained and of a good standard.

6.33 The southern end of Station Road, from the junction with College Road was also noticeably of a lower environmental quality.

Conclusion

6.34 Harrow Town Centre provides an important role in comparison and convenience shopping. It has a high proportion of 'clothing and footwear' units when compared with other centres in the Borough. However, one would expect a Metropolitan Centre to have a better range and choice of clothing and footwear shops. The current focus is on middle and discount sectors of the market rather than the upper and quality end of the market. The quality of fashion shopping could be significantly improved in the town centre. It also has a large amount of convenience retail floorspace, providing for both grocery shopping and top up shopping needs. The centre has low vacancy rate and a reasonable proportion of national multiple retailers. However as a Metropolitan Centre the quality of the comparison shopping offer and evening economy could be improved.

6.35 The centre has strong public transport accessibility levels enabling good access to the centre by surrounding residents, but the bus and rail entry points could be improved. The environmental quality of the centre is variable and deteriorates at the periphery. The quality of the environment and public open spaces could be improved.

7.0 Burnt Oak

Introduction

7.1 This linear centre is located along the western side of Burnt Oak Broadway in the east of the Borough adjacent to the boundary with LB Brent and Barnet. Retail frontages to the south of Oakleigh Avenue are defined as forming the Primary Shopping Frontage and retail units to the north of Oakleigh Avenue form the Secondary Shopping Frontage.

7.2 It should be noted that retail uses extend significantly beyond the centre boundaries as defined in the Harrow UDP, to include retail units along the eastern side of Burnt Oak Broadway into Barnet and extending further south into Brent. This health check assesses the centre as a whole including retail uses in Brent and Barnet. This excludes the section regarding mix of uses which only considers retail uses in LB Harrow.

7.3 Burnt Oak's key roles include:

- convenience shopping – the centre contains an Iceland store and a Tesco Metro in addition to a wide range of independent retailers in this sector;
- lower order comparison shopping – a range of comparison goods are available in the centre which are predominately in the independent sector and provide lower order goods;
- services – including retail banks, restaurants/cafes/takeaways and hairdressers/beauty parlours; and
- entertainment – the centre contains several public houses.

Mix of Uses and Occupier Representation

7.4 Table 7.1 indicates the mix of uses present in the part of Burnt Oak that falls within Harrow LPA area, is based on a survey of shopping frontages undertaken by the Council in June 2008. It indicates that the centre is well provided for by convenience retailers, with more than double the national average. Comparison retail uses and A3 and A5 are below the national average, as are the proportion of vacant units. However, if the wider centre is considered a range of additional retail units and goods are provided including a Tesco Metro.

Table 7.1: Burnt Oak Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Burnt Oak	National Average*
Comparison Retail	18	30.5	44.0
Convenience Retail	12	20.3	9.5
A1 Services	10	16.9	10.8
A2 Services	8	13.6	9.5
A3 and A5	5	8.5	14.8
A4	0	n/a	n/a
Vacant	6	10.2	11.4
Total	**59**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

7.5 The breakdown of comparison units in the part of Burnt Oak centre is shown in Table 7.2. The centre contains a particularly high proportion of 'chemists, drug stores & opticians', 'variety, department & catalogue', 'china, glass, gifts & fancy goods' and 'other comparison retailers' when compared to the national average, although it contains no representation in six categories. However, there is a wider range of comparison shops available beyond the Harrow LPA boundary including a Peacocks store. Other comparison goods national multiples are limited to Oxfam and Shoe Zone. The Woolworths store which was open at the time of the Council's survey has subsequently ceased to trade (this has been taken into account in the land use figures).

Table 7.2: Burnt Oak Breakdown of Comparison Units

Type of Unit	Burnt Oak		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	2	11.1	26.6
Furniture, carpets and textiles	3	16.7	9.1
Booksellers, arts, crafts and stationers	0	0.0	9.4
Electrical, gas, music and photography	2	11.1	9.8
DIY, hardware & homewares	0	0.0	6.6
China, glass, gifts & fancy goods	2	11.1	3.8
Cars, motorcycles & motor access.	0	0.0	3.1
Chemists, drug stores & opticians	4	21.2	8.9
Variety, department & catalogue	1	5.6	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	0	0.0	5.1
Jewellers	0	0.0	4.9
Other comparison retailers	4	21.2	8.4
Total	**18**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Service Uses

7.6 The mix of service uses within Burnt Oak is shown in Table 7.3. This indicates that all sub-sectors except travel agents are represented. Additional provision is provided within neighbouring authorities. The centre contains three retail banks/building societies comprising Abbey, NatWest and Nationwide.

Table 7.3: Burnt Oak Analysis of Selected Service Uses

Type of Unit	Burnt Oak		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	5	29.4	43.9
Banks/other financial services	4	23.5	14.3
Estate agents/valuers	1	5.9	11.7
Travel agents	0	0.0	4.2
Hairdressers/beauty parlours	5	29.4	22.8
Laundries/dry cleaners	2	11.8	3.1
Total	**17**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

Accessibility and Movement

Car Parking

7.7 On-street parking is provided in the centre along the western side of Burnt Oak Broadway from the junction with Oakleigh Terrace and Stag Lane in the north and south of the junction with Limesdale Gardens. Surface level car parking is provided to the rear of the Tesco Metro store and there is a surface level car park adjacent to Burnt Oak station about 250 metres to the east of the centre.

Public Transport

7.8 Eleven bus services operated through the centre along Burnt Oak Broadway, Stag Lane and Watling Avenue. These provide connections to a variety of destinations including Barnet, Borehamwood, Edgware, Kingsbury and South Harrow. Burnt Oak underground station is on the northern line and is situated approximately 250m to the east of the defined town centre boundaries.

Traffic Congestion and Pedestrian Access

7.9 Burnt Oak Broadway forms part of the A5 which links to Junction 4 of the M1 in the north-west to central London in the south-east. It is busy with vehicular traffic, however pavements are wide and pedestrian crossings and islands are provided at regular intervals. Parts of the centre i.e. the western side of Burnt Oak Broadway from the junction with Oakleigh Avenue in the north to Stag Lane in the south, incorporate a traffic island and on-street parking between the pavement and the road, which reduces the impact of the A5 on pedestrians.

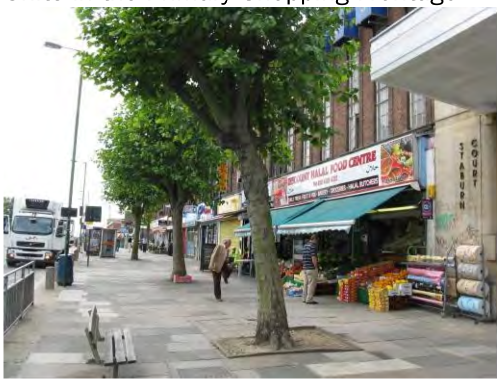
Environmental Quality

7.10 The street-scene in Burnt Oak is generally good with trees, bins, benches, street-lighting and covered bus stops provided. The streets are clean with no litter, graffiti or fly-posting visible. Many retail units in the centre are well maintained although some would benefit from modernisation and investment. The presence of the A5 does present a barrier to pedestrian movement and causes associated issues of noise and pollution, although traffic along this route is generally slow-moving.

Burnt Oak Broadway (facing north)

Units in the Primary Shopping Frontage

Units in the Secondary Shopping Frontage



Burnt Oak Broadway

Conclusion

7.11 Burnt Oak is a vital and viable town centre, providing a range of comparison, convenience and service uses. The retail sector predominately comprises independents but a number of national multiples are also present in Burnt Oak. The centre extends beyond the boundary of Harrow LPA and therefore should be considered as a whole given that it functions as one centre rather than three separate centres. The A5 which runs through the centre means that a number of bus services operate through Burnt Oak, but this also affects the environmental quality of the centre.

8.0 # Kenton

Introduction

8.1 Kenton is defined as a Local Centre in the Harrow UDP. It is a linear centre situated on either side of Kenton Road (the A4006). The centre is situated in the south-east of the Borough immediately adjacent to the LB Brent. The retail units to the north of Kenton Road are located in LB Harrow and the retail units to the south of Kenton Road are located in LB Brent. The centre as a whole is assessed in this health check.

8.2 Kenton's key roles include:

- convenience shopping – predominately provision is provided by small independent traders specialising in ethnic foods, although a large format Sainsbury's food store is also present;
- lower order comparison shopping - a basic range of comparison shops primarily serving lower order shopping needs with no national multiples in this sector;
- services – limited predominantly takeaways, estate agents and hairdressers/beauty parlours; and
- entertainment – limited to two public houses.

Mix of Uses and Occupier Representation

8.3 The diversity of uses present in Kenton Local Centre is shown in Table 8.1 below as derived from the Council's Shopping Frontage surveys in June 2008. This survey includes all units in the centre in LB Harrow and Brent. Table 8.1 shows that the proportion of comparison retail units and those in use for A3 and A5 uses are below the national average, with the proportion of units in convenience, Class A1 and Class A2 service uses being above the national average. The proportion of vacant units is below the national average. The centre contains 79 retail units in total.

8.1: Kenton Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Kenton	National Average*
Comparison Retail	25	31.6	44.0
Convenience Retail	7	8.9	9.5
A1 Services	10	12.7	10.8
A2 Services	16	20.3	9.5
A3 and A5	10	12.7	14.8
A4	4	5.1	n/a
Vacant	7	8.9	11.4
Total	**79**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

8.4 The centre contains 25 retail units, consistent with the size and role of the centre. The range of comparison goods is focused on a small number of sub-sectors and tends to be lower order comparison goods. The centre contains no national multiples except for an RSPCA charity shop.

Table 8.2: Kenton Breakdown of Comparison Units

Type of Unit	Kenton		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	2	8.0	26.6
Furniture, carpets and textiles	1	4.0	9.1
Booksellers, arts, crafts and stationers	0	0.0	9.4
Electrical, gas, music and photography	3	12.0	9.8
DIY, hardware & homewares	3	12.0	6.6
China, glass, gifts & fancy goods	1	4.0	3.8
Cars, motorcycles & motor access.	5	20.0	3.1
Chemists, drug stores & opticians	2	8.0	8.9
Variety, department & catalogue	0	0.0	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	1	4.0	5.1
Jewellers	0	0.0	4.9
Other comparison retailers	7	28.0	8.4
Total	**25**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Service Uses

8.5 Kenton contains a reasonable range of service uses for a local centre, with all categories except a travel agent represented. The majority of units in this sector are in the restaurants, cafes, takeaways, banks, financial services, hairdressers and beauty parlour sectors. The centre contains only one high street bank, although a branch of the Bank of Baroda is also situated in Kenton.

Table 8.3: Kenton Analysis of Selected Service Uses

Type of Unit	Kenton		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	10	34.5	43.9
Banks/other financial services	2	6.9	14.3
Estate agents/valuers	9	31.0	11.7
Travel agents	0	0.0	4.2
Hairdressers/beauty parlours	6	20.7	22.8
Laundries/dry cleaners	2	6.9	3.1
Total	**29**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

Accessibility and Movement

Car Parking

8.6 Limited on street car parking is available in Kenton which operates on a pay and display basis. Additional car parking is provided adjacent to the Sainsbury's food store on Nash Way.

Public Transport

8.7 Kenton station is located to the west of the centre. In offers connections on both the over ground rail and the underground via the Bakerloo line. The over ground line operates between London Euston and Watford Junction. Five bus routes (numbers H10, H18, 114, 183, 233) operate along Kenton Road providing connections to local destinations including Harrow, Ruislip, Wembley and Golders Green.

Traffic Congestion and Pedestrian Movement

8.8 Kenton Road is a dual carriageway and a main arterial route and consequently has significant vehicular traffic. Given the lack of significant road junctions, except for the Sainsbury's junction, in the centre traffic is generally free-flowing. Two pedestrian crossings linked to traffic lights and islands are provided and pavements are wide.

Environmental Quality

8.9 Retail units within Kenton are of variable quality, with some being well maintained and others being of poorer visual quality and in need of investment. The presence of high volumes of traffic operating through the centre creates issues of noise and pollution and detracts from the shopping experience. Street furniture is provided in the form of bike racks, bins and benches and Kenton

Road is tree lined. The centre appeared clean and free of graffiti and fly-posting during NLP's survey.

On-street parking on Kenton Road (looking south)

Kenton Road (looking north)

Pavement on the southern side of Kenton Road

Retail units in Kenton

Conclusion

8.10 Kenton provides a modest level of convenience, comparison and service uses, reflecting its Local Centre designation in the Harrow UDP. It is dominated by independent retailers and is of variable environmental quality. It provides a number of important goods and services and has a below average number of vacant units. The centre is easily accessible by a range of means of transport. A Sainsbury's food store is situated in the centre and acts as an important anchor to the centre.

9.0 # Kingsbury

Introduction

9.1 Kingsbury District Centre is located at the boundary of LB Harrow and Brent, in the south-eastern part of Harrow Borough. The District Centre as defined in the Harrow UDP comprises retail units on the north side of Kenton Road (the A4008) from Kingsbury Circle in the east to before the junction with Orchard Grove to the west. There are a large number of retail uses outside of this area along Kingsbury Road located within Brent LPA.

9.2 Kingsbury's key roles include:

- convenience shopping – The centre contains a number of small and medium-sized food stores including Aldi, Tesco Express and Iceland in addition to a high number independent traders, many of which specialise in ethnic foods;
- comparison shopping – almost all sub-sectors of comparison goods are available in the centre almost all of which are independents;
- services – the centre contains a high proportion of high street banks in addition to offering a range of other services including estate agents, hairdressers, restaurants, cafes and fast food outlets ; and
- entertainment –including five bars/ public houses.

Mix of Uses and Occupier Representation

9.3 The mix of uses based on the latest Goad Town Centre survey for Kingsbury in March 2008 is shown in Table 9.1 below. In total the centre has 126 retail/ service units. Convenience retailers are particularly well represented, more than double the national average, and A2 services are also above the national average. The proportion of A1 service units in Kingsbury is comparable to the national average, with the proportion of comparison retail units and A3 and A5 services below the national average. The proportion of vacant units is also significantly below the national average, although the Woolworths Local store has closed since the time of the Goad survey (this has been taken into account in the land use tables).

Table 9.1: Kingsbury Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Kingsbury	National Average*
Comparison Retail	41	33.9	44.0
Convenience Retail	31	25.6	9.5
A1 Services	13	10.7	10.8
A2 Services	21	17.4	9.5
A3 and A5	11	9.1	14.8
A4	5	n/a	n/a
Vacant	4	3.3	11.4
Total	**126**	**100.0**	**100.0**

Source: Goad Town Centre Survey (March 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

9.4 All comparison goods categories are represented in the centre with the exception of 'florists, nurserymen & seedsmen' as demonstrated in Table 9.2. Kingsbury provides a reasonable range of comparison goods for its size. The proportion of 'jewellers' and 'chemists, drug stores & opticians' are notably higher than the national average. There are a small number of national multiples located in Kingsbury, but these are predominately in the convenience and service sectors. Comparison national multiples in the centre comprise Boots and Stead & Simpson.

Table 9.2: Kingsbury Breakdown of Comparison Units

Type of Unit	Kingsbury		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	9	22.0	26.6
Furniture, carpets and textiles	2	4.9	9.1
Booksellers, arts, crafts and stationers	2	4.9	9.4
Electrical, gas, music and photography	4	9.8	9.8
DIY, hardware & homewares	3	7.3	6.6
China, glass, gifts & fancy goods	1	2.4	3.8
Cars, motorcycles & motor access.	1	2.4	3.1
Chemists, drug stores & opticians	8	19.5	8.9
Variety, department & catalogue	1	2.4	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	1	2.4	5.1
Jewellers	5	12.2	4.9
Other comparison retailers	4	9.8	8.4
Total	**41**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09)*

Service Uses

9.5 Table 9.3 below provides a detailed breakdown of the service use category of uses present in Kingsbury. This indicates that the centre contains no 'travel agents' although all other categories of service uses are represented. The proportion of units occupied by 'banks/ other financial services' and by 'estate agents/ valuers' is above the national average. High street banks located in the centre comprise Abbey, NatWest, Barclays, Halifax, HSBC, Lloyds TSB and Nationwide.

Table 9.3: Kingsbury Analysis of Selected Service Uses

Type of Unit	Kingsbury		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	11	31.4	43.9
Banks/other financial services	8	22.9	14.3
Estate agents/valuers	8	22.9	11.7
Travel agents	0	0.0	4.2
Hairdressers/beauty parlours	7	20.0	22.8
Laundries/dry cleaners	1	2.9	3.1
Total	**35**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

Accessibility and Movement

Car Parking

9.6 Kingsbury offers a mixture of on and off-street car parking. On-street car parking is provided along Kenton Road adjacent to shop units and this is separated from Kenton Road by a traffic island and this is free of charge. On-street car parking is also located along parts of Kingsbury Road and operates on a pay and display basis. A surface level car park is situated off Berkeley Road to the rear of retail units on the northern side of Kingsbury Road, whilst the Tesco and Iceland stores all provide customer car parking.

Public Transport

9.7 Kingsbury Underground Station is located on the south side of Kingsbury Road and is located on the Jubilee Line. A number of bus services operate in the area of Kingsbury Station and Kingsbury Circle. These provide transport connections to Edgware, Hendon, Harrow and Wembley and buses serving the centre include the 79, 183, 204, 305 and N98 (night bus).

Traffic Congestion and Pedestrian Access

9.8 Kenton Road and Kingsbury Road both form part of the A4009. Vehicular traffic along this route tends to be slow moving and the presence of on-street car parking, railings, traffic islands and wide pavements provides a high degree of separation between the road and the pavements. Pedestrian crossings are provided and pedestrian movement is unproblematic. Cycle lanes are demarked in the centre.

Environmental Quality

9.9 The quality of occupied units within the centre is variable, with some poor quality frontages visible including the former Woolworths unit. Streets are wide and generally free from litter, with no graffiti or fly-posting apparent. Parts of Kingsbury Road are tree-lined and street-lighting, cycle racks and bins are provided. Despite the busy nature of the A4009, the presence of vehicular traffic does not unduly detract from the environmental quality of the centre.


Retail units on Kenton Road


On-street car parking along Kingsbury Road

Wide pavements along Kingsbury Street


Eastern end of Kingsbury Road

Conclusion

9.10 Kingsbury is a vital and viable centre. Convenience provision and A2 services, including banks, are particularly well represented. The range of comparison goods and other services is good for a centre of this size. The centre contains a number of specialist ethnic stores such as grocers, jewellers and clothing retailers. Vacancies are below the national average and the centre is accessible by a range of means of transport. Environmental quality in the centre is adequate.

10.0 # North Harrow

Introduction

10.1 North Harrow is located within the western half of Harrow Borough. The centre is located around North Harrow tube station, on the junction of Imperial Drive, Station Road and Pinner Road. The centre also extends to the north on the western side of Pinner Road.

10.2 The primary frontage runs along the western side of Station Road from the station to the junction with Pinner Road and on both sides of Pinner Road from the junction with Station Road to Canterbury Road. The secondary frontage runs along the western side of Pinner Road from the junction with Canterbury Road to the church, adjacent to the junction with Southfield Park. It also extends south east down Pinner Road from the junction with Station Road and on south west down Station Road from the junction with Pinner Road to the junction with Argyle Road.

Mix of Uses and Occupier Representation

10.3 North Harrow's key roles include:

- convenience shopping – includes a Tesco Express, a Costcutter and a number of independent traders;
- comparison shopping – includes a limited amount and range of comparison shopping. There are a number of 'furniture, carpets and textiles' operators within the centre. There is also a strong provision of 'DIY, hardware & homewares', 'chemists, drug stores & opticians' and 'electrical, gas, music and photography' by independent operators;
- services include one high street national bank (Lloyds TSB), a large number of restaurants and cafes, a number of hairdressers, a couple of dry cleaners and opticians and a number of estate agents;
- entertainment space –including three pubs; and
- community facilities – the centre includes North Harrow Library, North Harrow Home Guard Sports and Social Club and a dental surgery.

10.4 The diversity of uses present in North Harrow is shown in Table 10.1. This is derived from the Council's town centre survey in June 2008. The results are compared to the GOAD national average from April 2009.

10.5 The Council's survey shows that the number of comparison units (27.4%) is substantially below the national average (44%). This is consistent with the lower order character of this centre. The amount of convenience retailers present in the centre (17.9%) is almost double the national average (9.5%). The mix of A1 and A2 services is broadly in line with the national average. The amount of A3 and A5 uses is slightly above the national average. The number of vacant units is slightly below the national average.

Table 10.1: North Harrow Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	North Harrow 2008	National Average*
Comparison Retail	26	27.4	44
Convenience Retail	17	17.9	9.5
A1 Services	11	11.6	10.8
A2 Services	12	12.6	9.5
A3 and A5	17	17.9	14.8
A4	3	3.2	N/A
Vacant	9	9.5	11.4
Total	**95**	**100**	**100**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

10.6 Table 10.2 provides a breakdown of the comparison shops within the centre by goods categories.

Table 10.2: North Harrow Breakdown of Comparison Units

Type of Unit	North Harrow		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	0	0.0	26.6
Furniture, carpets and textiles	5	19.2	9.1
Booksellers, arts, crafts and stationers	0	0.0	9.4
Electrical, gas, music and photography	6	23.1	9.8
DIY, hardware & homewares	4	15.4	6.6
China, glass, gifts & fancy goods	1	3.8	3.8
Cars, motorcycles & motor access.	2	7.7	3.1
Chemists, drug stores & opticians	5	19.2	8.9
Variety, department & catalogue	0	0.0	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	1	3.8	5.1
Jewellers	1	3.8	4.9
Other comparison retailers	1	3.8	8.4
Total	**26**	**100**	**100**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

10.7 North Harrow has a limited range of comparison shopping provision, with no representation in four categories of comparison goods, as shown in Table 10.1. However, it is well represented in terms of 'furniture, carpets and textiles', electrical, gas, music and photography', 'DIY, hardware and homewares', 'cars, motorcycles and motor accessories' and 'chemists, drug stores and opticians'. Representation in other categories is broadly inline with the national average. The results are illustrative of the centre's low order comparison function. There is only one major national comparison retailer, Allied Carpets on Pinner Road.

Service Uses

10.8 North Harrow has a good range of service uses, with all categories represented as shown in Table 10.3. There are slightly more 'restaurants/ cafes and takeaways' (53.1%) than the national average (43.9%) and double the amount of 'laundries/ dry cleaners' (3.1%). The proportion of 'banks/ other financial services' (6.3%) is under half the national average (14.3%). The proportion of units in other categories is broadly similar to the national average.

Table 10.3: North Harrow Analysis of Selected Service Uses

Type of Unit	North Harrow		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	17	53.1	43.9
Banks/other financial services	2	6.3	14.3
Estate agents/valuers	4	12.5	11.7
Travel agents	1	3.1	4.2
Hairdressers/beauty parlours	6	18.8	22.8
Laundries/dry cleaners	2	6.3	3.1
Total	32	100.0	100.0

Source: LB Harrow Shopping Frontages Survey (June 2008)

** UK average for all town centres surveyed by Goad Plans (April 09).*

N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

10.9 There is one high street banks represented i.e. Lloyds TSB. Other national multiples in the service sector comprise betting shops William Hill and Coral.

Accessibility and Movement

Car Parking

10.10 There is a limited amount of on-street car parking within the centre, with some spaces on the southern side of Imperial Drive and the north/west end of Pinner Road. There is a pay and display car park, directly to the north of North Harrow Underground station, which is accessed off of Pinner Road. The car park has capacity for 150 cars (including a number of disabled parking spaces).

Public Transport

10.11 North Harrow Underground Station is located at the southern end of the centre, on Station Road. Metropolitan line services run from the station. This provides south bound services going into Central London and northbound services, where the line splits, to north/west London terminating at Chesham, Watford, and Amersham.

10.12 There are six bus stops in the centre with six daytime bus services. These comprise services between Golders Green and Pinner, Harrow and Mount Vernon Hospital, Harrow via Rayners Lane, Harrow via Kenton, Harrow via Belmont and to Harrow.

Traffic Congestion and Pedestrian Movement

10.13 The District Centre is set around the junction of busy A-Roads, Imperial Drive/ Station Road (A4090) and Pinner Road (A404). Small tail backs at this junction were observed. Throughout the rest of the centre the volumes of traffic were low to medium. There is an area for pedestrians to cross at the main Station Road/ Pinner Road junction, but no dedicated pedestrian lights creating a potential point of conflict. There is a crossing point to the south, on Station Road and a crossing by the station entrance. On Pinner Road there is one pedestrian crossing controlled by lights, by the junction with Station Road and one other non marked crossing. From observations, these crossing points appeared sufficient for the number of pedestrians, and vehicles do not appear to restrict movement around the centre.

10.14 The pavements throughout the centre are wide and of a reasonable standard, facilitating movement around the centre. In addition to the pedestrian paving, there are dedicated cycle routes through the centre. The cycle lanes are defined by the use of different coloured paving in some places, and in other areas through physical separation, which prevents conflict between cyclists and pedestrians.

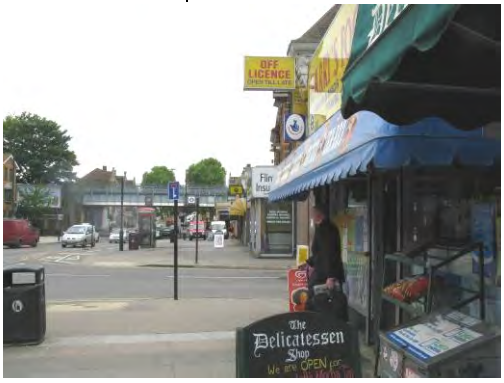
Environmental Quality

10.15 The environmental quality throughout the District Centre is generally of a high standard. The paving is of a good quality and is generally wide and free from clutter. Street furniture present includes bins, bus stops, cycle lanes and benches. There are a few trees which enhance the environment. No litter or graffiti was observed.

10.16 The southern end of the District Centre on Imperial Drive, Station Road and the southern end of Pinner Road is generally of a high standard. On Pinner Road, towards the junction with Station Road, different materials are used across the footway. The quality of surfacing differs and the mismatch detracts slightly from the street scene. The northern end of Pinner Road is generally of a good quality, although cracked paving was observed in this area.

View North towards North Harrow Tube Station from Imperial Drive.

View north along Pinner Road



View South towards North Harrow Tube Station, along Station Road

View south along Pinner Road, towards junction with Station Road.

Conclusion

10.17 North Harrow serves an important top-up convenience function for the surrounding residential area. It also serves a more limited comparison retail role, including a strong presence of furniture and DIY/hardware shops. The centre has a good range of services and community facilities serving local needs. The area is easily accessible by public transport. The setting of the centre around busy A-roads impacts on the centre's attractiveness, although the centre is generally clean and tidy.

11.0 # Pinner

Introduction

11.1 Pinner is located to the north west of Harrow Borough, and is designated as a District Centre in the UDP. The defined primary frontage runs along High Street, Barters Walk, Bishops Walk, Red Lion Parade and parts of Bridge Street and Love Lane. The defined secondary frontage runs along parts of Bridge Street and Local Lane, Chapel Lane, Marsh Road and Station Approach.

Mix of Uses and Occupier Representation

11.2 Pinner's key roles include:

- convenience shopping – there is a good range of convenience traders serving convenience shopping needs within the centre, including a large Sainsbury's store, Marks & Spencer Simply Food and a Lidl. There is also a small number of independent newsagents and a butchers and delicatessen;
- higher order comparison shopping - a good range of independent comparison shops serving higher order shopping needs in addition to a small amount of units serving every day shopping needs, including Boots. There is a large range of gift shops and fancy goods, in addition to a high proportion of charity shops;
- services - including high end restaurants and coffee shops, banks, dry cleaners, hairdressers and beauticians and a large provision of estate agents;
- entertainment – including two pubs and a fitness centre; and
- community facilities – including a dentists and a police station.

11.3 The diversity of uses present in Pinner is shown in Table 11.1 below. This is derived from the Council's survey of town centre shopping frontages in June 2008. It should be noted that since the Council's survey was undertaken the Woolworths Local on Bridge Street has become vacant and this has been taken into account in the land use tables below.

11.4 Pinner has 57 comparison retail units (39%), which is slightly below the national average, but this representation reflects its district centre role. The number of convenience retail units is slightly below the national average (7.5% compared to 9.5%), however the amount of convenience sales floorspace is substantial. So whilst there are only 11 convenience retail 'units' within the centre, these include a large Sainsbury superstore, Marks & Spencer Simply Food and a Lidl store.

11.5 The number of A1 and A2 services present is above the national averages, whilst the representation of A3 and A5 operators is in line with national averages. The amount of vacant units within the centre is only 4.8%l below the national average of 11.4%.

Table 11.1: Pinner Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Pinner	National Average*
Comparison Retail	57	39.0	44.0
Convenience Retail	11	7.5	9.5
A1 Services	25	17.1	10.8
A2 Services	23	15.8	9.5
A3 and A5	21	14.4	14.8
A4	2	1.4	n/a
Vacant	7	4.8	11.4
Total	**146**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

11.6 Pinner has a relatively small number of comparison shops (37 units), however all the comparison goad categories (except 'toys, hobby, cycle & sport') are represented within the centre. Table 11.2 below provides a breakdown of comparison shop uses by goods categories.

Table 11.2: Pinner Breakdown of Comparison Units

Type of Unit	Pinner		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	10	17.5	26.6
Furniture, carpets and textiles	5	8.8	9.1
Booksellers, arts, crafts and stationers	2	3.5	9.4
Electrical, gas, music and photography	8	14.0	9.8
DIY, hardware & homewares	3	5.3	6.6
China, glass, gifts & fancy goods	5	8.8	3.8
Cars, motorcycles & motor access.	1	1.8	3.1
Chemists, drug stores & opticians	8	14.0	8.9
Variety, department & catalogue	1	1.8	1.8
Florists, nurserymen & seedsmen	1	1.8	2.5
Toys, hobby, cycle & sport	0	0.0	5.1
Jewellers	4	7.0	4.9
Other comparison retailers	9	15.8	8.4
Total	**57**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

11.7 The proportion of 'clothing and footwear' units (17.5%) is slightly below the national average (26.6%). The proportion of 'booksellers, arts, crafts and stationers' (8.8%) is also slightly below the national average (9.4%). The proportion of "china, glass, gifts and fancy goods', 'chemists, drug stores and opticians' and 'electrical, gas, music and photography' is slightly above the national average. Notably the proportion of 'other comparison retailers' within the centre is almost double the national average. This figure accounts for the high proportion of charity shops in the centre. The representation of remaining goods categories is broadly in line with national averages.

11.8 Pinner contains a number of specialist comparison retailers. It also has a small proportion of major national comparison retailers including Boots, Dolland & Aitchison and The Carphone Warehouse.

Service Uses

11.9 Pinner has a reasonable range of service uses, with all categories represented as shown in Table 11.3.

Table 11.3: Pinner Analysis of Selected Service Uses

Type of Unit	Pinner		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	21	36.8	43.9
Banks/other financial services	7	12.3	14.3
Estate agents/valuers	11	19.3	11.7
Travel agents	2	3.5	4.2
Hairdressers/beauty parlours	13	22.8	22.8
Laundries/dry cleaners	3	5.3	3.1
Total	**57**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

11.10 Pinner has a reasonable proportion of 'restaurants/ cafes and takeaways' including a number of independent restaurants in addition to the presence of national chains: Pizza Express, Prezzo and Café Rouge. This category also comprises a number of coffee shops, including national providers, Starbucks and Café Nero.

11.11 There is a high proportion of 'Estate agents/ valuers' (19.3%). A total of seven high street banks/building societies are represented e.g. Barclays, Natwest, Lloyds TSB, HSBC, Abbey, Nationwide and Halifax.

Accessibility and Movement

Car Parking

11.12 On street pay and display car parking is provided along parts of High Street, Bridge Street (on both sides of the road) and on parts of Marsh Road and Love Lane. During our survey on-street parking was heavily utilised. In terms of off-street parking, there are a number of pay and display public car parks that serve the centre:

- Love Lane Car Park (183 spaces);
- Chapel Lane Car Park (150 spaces); and
- Waxwell Lane (111 spaces).

11.13 In addition to these public car parks, Sainsbury Car Park provides 243 parking spaces and is free for 2 hours for Sainsbury's customers. Lidl also has a sizeable multi-storey car park to the rear of its store (approximately 250 spaces), which is free for Lidl customers.

Public Transport

11.14 Pinner Underground Station is located centrally within Pinner and is accessed off of Station Approach. Metropolitan line services run from the station. This provides south bound services going into Central London and northbound services, where the line splits, to north/west London terminating at Chesham, Watford and Amersham.

11.15 There are six bus stops within the centre and four bus routes run through the centre, these comprise services between Harrow and Mount Vernon Hospital, South Harrow and Stanmore, Northwood Hills and Ruislip Lido and a service towards Golders Green.

Traffic Congestion and Pedestrian Movement

11.16 Unlike many other centres within the Borough, Pinner is not located on an A-Road, and as a result, traffic congestion is generally lower. The main area of congestion observed was at the roundabout junction of Love Lane and Bridge Street.

11.17 Pedestrian movement around the centre is good. The paving through the centre is of a high standard. Street furniture is limited to bins, bus stops, benches and bike stands, avoiding clutter in the street scene.

11.18 The centre has pedestrian routes (Barters Walk and Bridge Walk) that enable car free access from the station through to the High Street. These routes are anchored by the station and Sainsbury at one end and the M&S Simply Food and Love Lane car park at the other and pedestrian flows are strong.

Environmental Quality

11.19 The low levels of traffic through the centre assists the overall environmental quality of the centre. The centre was clean and tidy and largely free from graffiti.

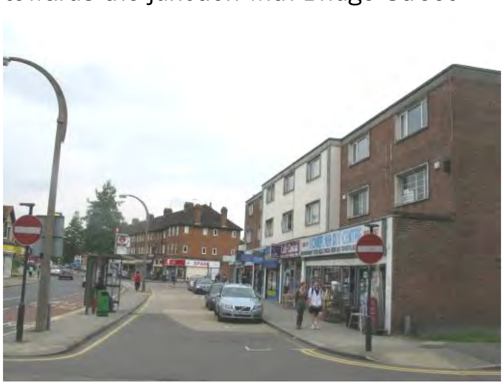
11.20 The High Street, which forms part of the Pinner High Street Conservation Area, has a very high environmental quality. It has historic buildings, many of which are listed and have been sensitively converted into retail units to provide a variety of cafes and specialist shops, as well as public houses, restaurants and offices.

11.21 The environmental quality of Bridge Street and Love Lane is also high, although is more consistent with a normal commercial parade of shops. Bridge Street has wide pavements and trees creating an attractive street scene, with some landscaping.

11.22 At the western end of the High Street, surrounded by Marsh Road and Chapel Lane there is a reasonably sized area of green open space, adding to the environmental quality of the centre. There is landscaping on Bishops Walk, adjacent to the M&S unit and this route provides an interesting contrast form the rest of the centre. Marsh Road has a slightly lower environmental quality. The narrower pavement means that the impact of traffic is more marked. The retail units in this area were generally of a lower quality than in the rest of the centre.


View south/west along High Street, towards the junction with Bridge Street


View south/east along Bridge Street, from junction with Waxwell Lane.


View south along Marsh Road


Bridge Street.

Conclusion

11.23 Pinner is one of the largest district centres in the Borough, but is significantly smaller than Harrow town centre and has a more localised catchment area. The choice and range of comparison shopping is limited, but the centre has an extensive provision of non-retail services. Pinner provides a convenience retail role for food and grocery shopping. It also offers some specialist comparison retail shopping, and has a good quality restaurant/café provision within the historic setting. The centre has good car parking provision and is easily accessible by public transport.

12.0 # Rayners Lane

Introduction

12.1 Rayners Lane is located in the south west of Harrow Borough and is designated as a District Centre in the UDP. The District Centre is located around Rayners Lane Underground Station and extends to the south of the station on Alexandra Avenue and to the north on the forked roads of Imperial Drive and Rayners Lane. The centre also includes Village Way East which circularly links Rayners Lane with Imperial Drive.

12.2 The designated primary shopping frontage comprises the western side of Alexandra Avenue, extending up the western and eastern side of Rayners Lane closest to the station. The designated secondary frontage comprises the northern most point of the western side of Alexandra Avenue, the eastern side of Alexandra Avenue, the northern part of Rayners Lane and all of Village Way East.

Mix of Uses and Occupier Representation

12.3 Rayners Lane's key roles include:

- convenience shopping – there is a good range of convenience shopping in the centre for top-up shopping. This includes a Sainsbury Local, a number of off-licences. There are also a number of independent cash and carry units, grocers, specialist Halal butchers, newsagents and sandwich shops, including a Subway;
- lower order comparison shopping - a basic range of comparison shops primarily serving lower order shopping needs. There is no national multiples located within the centre;
- services - including banks, takeaways and hairdressers, dry cleaners and laundrette;
- entertainment –including a couple of pubs and clubs; and
- community facilities – including a library and a religious centre.

12.4 The diversity of uses present in Rayners Lane is shown in Table 12.1 below. This is derived from the Council's survey in June 2008. The results are compared to the national average at April 2009. It should be noted that since the Council's survey the Woolworths on Rayners Lane/Imperial Drive is now closed, this is set to become an Iceland, and this new vacancy/commitment has been taken into account in the land use tables detailed below.

12.5 The proportion of comparison retail units within Rayners Lane is low (28%) compared with the national average (44%), but this is consistent with the centre's lower order role. The proportion of convenience retail units is double the national average. In addition to the convenience units within the District Centre, it is worth noting that the there is a Tesco Express unit, directly to the south of the centre, which also serves the top-up shopping needs of the area.

12.6 The proportion of A1 services is almost 5% above the national average. The proportion of A2 Services and A3 and A5 uses is slightly above the national average. The proportion of vacant units is slightly below the national average at 8.3% compared to 11.4%.

Table 12.1: Rayners Lane Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Rayners Lane	National Average*
Comparison Retail	37	28.0	44.0
Convenience Retail	25	18.9	9.5
A1 Services	20	15.2	10.8
A2 Services	17	12.9	9.5
A3 and A5	20	15.2	14.8
A4	2	1.5	n/a
Vacant	11	8.3	11.4
Total	**132**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

12.7 All broad categories of comparison shops, apart from "booksellers, arts, crafts and stationers" are represented in Rayners Lane. Representation of 'clothing and footwear', 'furniture, carpets and textiles' and 'jewellers' are below the national averages. The proportion of 'electrical, gas, music and photography' units is above the national average. The number of 'other comparison retailers' is double the national average. The number of 'DIY, hardware & homewares' and 'chemists, drug stores & opticians' is slightly above the national average. For all other uses the proportion of units represented in the centre is broadly in line with the national average. There are no national multiple comparison retailers in Rayners Lane.

Table 12.2: Rayners Lane Breakdown of Comparison Units

Type of Unit	Rayners Lane		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	2	5.4	26.6
Furniture, carpets and textiles	2	5.4	9.1
Booksellers, arts, crafts and stationers	0	0	9.4
Electrical, gas, music and photography	10	27.0	9.8
DIY, hardware & homewares	4	10.8	6.6
China, glass, gifts & fancy goods	1	2.7	3.8
Cars, motorcycles & motor access.	1	2.7	3.1
Chemists, drug stores & opticians	5	13.5	8.9
Variety, department & catalogue	2	5.4	1.8
Florists, nurserymen & seedsmen	1	2.7	2.5
Toys, hobby, cycle & sport	2	5.4	5.1
Jewellers	1	2.7	4.9
Other comparison retailers	6	16.2	8.4
Total	**37**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Service Uses

12.8 Rayners Lane has a reasonable range of service uses, with all categories represented as shown in Table 12.3. The proportion of units in Rayners Lane is broadly in line with the national average. The proportion of 'laundries/dry cleaners' (8.5%) is over double the national average (3.1%), whilst the proportion of 'banks/other financial services' (8.5%) is slightly lower than the national average (14.3%). There are three high street banks/building societies within Rayners Lane - NatWest, Nationwide and Abbey

Table 12.3: Rayners Lane Analysis of Selected Service Uses

Type of Unit	Rayners Lane		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	20	42.6	43.9
Banks/other financial services	4	8.5	14.3
Estate agents/valuers	7	14.9	11.7
Travel agents	2	4.3	4.2
Hairdressers/beauty parlours	10	21.3	22.8
Laundries/dry cleaners	4	8.5	3.1
Total	**47**	**100**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

Accessibility and Movement

Car Parking

12.9 The centre has on-street parking on Rayners Lane with spaces on both sides of the road. There is also on-street parking bays along the eastern side of Imperial Drive. There are only a handful of on-street parking spaces on Alexandra Avenue. The TFL Car Park, is a pay and display facility, located adjacent to Rayners Lane station. It has capacity for 244 car parking spaces.

Public Transport

12.10 Rayners Lane Underground Station is located at the heart of the District Centre. Metropolitan and Piccadilly Line services run from the station. The Metropolitan Line provides south bound services going into Central London. Rayners Lane is on the Uxbridge branch of the line, with northbound services terminating at Uxbridge. The Piccadilly Line provides services north to Uxbridge and south to Heathrow Terminals 1, 2 and 3 and Cockfosters, via Central London.

12.11 There are five bus stops within the District Centre and four bus routes serve the centre, i.e. between Greenford and Ruislip, South Harrow and Stanmore and two services go to Harrow, one via South Harrow and the other via Kenton, Harrow and Wealdstone and North Harrow.

Traffic Congestion and Pedestrian Movement

12.12 Imperial Drive/Alexandra Avenue (A4090) runs through the centre to North Harrow and South Harrow with two lanes of traffic in each direction. Moderate levels of traffic were observed in this part of the centre and small tail backs at the junction with Rayners Lane were observed. Traffic observed on Rayners Lane and Village Way East was much lighter.

12.13 Pedestrian movement around the centre is generally good. The setting of the centre around A-roads creates potential pedestrian/traffic conflicts. The traffic on Imperial Drive/Alexandra Avenue creates a barrier to movement between the eastern sides of the road and the western side of the centre. In addition the railway line bi-sects the centre and creates a barrier to movement between the northern and southern parts of the centre.

12.14 There are dedicated cycle routes along the western side of Alexandra Avenue and Rayners Lane. The cycle lanes are defined by the use of different coloured paving in some places, and in other areas through physical separation by a curb. This differentiation avoids conflicts occurring between cyclists and pedestrians.

Environmental Quality

12.15 The commercial property in the centre is generally two storey with residential above. The properties on the western side of Rayners Lane, towards the station, have traditional pitched roofs and exposed beams. Some of the properties, particularly above the shops, are in a relatively poor condition but the shop units are generally of a reasonable quality.

12.16 Much of the centre is a designated conservation area – the Rayners Lane Conservation Area. There are three listed buildings within the centre: Rayners Lane Underground Station, the Zoroastrian Centre (former Rayners Lane Cinema) and The Rayners Public House.

12.17 There is a small area of landscaping on the corner of Imperial Drive and Rayners Lane, including trees and planter beds. The landscaping is of a good quality.

12.18 The environmental quality on the western side of Alexandra Avenue is pleasant, with mature trees. Wide pavements, which incorporate a cycle lane, means pedestrians are set back from the road, reducing the impact of the road and creating a sense of space in the street scene. On the eastern side of Alexandra Avenue the pavements are wide but there is no landscaping and the streetscape appears stark.

12.19 Rayners Lane has some trees. The pavement on the western side is wider than on the eastern side. The street furniture on both sides is limited to bins only. The paving is of a good quality along both sides of the Road. Village Road East has much narrower pavements than Rayners Lane, with limited street furniture. Again the paving is of a good standard. The environmental quality of Imperial Drive was much lower than other areas in the centre and the impact of the road is more noticeable. The centre was clean and no litter or graffiti observed throughout the centre.

View north along Rayners Lane, from the junction with Imperial Drive.


Landscaped area at the junction of Rayners Lane and Imperial Drive.

View west along Village Road East.

View south along Alexandra Avenue.

Conclusion

12.20 The centre provides top-up convenience shopping, including a Sainsbury Local and specialist ethnic goods. The centre has a more limited comparison retail role, with no national multiple retailers present. The centre provides services and community facilities serving immediate local needs, consistent with its District Centre role. The centre has good public transport accessibility, but a limited amount of car parking. The environmental quality is reasonable to good throughout the centre.

13.0 South Harrow

Introduction

13.1 South Harrow is located to the south of the Harrow Borough. The centre is a defined district centre in the UDP. The centre is a linear centre running south along Northolt Road from South Harrow Underground Station to the junction with Wyvenhoe Road. The designated primary shopping frontage runs along the north/western side of Northolt Road and on the southern side of the road to the junction with Whitby Road. The secondary frontage runs on the southern side of Northolt Road from the junction with Whitby Road to Wyvenhoe Road.

13.2 To the north of the centre (approximately 300 metres outside of the designated District Centre boundary) is a large Waitrose and a small number of retail warehouse units.

Mix of Uses and Occupier Representation

13.3 South Harrow's key roles include:

- convenience shopping – the centre is well served for convenience goods, with national convenience retailers Sainsbury and Iceland, in addition to bakers, Greggs, a number of independent convenience stores, specialist ethnic food stores (including Halal butchers), newsagents and off licences;

- comparison shopping - a limited range of comparison shops, including a small number of national multiple retailers;

- services – including a number of banks, restaurants, takeaways, estate agents and dry cleaners;

- community facilities – a library, public toilets, a church and a medical centre.

13.4 The diversity of uses present in South Harrow District centre is shown in Table 13.1 below. This is derived from the Council's survey in June 2008. The results are compared to the national average at April 2009. It should be noted that since the Council's survey the Woolworths store is now vacant. This new vacancy has been taken into account in the below land use tables.

13.5 The Council's survey indicates that comparison units account for 27.7% of retail units in South Harrow, which is significantly below the national average (44.0%). The proportion of convenience retailers (19.3%) is over double the national average (9.5%). The proportion of A2 services is almost double the national average. The proportion of vacant units (8.4%) is slightly below the national average (11.4%).

Table 13.1: South Harrow Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	South Harrow	National Average*
Comparison Retail	23	27.7	44.0
Convenience Retail	16	19.3	9.5
A1 Services	9	10.8	10.8
A2 Services	15	18.1	9.5
A3 and A5	12	14.5	14.8
A4	1	1.2	n/a
Vacant	7	8.4	11.4
Total	**83**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

Retailer Representation

13.6 South Harrow has a limited selection of comparison shops (23 units) reflecting the centre's low order in the Harrow shopping hierarchy. Table 13.2 provides a breakdown of comparison shop uses by goods categories.

Table 13.2: South Harrow Breakdown of Comparison Units

Type of Unit	South Harrow		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	2	8.7	26.6
Furniture, carpets and textiles	0	0.0	9.1
Booksellers, arts, crafts and stationers	0	0.0	9.4
Electrical, gas, music and photography	3	13.0	9.8
DIY, hardware & homewares	2	8.7	6.6
China, glass, gifts & fancy goods	4	17.4	3.8
Cars, motorcycles & motor access.	0	0.0	3.1
Chemists, drug stores & opticians	7	30.4	8.9
Variety, department & catalogue	0	0.0	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	0	0.0	5.1
Jewellers	1	4.3	4.9
Other comparison retailers	4	17.4	8.4
Total	**23**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

13.7 There are six comparison goods categories not represented in South Harrow, which illustrates the limited range of comparison shopping in the centre. The proportion of 'chemists, drug stores & opticians' (30.4%) is over three times the national average (8.9%) and the proportion of 'china, glass and fancy goods' units (17.4%) is above the national average (3.8%). The proportion of 'other comparison retailers' (17.4%) is also above the national average (8.4%), but these include three charity shops.

13.8 The centre has a reasonable representation of comparison national retailers, given its lower order comparison retailing role. National comparison retailers present in the centre comprise Boots, Superdrug, Stead and Simpson, The Car Phone Warehouse, Hallmark and Specsaver Opticians.

Service Uses

13.9 South Harrow has a reasonable selection of service uses, with all categories, except travel agents represented, as shown in Table 13.3. The centre has a good representation of 'restaurants/cafes/takeaways'. The centre has a higher proportion of 'banks/ other financial services', 'estate agents/ valuers' and 'laundries/ dry cleaners' than the national average. The proportion of 'hairdressers and beauty parlours' is half that of the national average.

Table 13.3: South Harrow Analysis of Selected Service Uses

Type of Unit	South Harrow		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	12	44.4	43.9
Banks/other financial services	5	18.5	14.3
Estate agents/valuers	5	18.5	11.7
Travel agents	0	0.0	4.2
Hairdressers/beauty parlours	3	11.1	22.8
Laundries/dry cleaners	2	7.4	3.1
Total	**27**	**100**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

13.10 There are four high street banks/building societies represented within South Harrow i.e. Lloyds TSB, HSBC, Nationwide and Abbey.

Accessibility and Movement

Car Parking

13.11 There is a small amount of on-street car parking available on Northolt Road. There are 66 car parking spaces in the Sainsbury car park (accessed off of Corbin's Road. Parking is free for two hours for Sainsbury customers. There are also 75 spaces at the South Harrow London Underground car park, accessed off of South Hill Avenue, which partly falls within the District Centre.

Public Transport

13.12 South Harrow Underground Station is located at the south of the District Centre. Piccadilly Line services run from the station westbound to Uxbridge and eastbound to Heathrow Terminals 1, 2 and 3 and Cockfosters, via Central London.

13.13 There are six bus stops within the District Centre served by eight bus routes, including one 24 hour service. These bus routes comprise a service from Mill

Hill to Ruislip, Harrow Weald to Heathrow Airport (the 24 hour service), Ruislip to Westway Cross Retail Park, and services to Watford Junction, Willesden Junction, Harrow, Harrow via Rayners Lane and Stanmore.

Traffic Congestion and Pedestrian Movement

13.14 Northolt Road is an A-Road (A312) that runs south from Harrow-on-the-Hill. Heavy, but slow moving traffic, was observed. A reasonable amount of pedestrian movement through the centre was observed. The pavements were relatively cluttered with shops displaying goods, street furniture and queues at bus stops. This was more apparent in areas where the pavements are narrow.

Environmental Quality

13.15 The high volumes of through traffic create noise, and the slow movement of the vehicles, particularly of buses, impacts on the air quality and environmental quality. The use of areas in front of shop units to sell goods, together with street furniture, including bins, bike stands, bus stops, benches, advertisements and telephones, creates clutter in the street scene in places, although this does add to the sense of vibrancy in the centre.

13.16 The paving is generally of a good quality and clear from litter. There was no graffiti observed in the centre. There are a small number of trees in the centre that provide a limited amount of landscaping.


View south/west along Northolt Road, from South Harrow Station.


View north/east along Northolt Road, towards South Harrow Station.


South side of Northolt Road, from junction with Eastcote Lane.

North side of Northolt Road, from junction with Wargrave Road.

Conclusions

13.17 South Harrow provides an important convenience shopping role, including national retailers Iceland and Sainsbury. It also has a range of independent retailers, including specialist ethnic shops. The centre has a limited range of comparison goods, although this is consistent with its lower order function. The centre provides a good range of services including a number of banks and restaurants/takeaways. It also serves local community needs including a library. The centre has good public transport accessibility and a reasonable environmental quality, although the busy roads create noise and pollution.

14.0 # Stanmore

Introduction

14.1 Stanmore centre is situated in the north east of the Borough. The defined centre for retail purposes comprises parts of Church Road and Stanmore Hill and all of The Broadway. The northern part of the Broadway and the Sainsbury's frontage on the south of the Broadway is defined as being the Primary Shopping Frontage, whilst the secondary shopping frontage comprises retail units on Stanmore Hill and along the southern part of Church Road up to the junction with Elm Park.

14.2 Stanmore's key roles include:

- convenience shopping – contains Sainsbury's and Lidl food stores in addition to a number of independent traders;
- comparison shopping – a range of comparison goods retailers are present in the centre including a number of national multiples. These offer a range of everyday essential items such as pharmaceuticals and also higher order goods such as clothing:
- services - including banks, building societies, restaurants and cafes;
- entertainment –including several pubs; and
- community facilities – the centre includes a public library.

Mix of Uses and Occupier Representation

14.3 The diversity of uses present in the centre is shown in Table 14.1 below. This is derived from the Council's town centre survey in June 2008.

14.4 In overall terms the proportion units in retail and service use in Stanmore are consistent with the national average and the centre offers a wide array of goods and services to shoppers. Only the comparison retail sector (33.3%) is below the national average (44.0%). Vacant units are below the national average implying that there is a relatively high level of demand for representation in the centre from occupiers.

Table 14.1 Stanmore Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Stanmore	National Average*
Comparison Retail	28	33.3	44.0
Convenience Retail	9	10.7	9.5
A1 Services	15	17.9	10.8
A2 Services	17	20.2	9.5
A3 and A5	12	14.3	14.8
A4	3	n/a	n/a
Vacant	3	3.6	11.4
Total	**87**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09)*

Retailer Representation

14.5 Table 14.2 provides a breakdown of comparison shop uses by goods categories.

Table 14.2: Stanmore Breakdown of Comparison Units

Type of Unit	Stanmore		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	9	32.1	26.6
Furniture, carpets and textiles	3	10.7	9.1
Booksellers, arts, crafts and stationers	0	0.0	9.4
Electrical, gas, music and photography	2	7.1	9.8
DIY, hardware & homewares	0	0.0	6.6
China, glass, gifts & fancy goods	1	3.6	3.8
Cars, motorcycles & motor access.	0	0.0	3.1
Chemists, drug stores & opticians	5	17.9	8.9
Variety, department & catalogue	0	0.0	1.8
Florists, nurserymen & seedsmen	2	7.1	2.5
Toys, hobby, cycle & sport	0	0.0	5.1
Jewellers	1	3.6	4.9
Other comparison retailers	5	17.9	8.4
Total	**28**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09)*

14.6 The centre contains no representation in four categories of comparison shops, but the following are well represented; 'florists, nurserymen & seedsmen', 'chemists, drug stores & opticians' and 'other comparison retailers' all of which are more than double the national average, and by 'clothing and footwear' retailers. National multiples in this sector are Boots, Carpet Right, Lloyds Pharmacy and The Carphone Warehouse, in addition to a number of national charity shops. Additional comparison sales are provided by the Sainsbury's and Lidl food stores.

Service Uses

14.7 Stanmore contains good representation in the services sector with all sub-sectors of services represented, as shown in Table 14.3. All sub-sectors are above average except for ‘travel agents’ and ‘restaurants/cafes/takeaways’, despite the latter accounting for the highest number of unit.

Table 14.3: Stanmore Analysis of Selected Service Uses

Type of Unit	Stanmore		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	12	31.6	43.9
Banks/other financial services	8	21.1	14.3
Estate agents/valuers	5	13.2	11.7
Travel agents	1	2.6	4.2
Hairdressers/beauty parlours	9	23.7	22.8
Laundries/dry cleaners	3	7.9	3.1
Total	**38**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. ‘Restaurants, cafés and takeaways’ does not include drinking establishments in the centre.

14.8 National multiples in this sector include Caffé Nero, Ladbrokes, Pizza Express, Subway and William Hill, plus eight high street banks/building societies e.g. Abbey, Barclays Bank, Bradford & Bingley, Halifax, HSBC, Nationwide, NatWest and Lloyds TSB.

Accessibility and Movement

Car Parking

14.9 On-street pay and display car parking is provided along The Broadway and is separated from the road by a pavement. The Sainsbury’s car park also contains dedicated shopper parking and is accessed via Elm Park. There is a large surface level car park to the rear of the Lidl store and other retail units on the northern part of The Broadway, adjacent to the library. Stanmore underground station also contains a surface level car park about 400 metres to the east of the centre.

Public Transport

14.10 Stanmore underground station is the northern terminus of the Jubilee line, and is situated approximately 400 metres to the east of Stanmore. Three bus routes operate through the centre, i.e. the 340 runs between Harrow and Edgware, the 142 runs between Watford Junction and Brent Cross, and the H12 between Stanmore and South Harrow. The N98 night bus also operates in the evenings between Stanmore and Holborn.

Traffic Congestion and Pedestrian Movement

14.11 The centre is located on either side of key arterial routes, i.e. Stanmore Hill forming part of the A4140 and Church Road/The Broadway (A410). The centre has heavy traffic, and at the junctions traffic frequently backs up from the Church Road/Stanmore Hill/The Broadway junction and The Broadway/ London Road/Marsh Lane junction to the east of the centre.

14.12 Pedestrian crossings are provided but the busy roads still present a significant barrier to pedestrian movement. Cycle racks are provided.

Environmental Quality

14.13 The environmental quality of Stanmore suffers from the presence of heavy vehicular traffic throughout it. Retail units are however well maintained and there is a mix between old and new buildings and purpose built/converted units. Retail units vary from between two and three stories in height and appear to be used for employment and residential purposes. No graffiti or litter was visible in the centre on the day of our site visit.

The Broadway (looking east)

Church Road/ Stanmore Hill/ The Broadway junction

Church Road (looking east)

Retail units on The Broadway. Church Road

Conclusion

14.14 Stanmore is a vital and viable centre and performs an important role in the provision of convenience goods and services to its catchment area. Comparison goods provision is below the national average in terms of the proportion of units, but the centre still offers an important range of goods in this sector including a high number of clothing retailers. The centre contains a reasonable mix of independents and national multiples for its size, and has a low level of vacant units, which implies a healthy level of demand for representation in the centre. Busy vehicular routes run through the heart of the centre and create noise/pollution and impact on pedestrian movement.

15.0 # Wealdstone

Introduction

15.1 Wealdstone is centrally located within LB Harrow, and is defined as a town centre in the UDP. The defined Primary Shopping Frontage runs along the High Street from the junction with Grant Road to the north to Palmerston Road to the south. The Secondary Shopping Frontage extents to the north and south of the Primary Shopping Frontage and includes retail units on Headstone Drive and Canning Road.

Mix of Uses and Occupier Representation

15.2 Wealdstone's key roles include:

- convenience shopping – there are Budgens and Iceland stores, and a Tesco Express store has been opened in part of the former Woolworth store. These small store mainly provides a top-up shopping role to residents;
- lower order comparison shopping – there is a range of comparison shops which are predominantly independent traders. The centre includes an 'In-store' shop unit which provides internal market pitches for independent traders.
- services - including a range of high street banks, a small number of cafés, restaurants, takeaways, hairdressers and estate agents;
- entertainment space –includes several pubs; and
- community facilities –including a public library.

15.3 The diversity of uses present in Wealdstone is shown in Table 15.1 below. This is derived from the Council's survey in June 2008.

Table 15.1: Wealdstone Use Class Mix by Unit

Type of Unit	Number of Units	% of Total Number of Units	
	2008	Wealdstone	National Average*
Comparison Retail	24	24.2	44.0
Convenience Retail	17	17.2	9.5
A1 Services	14	14.1	10.8
A2 Services	19	19.2	9.5
A3 and A5	13	13.1	14.8
A4	4	4.0	n/a
Vacant	8	8.1	11.4
Total	**99**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

15.4 Table 15.1 indicates that the centre is well provided for by convenience units and by retail units in the Class A1 and A2 service sectors, all of which are above the national average. The proportion of comparison shops is below the national average, whilst the proportion of Class A3 and A5 uses is marginally lower than the national average. The proportion of vacant units is also below the national average.

Retailer Representation

15.5 Table 15.2 demonstrates there are comparison shops in most categories, but the choice of shops in each is relatively small, a part from 'clothing and footwear', 'electrical, gas, music and photography' and 'chemist, drug stores & opticians' shops. Overall the centre contains representation in all but three of the comparison goods categories.

Table 15.2: Wealdstone Breakdown of Comparison Units

Type of Unit	Wealdstone		% UK* Average
	Units 2008	% 2008	
Clothing and Footwear	5	20.8	26.6
Furniture, carpets and textiles	2	8.3	9.1
Booksellers, arts, crafts and stationers	1	4.2	9.4
Electrical, gas, music and photography	5	20.8	9.8
DIY, hardware & homewares	2	8.3	6.6
China, glass, gifts & fancy goods	1	4.2	3.8
Cars, motorcycles & motor access.	1	4.2	3.1
Chemists, drug stores & opticians	4	16.7	8.9
Variety, department & catalogue	1	4.2	1.8
Florists, nurserymen & seedsmen	0	0.0	2.5
Toys, hobby, cycle & sport	0	0.0	5.1
Jewellers	0	0.0	4.9
Other comparison retailers	2	8.3	8.4
Total	**24**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*

15.6 Major national comparison retailers are limited to Boots and Shoe Zone. Although at the time of the survey the Woolworths store on High Street was open, this has since ceased to trading and is being converted into a Tesco Express store (this has been taken into account in the land use tables).

Service Uses

15.7 Service uses are well represented in Wealdstone, although it contains no travel agent. All other categories of services are above the national average except for restaurants/cafes/takeaways. The centre contains four retail banks i.e. Abbey, Barclays Bank, Halifax and Nationwide.

Table 15.3: Wealdstone Analysis of Selected Service Uses

Type of Unit	Wealdstone		% UK* Average
	Units 2008	% 2008	
Restaurants/cafes/takeaways	13	39.4	43.9
Banks/other financial services	6	18.2	14.3
Estate agents/valuers	4	12.1	11.7
Travel agents	0	0.0	4.2
Hairdressers/beauty parlours	8	24.2	22.8
Laundries/dry cleaners	2	6.1	3.1
Total	**33**	**100.0**	**100.0**

Source: LB Harrow Shopping Frontages Survey (June 2008)
** UK average for all town centres surveyed by Goad Plans (Apr 09).*
N.B. 'Restaurants, cafés and takeaways' does not include drinking establishments in the centre.

Accessibility and Movement

Car Parking

15.8 The centre is served by a number of car parks and also contains limited on-street car parking. The largest public car parking facility is the Peel House multi-storey (257 parking spaces) with Palmerston Road surface level car park (27 spaces) located adjacent. There is also a 118 space surface-level car park on Station Road adjacent to Harrow and Wealdstone Station. Parking in the centre operates on a pay and display basis.

Public Transport

15.9 Wealdstone is easily accessible by public transport. Harrow and Wealdstone Station is located to the south of the centre. This provides overland connections to Central London, Milton Keynes and other local destinations and underground connections to Central London and other destinations via the Bakerloo line.

15.10 A total of seven bus routes serve the centre providing direct connections to destinations including Brent Cross, Edgware, Harrow, Heathrow Airport, Watford and Wembley.

Traffic Congestion and Pedestrian Movement

15.11 The Primary Shopping Frontage of Wealdstone along High Street is restricted to 20 mph and is subject to low levels of traffic. Pedestrian crossings with lowered pavements are provided in this area, and movement on foot is not problematic. The north part of the High Street forms part of the A409 and has heavy vehicular traffic and tails backs. Pedestrian crossings linked to traffic lights are provided, although the potential for vehicular/ pedestrian crossings exists. Cycle paths are marked out throughout the centre.

Environmental Quality

15.12 Environmental quality in the Primary Shopping Frontage area is generally good with streets being clean, good quality paving and a variety of street furniture, including lighting, planning, pedestrian signage, seating and bins provided. Retail units are of variable quality, with some being well maintained and others in need of investment.

15.13 In peripheral areas many units are of poor environmental quality. Along the High Street the presence of heavy traffic creates issues of noise and pollution. Retail units along Headstone Drive are purpose built and form part of the Secondary Shopping Frontage, and these are adequately maintained and the adjacent pavement is tree-lined.

Primary Shopping Frontage on High Street


Headstone Drive (looking west)


In-Store unit on High Street

Secondary Shopping Frontage of High Street

Conclusions

15.14 Wealdstone predominately provides a service and convenience goods role for residents, although it does not contain a medium or large format convenience store. The centre has a low vacancy rate but contains a relatively low proportion of national multiple traders, particularly in the comparison goods sector. The centre is accessible by a range of means of transport. Environmental quality in the centre is variable, but is generally good in the Primary Shopping Frontage. The more peripheral areas could be improved.

16.0 The Need for New Retail Development

Introduction

16.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Harrow Borough over the LDF period. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken.

16.2 All monetary values expressed in this analysis are at 2007 prices, consistent with Experian's base year expenditure figures for 2007. This is the most up to date and robust local expenditure data currently available. Expenditure data for 2008 is not currently available and 2007 is the most up to date information.

Methodology and Data

16.3 The quantitative analysis is based on a defined study area that covers the London Borough of Harrow and parts of the neighbouring authorities (i.e. Barnet, Brent, Hillingdon, Ealing and Three Rivers). The study area is sub-divided into 10 zones, consistent with the zones adopted in the Donaldson's 2006 retail.

16.4 The study area is based on postcode area boundaries. The extent of the study area is based on the previous study area in the 2006 study and reflects the proximity of competing shopping destinations, i.e. shopping facilities within the Borough are expected to attract their trade from residents within the study area and there will be a minimal level of trade drawn from beyond the study area.

16.5 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2007 have been obtained.

16.6 Experian's EBS national expenditure information has been used to forecast expenditure within the study area in the short term (2007 to 2011). Unlike previous expenditure growth rates provided by The Data Consultancy (formerly URPI), which were based on past trends, Experian's projections are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and value, broken down into separate categories of goods.

16.7 For longer term projections Experian's ultra long term growth rate has been adopted (0.7% for convenience goods and 4.6% for comparison) to project expenditure between 2011 to 2016 and beyond. We believe the Experian's lower EBS growth rates reflect the current economic downturn and provide an appropriate growth rate for the short term. In the longer term it is more difficult to forecast year on year changes in expenditure, and in our view past trend line growth rates provide the most appropriate average growth rate and the potential post recession recovery.

16.8 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates (or market shares) is based on a range of factors but primarily information gathered through the 2009 household survey.

16.9 The total turnover of shops within the London Borough of Harrow is estimated based on penetration rates. These turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Verdict information and Mintel's Retail Rankings 2008, which provides an indication of how individual retail units and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.

Population and Spending

16.10 The study area population for 2009 to 2025 is set out in Tables 1B in Appendix B. Experian provides population estimates for each of the survey zones at 2001 based on Census data. These have been projected forward to 2025 based on the Greater London Authorities low population projections. The GLA recommends the use of the low projections for planning purposes at a Borough level. For other parts of the study area outside London, ONS population projections have been adopted.

16.11 On this basis, the population within the study area is expected to increase between 2009 and 2025 by 6.3%.

16.12 Table 2B in the Appendix B sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2025. Comparison forecasts of per capita spending are shown in Table 1C in Appendix C. These figures take into account Experian's latest projects which take into account the expected effects of the recession.

16.13 The levels of available spending are derived by combining the population in Table 1B per capita spending figures in Tables 2B and 1C. For both comparison and convenience spending, a reduction has been made for special forms of trading.

16.14 Special Forms of Trading (SFT) and non-store activity are included within Experian's Goods Based Expenditure (GBE) estimates. "Special forms of trading" includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship to the demand for retail floorspace. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of trading and E-tailing (Retail Planner Briefing Note 6.1 – January 2009).

16.15 This Experian information suggests that non-store retail sales in 2008 is:

- 5.9% of convenience goods expenditure; and
- 11.3% of comparison goods expenditure.

16.16 Experian predicts that these figures will increase to 8.1% and 13.9% by 2016. Again these are Experian's latest projections, which take into account the effects of the recession. For convenience expenditure 5.8% of the 5.9% is estimated to be E-tailing, and the rest 0.1% is other forms of SFT e.g. mail order. E-tailing in 2004 was broken down into E-tailing through retail businesses (e.g. Tesco and Sainsbury) at 1.1% and non-retail businesses (0.5%). The E-tailing split for retail and non-retail businesses was approximately 70:30 in 2004.

16.17 For comparison expenditure in 2008, 9.1% of the 11.3% is estimated to be E-tailing, and the rest 2.2% is other forms of SFT e.g. mail order. E-tailing through retail businesses (e.g. Next and Argos) was 1.3% and for non-retail businesses 1.8% (e.g. Amazon) in 2004. The E-tailing split for retail and non-retail businesses was approximately 40:60 in 2004.

16.18 Experian provide projections for E-tailing and other SFT. These projections have been used to exclude expenditure attributed to e-tailing through non-retail businesses, which will not directly impact on the demand for retail floorspace. Based on Experian data SFT (including non-retail e-tailing but excluding e-tail through retail businesses) is 1.8% and 7.7% of total convenience and comparison goods expenditure respectively in 2008. The projections provided by Experian suggest that these percentages could increase to 2.8% and 8.9% by 2016. The amount of e-tail expenditure through non-retail businesses is expected to increase significantly in proportional terms, but as a proportion of total expenditure this sector is expected to remain relatively insignificant for the foreseeable future.

16.19 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. Trends within this sector may well have implications for retailing. Therefore, it will be necessary to carefully monitor the growth within this sector particularly in the long term and the effect that it may have on diverting expenditure that might otherwise be spent in shops.

16.20 In broad terms, home/electronic shopping from non-retail businesses is classified by Experian as "special forms of trading", as mentioned previously, this includes other forms of retail expenditure not spent in shops e.g. mail order. Special forms of trading have been excluded from the quantitative capacity analysis within this study because this expenditure does not affect the need for retail floorspace. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. The impact of e-tailing is likely to be more significant on certain sectors e.g. electronic goods, books, CDs, travel and estate agents. However, home shopping (via mail order) has always been significant in most of these sectors, and therefore not all of the growth in e-tailing will be diverted from the high street.

16.21 This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

16.22 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector. However, there is still uncertainty about its longer-term prospects. Experian's figures suggest that the growth in e-tailing has to a certain extent been at the expense of other forms of home shopping such as catalogue and mail order shopping.

16.23 The implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

16.24 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 16.4% from £674.31 million in 2009 to £784.92 million in 2025, as shown in Table 3B.

16.25 Comparison goods spending is forecast to nearly double between 2009 and 2025, increasing from £1,052.32 million in 2009 to £2,086.25 million, as shown in Table 2C. These figures relate to real growth and exclude inflation.

Existing Retail Floorspace 2009

16.26 Existing convenience goods retail sales floorspace within the Borough is 41,828 sq m net as set out in Table 1A, Appendix A. This floorspace figures excludes comparison sales floorspace within food stores (4,579 sq m net).

16.27 Comparison goods retail floorspace within the Borough is estimated as 93,524 sq m net as shown in Tables 2A, Appendix A.

Existing Spending Patterns 2009

Convenience Shopping

16.28 The results of the household shopper questionnaire survey undertaken by NEMS in May 2009 have been used to estimate existing shopping patterns within the study area. The estimates of market share or penetration within each study area zone are shown in Table 4B, Appendix B.

16.29 Table 4B indicates that a significant proportion of residents within Zones 4 to 6 (the Hatch End, Rayners Lane and Harrow zones) carry out their convenience retail shopping within London Borough of Harrow (ranging from 71% to 81%). Expenditure retention is also relatively high in the Stanmore zone (75% in zone 10).

16.30 LB of Harrow's market share of expenditure is much lower in the zones to the west of the Borough (Zones 1 to 3 – Northwood, Ruislip and Eastcote) and the south east part of the study area (Zones 7 to 9 – Wembley, Kenton and Edgware).

16.31 The level of convenience goods expenditure attracted to shops/stores in the Borough in 2009 is estimated to be £329.01 million as shown in Table 5B, Appendix B. London Borough of Harrow's market share of total convenience expenditure in the study area as a whole is estimated to be about 48% (£322.43 million of £674.31 million). However, if the study area zones that are wholly or predominantly located outside the Borough are excluded then expenditure retention within the Borough is over 66%.

16.32 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Verdict. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores listed in Table 1A, Appendix A, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.

16.33 The estimated convenience goods sales areas have been derived from a combination of Experian Goad data, the Council's own floorspace surveys, Institute of Grocery Distribution (IGD) and NLP estimates based on site visits. Estimates for comparison sales floorspace within large food stores has been deducted from the figures in Table 1A in Appendix A, for consistency with the use of goods based expenditure figures.

16.34 Average sales densities are not widely available for small convenience shops, particularly independent retailers. An average sales density of £4,000 per sq m has been adopted for small convenience shops. The total benchmark turnover of existing convenience sales floorspace within the Borough is £280.65 million at 2009.

16.35 The assessment of shopping patterns, based on the household survey results, suggests that convenience goods expenditure attracted by facilities in the Borough in 2009 is £329.01 million. These figures suggest that collectively convenience retail facilities in the Borough are trading healthily at 17% above expected levels. Large food stores (over 1,000 sq m net) within the Borough appear to be trading particularly well. The identified available expenditure is +£48.36 million) above benchmark levels.

Comparison Shopping

16.36 The estimated comparison goods expenditure currently attracted by shopping facilities within the Borough is £405.14 million in 2009, as shown in Table 3C, Appendix C.

16.37 London Borough of Harrow's market share of total comparison goods expenditure generated within the study area is about 37%. However, if the study area zones that are wholly or predominantly located outside the Borough are excluded then expenditure retention within the Borough is over 45%. The market share within the core of the Borough (Zones 4, 5, 6 and 8) is 48%, with 52% attracted to destinations outside of the Borough. Leakage form the Borough is around 55%, which is not unusual for outer London Borough, due to the high level of competition. However, these figures suggest there may be scope for Harrow to increase its market share, and as a minimum the future strategy should seek to ensure the proportional level of leakage does not increase.

16.38 The average sales density for existing comparison sales floorspace (93,524 sq m net) is £4,332 per sq m net. Mintel's Retail Rankings 2008 provides company average sales density information for a selection of national retailers. This data suggests a notional average sales density for national comparison retailers (£5,220 per sq m). Based on our recent experience across the country and Greater London, average sales densities for comparison floorspace can range from £2,000 to £7,000 per sq m net. The higher end of this range is usually only achieved by very successful shopping centres, which reflects the higher proportion of quality multiple retailers. The analysis of existing comparison shopping patterns in 2009 suggests the following average sales density figures for Harrow town centre and the rest of the Borough.

16.39 Table 16.1 indicates that trading levels in Harrow town centre and the rest of the Borough vary significantly. However, the average sales density figures should be viewed in the context of the type of floorspace in Harrow town centre and elsewhere in the Borough. Comparison facilities in Harrow town centre are trading towards the higher end of the range of sales densities, whilst other comparison floorspace in the Borough is trading towards the lower end of the range. The rest of LB Harrow figure includes retail warehouses, which generally trade at a lower density than high street shops, and local/independent shops which may trade at a lower density than high street multiples. On balance comparison shopping facilities within London Borough of Harrow appear to be trading satisfactorily.

Table 16.1: Defined Centres Average Sales Densities

Centre	**Average Sales Density 2009 £ per sq m net**
Harrow Town Centre	£5,689
Other in LB of Harrow	£2,906
London Borough of Harrow Average	**£4,332**

Quantitative Capacity for Additional Convenience Floorspace

16.40 The level of available convenience goods expenditure in 2015, 2020 and 2025 is shown at Tables 6B to 8B, in Appendix B. These tables assume existing 2009 market shares will be maintained in the future. The total level of convenience goods expenditure available for shops in London Borough of Harrow between 2009 and 2025 is summarised in Table 9B. This table takes into account the population and expenditure projections shown in Table 1B to 3B in Appendix B. The benchmark turnover of existing convenience floorspace has been subtracted from the estimates of available expenditure to provide surplus expenditure estimates, as shown in Table 9B, Appendix B.

16.41 Convenience expenditure available to shopping facilities in London Borough of Harrow is expected to increase from £329.01 million in 2009 to £380.07 million in 2025.

16.42 The following commitments/changes in London Borough of Harrow have been taken into account :

- the proposed Sainsbury store on Pinner Road (3,458 sq m net); and the
- occupation of vacant former Woolworth stores by Tesco Express and Iceland and a new Tesco Express on Pinner Road.

16.43 The benchmark turnover of these commitments is set out in Table 3A at Appendix A.

16.44 Table 9B assumes that the benchmark turnover of convenience floorspace will not increase between 2009 to 2011 due to the recession and limited projected expenditure growth. In the longer term existing floorspace is expected to increase its benchmark turnover in real terms. A growth rate of 0.3% per annum is adopted, which we believe is realistic if an expenditure growth rate of 0.7% per annum is achieved.

16.45 Within the Borough, future expenditure growth will generate an expenditure surplus of +£30.22 million in 2015 increasing to +£48.67 million in 2025.

16.46 Table 9B subtracts the benchmark turnover of existing and proposed floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for further new development. These surplus expenditure projections have been converted into potential new floorspace estimates at the foot of Table 9B. Surplus expenditure is converted into floorspace estimates based on assumed average sales density figures, which is based on the current mix of food stores and small shop in the Borough, and 80% of surplus expenditure is expected to be attracted to large store stores (over 1,000 sq m net) with an average sales density of £11,000 per sq m net in 2009. Small stores/local shops are expected to attract 20% of surplus expenditure, based on the current mix of food stores and small shop in the Borough, with an average sales density of £5,000 per sq m net in 2009.

16.47 The convenience floorspace projections are summarised in Table 16.2 below. These projections take into account commitments, but exclude the implementation of any emerging development proposals without planning permission. The floorspace projections for the period 2009 to 2015 are much higher than for the later periods, because the figures include existing latent demand at 2009 and expenditure growth, whilst the other figures relate only to expenditure growth.

Table 16.2: Convenience Floorspace Projections Sq M

	2009 to 2015	**2015 to 2020**	**2020 to 2025**	**2009 to 2025**
Large Food Stores	2,172 net 3,341 gross	656 net 1,009 gross	569 net 875 gross	**3,394 net** **5,222 gross**
Small Stores/Shops	1,194 net 1,837 gross	361 net 555 gross	313 net 482 gross	**1,867 net** **2,872 gross**
Total	3,366 net 5,178 gross	1,017 net 1,564 gross	882 net 1,357 gross	**5,261 net** **8,094 gross**

* Net to gross ratio is 65%.

16.48 The London Plan's Convenience Goods Retail Floorspace Need in London 2006 (CGRFNL) suggests a future requirement for convenience retail floorspace of between 384 to 9,414 sq m gross in LB of Harrow by 2016. NLP's 2015 projection is within this range (5,178 sq m gross). The CGRFNL does not provide projections beyond 2016.

Changes since the Donaldson's 2005 Retail Study

16.49 The convenience retail floorspace projections within the Donaldson's 2005 study were as follows (NB. projections only up to 2016 were provided):

- Harrow Town Centre by 2016 = 5,255 sq m net;
- Non-town centre food stores by 2016 = 13,347 sq m net.

16.50 NLP's projection for the Borough as a whole up to 2015, appear to be much lower than Donaldson's projections. The Donaldson's study suggested surplus capacity in 2016 would be £232 million (at 2001 prices). NLP's surplus figure for 2015 is £30.19 million, or £32.13 million extrapolated to 2016. The difference not taking into account price bases is about £200 million.

16.51 The main reason for this difference relates to expenditure per capita growth projections and reductions for special forms of trading. NLP's projection (£1,738 million 2007 prices) is 18.4% lower than Donaldson's expenditure per capita projection for 2016 (£2,131 at 2001 prices). Donaldson's projections were based on 2001 expenditure figures, but NLP's figures are based on more up to date figures for 2007, which are therefore more robust. For example Donaldsons adopt a high growth rate (0.8% per annum) to forecast up to 2016. Experian's latest growth rates reflect the recession and predict lower growth in the period up to 2011, with a 0.4% drop in expenditure between 2007 and 2011. Donaldson's population projection for 2016 is also 1.2% higher than NLP's adopted figure.

16.52 If Donaldson's expenditure projection for 2016 is reduced by 18.4% then the expenditure surplus (£232 million) would reduce by about £97 million.

16.53 We also note that Donaldson's adopted an average expenditure figure for the study area as a whole. NLP adopts separate figures for each zone, and in this respect is more accurate.

16.54 Donaldson's figures did not take into account current commitments, e.g. Sainsbury Pinner Road. Current commitments would further reduce Donaldson's expenditure surplus by about £37 million.

16.55 The remaining difference (i.e. about £98 million) is due to changes in market shares since, as suggested by the household shopper survey results. Donaldson's retail model suggests convenience facilities in LB of Harrow had higher market shares in the peripheral parts of the study area (i.e. areas outside the Borough) than NLP's study. NLP's market shares are based on a more up to date (2009) household survey.

Quantitative Capacity for Additional Comparison Floorspace

16.56 The household survey suggests that London Borough of Harrow's retention of comparison expenditure is lower than for convenience goods, i.e. ranging from between 40% to 62% in the core zones (4, 5, 6 and 8). The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in neighbouring authorities, particularly Brent Cross, Watford, Uxbridge and Central London.

16.57 Further improvements to comparison retail provision within the Borough could help to claw back some additional expenditure leakage from the study area. However, major development proposals in competing towns, particularly in Brent Cross and Watford, will limit the ability of shopping facilities in the Borough to increase their market share of expenditure in the long term. The strategy for London Borough of Harrow should seek to maintain existing market share as a minimum in the face of increasing future competition.

16.58 The retail capacity projections in this report assume London Borough of Harrow can maintain its market share of comparison expenditure in the future. Available comparison goods expenditure has been projected forward to 2015, 2020 and 2025 based on 2009 penetration rates (i.e. assuming that comparison retail facilities will maintain their current market share) in Tables 5C to 7C in Appendix C, and summarised in Table 8C. Available comparison expenditure is expected to increase from £405.14 million in 2009 to £799.16 million in 2025.

16.59 The growth in comparison goods expenditure available for shops in the Borough between 2009 and 2025 is summarised in Table 8C, in Appendix C. Future available expenditure is compared with the projected turnover of existing comparison retail facilities within the Borough in order to provide estimates of surplus expenditure, as shown in Table 8C.

16.60 Table 8C assumes that the benchmark turnover of comparison floorspace will not increase between 2009 to 2011 due to the recession, limited projected expenditure growth and the existing satisfactory turnover densities. In the longer term existing floorspace within the Borough is expected to increase its benchmark turnover in real terms. A growth rate of 2% per annum is adopted, which we believe is realistic if an expenditure growth rate of 4.6% per annum is achieved. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio.

16.61 The projections in Table 8C suggest that there will be a comparison expenditure surplus at 2015 (+£66.28 million). Continued population and expenditure growth will increase the surplus to £152.25 million in 2020 and £264.59 million in 2025. Surplus comparison expenditure has been converted into net comparison sales floorspace projections in Table 9C in Appendix C.

Table 16.3: Comparison Floorspace Projections (Sq M)

	2009 to 2015	2015 to 2020	2020 to 2025	2009 to 2025
Harrow Town Centre	6,879 net 9,171 gross	7,383 net 9,844 gross	8,176 net 10,901 gross	**22,438 net** **29,918 gross**
Other LB Harrow	4,991 net 6,654 gross	5,465 net 7,287 gross	6,018 net 8,024 gross	**16,474 net** **21,965 gross**
LB Harrow Total	11,869 net 15,826 gross	12,848 net 17,131 gross	14,194 net 18,925 gross	**38,912 net** **51,883 gross**

16.62 The London Plan's Consumer Expenditure and Comparison Goods Retail Floorspace Need in London (CDCGRFL) suggests a future requirement for comparison retail floorspace of between 1,900 to 16,470 sq m gross in LB of Harrow by 2016. The CDCGRFL projection for 2021 is between 8,771 to 32,798 sq m gross, compared with NLP's 2020 projection of 32,957 sq m gross. CDCGRFL projection for 2026 is between 16,105 to 51,341 sq m gross, compared with NLP's 2025 projection of 51,883 sq m gross.

16.63 NLP's projections are broadly consistent with the top end of the range suggested within the CDCGRFL. We believe the top end of the range suggested by the CDCGRFL is appropriate for planning purposes, because in our view the lower projections are based on an unrealistically high productivity growth rate for existing floorspace (2.2% and 2.8% per annum).

Changes since the Donaldson's 2005 Retail Study

16.64 The comparison retail floorspace projection within the Donaldson's 2005 study for Harrow town centre by 2016 was 29,084 sq m net. NLP's projection for the Borough as a whole up to 2015 is only 11,869 sq m net, and the updated projections appear to be much lower than Donaldson's 2016 projection.

16.65 The Donaldson's study suggested surplus capacity in 2016 would be £174.5 million (at 2001 prices). NLP's surplus figure for Harrow town centre at 2015 is £44.67 million, or £56.19 million extrapolated to 2016. The difference is £118 million.

16.66 Again, the main reason for this difference relates to expenditure per capita growth projections and reductions for special forms of trading. NLP's expenditure per capita projection for 2016 (£3,307) is 44.7% lower than Donaldson's projection (£5,983). Donaldsons adopted a high growth rate (3.8% per annum) to forecast expenditure between 2004 to 2016. Experian's latest growth rates reflect the recession and predict lower growth.

The Qualitative Need for Retail Development

Food and Grocery Shopping

16.67 Most households tend to undertake two kinds of food and grocery shopping trips, i.e. a main shopping trip generally made once a week or less often and top-up shopping trips made more frequently. Many households will also undertake bulk food shopping trips, particularly households who live in rural areas who have access to a car for shopping. The availability of a wide range of products and free surface level car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores (usually at least 2,000 sq m net or more), are the usual destination for these types of shopping trip. The provision of food stores in the Borough are shown in Table 1A in Appendix A.

16.68 There are six large food stores (over 2,000 sq m net) in the Borough i.e. two Sainsbury's stores in Pinner and Stanmore; two Tesco stores in Harrow town centre and on Ash Hill Drive, a Waitrose store in South Harrow and a Morrison's store in Hatch End. There is planning permission for a further Sainsbury store on Pinner Road. There are also superstores outside the Borough but close to the Borough boundary, as follows:

- Morrison's, Honeypot Lane, Queensway;
- Sainsbury, Broadwalk Centre, Edgware;
- Sainsbury, Long Drive, Ruislip;
- Asda, Edgware Road, Colindale.

16.69 Residents in the Borough will have the choice of 11 large food stores following the implementation of the Sainsbury commitment on Pinner Road. In addition to these superstores, there are also two other large food stores (with a sales area of over 1,000 sq m net) within the Borough, which are suitable for main and bulk food shopping, i.e. Sainsbury in South Harrow and Waitrose in Harrow Weald. The discount food sector is also represented with two Lidl stores in Stanmore and Edgware and Aldi in Pinner.

16.70 These food stores are the dominant shopping destinations used by residents in the Borough for main/bulk food shopping. There is a good distribution of large food store throughout the Borough and nearby in neighbouring Boroughs, and there is no obvious area of deficiency.

16.71 These large food stores are supported by a relatively good range of smaller supermarkets and convenience stores, as shown in Tables 1A and a large number of small convenience shops. There are a number of small stores (200 sq m net to 1,000 sq m net) that provide basket and top-up shopping facilities including a Marks & Spencer Simply Food store and a food hall and two Iceland stores.

16.72 The capacity projections in this section suggest there is scope for additional convenience retail floorspace within London Borough of Harrow, over and above commitments. The potential level of surplus expenditure available within the Borough at 2015 is estimated to be £33.73 million, which could support 3,757 sq m net of new sales floorspace.

High Street Comparison Shopping

16.73 A detailed audit and qualitative analysis of shopping provision within the main centres in the Borough is set out in Sections 6.0 to 15.0. LB of Harrow has one Metropolitan Centre (Harrow town centre) as defined by the London Plan. It also has seven District centres (Pinner, Wealdstone, Rayners Lane, South Harrow, Stanmore, North Harrow and Kenton (part in LB Harrow). Edgware is a Major Centre predominantly within LB of Barnet, but partly in LB of Harrow. The main centres in the Borough are compared in Table 16.4 below.

16.74 Table 16.4 illustrates that Harrow Metropolitan Centre is the main centre in terms of comparison shopping offer, followed by Pinner and Wealdstone. All the main centres provide a good range of comparison shopping destinations across the Borough. The east of the Borough is also served by Edgware and Brent Cross. Residents in the north of the Borough have good access to comparison shopping facilities in Watford.

Table 16.4: Main Centres in Harrow

Centre	Number of Comparison Shops	Comparison Sales Floorspace Sq M Net
Harrow Town Centre	125	44,773
Pinner	57	4,150
Wealdstone	24	3,751
Rayners Lane	37	2,641
South Harrow	23	2,132
Stanmore	28	3,124
North Harrow	26	2,237
Kenton	25	1,328
Burnt Oak	18	2,053

16.75 Overall, residents in the Borough have a large choice of shopping destinations both within and outside the Borough. The household survey indicates that households in the eastern part of the Borough (Zones 9 – Edgware and 10 – Stanmore) mainly undertake their non-food shopping outside the Borough e.g. in Edgware or Brent Cross. Watford attracts a significant number of customers from across the Borough, but particularly in the Hatch End area. Uxbridge and other destinations in LB of Hillingdon attract a reasonable proportion of customers from the south west of the Borough (Rayners Lane area).

Large Format Stores/Retail Warehouses

16.76 There are no major retail warehouse parks within the Borough, but there are a number of retail parks close to the Borough boundary, as follows:

- Century Park, Watford;
- Colne Valley Retail Park, Watford;
- Pentavia Retail Park, M1 Junction 2, LB Barnet;
- Victoria Retail Park, South Ruislip;
- Wembley Retail Park, Wembley;
- Broadway Retail Park, Cricklewood.

16.77 Bulky comparison goods destinations within the Borough include:

- B & Q, Honeypot Lane, Stanmore
- Carpet Right, Harrow, (Station Road)
- Carpet Right, Stanmore, (The Broadway)
- Currys, St Ann's Centre, Harrow
- Dunelm Mill, Northolt Road, Harrow
- Harrow Electronics, Station Road, Harrow
- Homebase, High Road, Harrow
- Robert Dyas Station Road, Harrow.

16.78 Retail warehouses in North West London are generally concentrated in neighbouring Boroughs. The existing provision of retail warehouse stores within North West London is relatively good. The provision may not be evenly distributed, but residents in LB of Harrow still have good access to retail warehouses in neighbouring boroughs.

Occupier Demand

16.79 The floorspace capacity projections in this section indicate the theoretical scope for new development based on expenditure growth. It is also necessary to consider the potential level of demand from operators for new floorspace within London Borough of Harrow. Estates Gazette Interactive (EGi) provides details of the number and type of national multiple retailers seeking representation in different centres across the UK.

16.80 In terms of Harrow town centre at June 2009, EGi records only 19 operators seeking floorspace. It should be noted that this only relates to operators with a specific interest in Harrow and excludes operators with general national requirements for floorspace, and consequently the true level of demand for representation in the centre could be slightly higher. Nevertheless, current operator demand in Harrow town centre is relatively poor for a centre of its size and this perhaps reflects the current economic downturn, with many operators postponing their expansion plans. By way of comparison EGi's recorded requirements for Brent Cross (23), Watford (18) and Uxbridge (13) were also relatively low.

16.81 EGi records specific interest for space in three other centres in the Borough, i.e. Edgware (primary in LB of Barnet), Pinner and Stanmore. Table 16.5 provides a summary of the operator requirements for each of these centre, see Appendix D for the full analysis. The figures in this table relate provide maximum floorspace requirements (i.e. the top end of the range specified by retailers), and therefore the figures will tend to over-estimate true demand. EGI figures are also a snapshot in time and do not provide an accurate estimate of the likely level of demand in the future.

Table 16.5: Summary of Operator Requirements (Sq M Gross)

Centre	Comparison		Convenience		Service	
	Units	Max Floorspace (sq m)	Units	Max Floorspace (sq m)	Units	Max Floorspace (sq m)
Harrow	11	15,655	5	4,564	3	unknown
Edgware	2	5,110	0	n/a	0	n/a
Pinner	0	n/a	1	465	0	n/a
Stanmore	0	n/a	1	465	0	n/a

Bars and Restaurants

16.82 On average households in the UK spent over £1,100 per annum eating and drinking away from the home in 2006 (source: Family Spending 2007).

16.83 Food and drink establishments (Class A3/A4/A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks. Within town centres the demand for A3/A4/A5 uses has increased including a significant expansion in the number of coffees shops, such as Starbucks, Costa Coffee and Coffee Republic.

16.84 PPS6 (paragraph 2.22) indicates that:

“a diversity of uses in centres makes an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. Local planning authorities should encourage diversification of uses in the town centre as a whole, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre”.

16.85 Paragraph 2.23 also indicates that planning policies should:

“encourage a range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes”.

16.86 National branded pub/restaurant chains have been investing heavily, although not exclusively in larger centres. Many chains such as All Bar One, JD Wetherspoons and Yates Wine Bars have sought representation in smaller centres close to residential communities.

16.87 National information available from Goad Plans indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 16.6. The proportion of Class A1 retail uses in Goad town centres has decreased by 12% between 1994 to 2008 (7.2 percentage points), whilst non-retail uses including Class A2, A3 and non-retail (service) A1 uses have all increased.

Table 16.6: GB Goad Plan Town Centres Use Class Mix

Type of Unit	% Change 1994 to 2009	Proportion of Total Number of Units (%)			
		1994	2000	2005	2009
Class A1 (Retail)	- 13.3	61.2	59.1	56.4	54.0
Class A1 (Services)	+ 42.0	6.9	8.2	9.6	9.8
Class A2	+ 5.9	8.5	8.9	8.9	9.0
Class A3/A5*	+ 57.6	9.2	11.2	13.7	14.5
Miscellaneous	+ 30	1.0	1.4	1.4	1.3
Vacant/under Const.	- 20	13.2	11.2	10.1	11.4
Total	-	**100.0**	**100.0**	**100.0**	**100.0**

Source: Goad Centre Reports **excludes Bars/Public houses (A4)*

16.88 The number of bars and pubs continued to decline in 2006 according to figures produced by the Department of Culture, Media and Sport and this was prior to the smoking ban.

16.89 The Beer Orders were acts passed by the government in the early 1990's which saw a massive expansion of themed bar operators and pub restaurants, such as JD Wetherspoons. These outlets generally require a minimum 50,000 population and are usually located on main streets or secondary positions close to prime retail, commercial and other leisure users. The district's centres have a limited provision of themed bar operators. Operators usually require large premises of 250 - 1,500 sq m, in close proximity to public car parks and good transport links.

16.90 Themed restaurants also expanded rapidly in the 1990's. These operators have located in out of centre retail/leisure parks as well as good secondary/primary high street locations. Fast food operators such as McDonalds and Burger King have expanded the number of drive through outlets, and town centre outlets. Outlets have been developed within retail/leisure parks or on busy roads.

16.91 As indicated in earlier sections of this report, the proportion of Class A3/A5 uses in the main centres in the Borough is broadly consistent with the national average. Growth in Class A3 to A5 uses within town centres may continue in the future, and will compete for shop premises with other town centre uses. A balance between Class A1 and Class A3 to A5 uses needs to be maintained.

16.92 Based on the current mix of non-retail uses within the main centres, it may be reasonable to assume a further 25% for services and Class A2 to A5 uses. Future town centre development should provide additional space for these uses as well as Class A1 retail.

17.0 Scope for Accommodating Growth

Floorspace Projections

17.1 The floorspace projections set out in the previous sections assume that new shopping facilities within LB of Harrow can maintain their current market share of expenditure within the study area, recognising that other competing centres are likely to improve in the future. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres, such as Brent Cross;
- the re-occupation of vacant town centre floorspace;
- the availability of land to accommodate new development;
- the reliability of long term expenditure projections, particularly after 2015;
- the effect of internet/home shopping on the demand for retail property;
- the acceptability of higher than average trading levels;
- the limited current level of operator demand for floorspace in Harrow;
- the likelihood that Harrow's existing market share of expenditure will change in the future in the face of increasing competition;
- the potential impact new development may have on existing centres.

17.2 The long term floorspace projections (up to 2020 and beyond) shown in Section 16.0 should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development control decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under-review. Recommendations on monitoring and updating projections are set out in Section 18.0.

17.3 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. However, the impact of internet growth on the demand for retail floorspace is unclear. Some retailers' home delivery and Internet services utilise existing stores rather than warehouses, for example Tesco Direct. Therefore, internet sales will not always significantly reduce the demand for shop floorspace. In addition, some of the growth in internet sales may divert trade away from mail order companies rather than retail operators. Overall the long term impact of home shopping on expenditure projections is uncertain.

17.4 The quantitative and qualitative assessment of the potential capacity for new retail floorspace within the previous sections suggests that there is scope for new retail development within LB of Harrow, over and above existing commitments. This section examines the opportunities for accommodating this projected growth and assesses potential opportunities to accommodate this floorspace.

17.5 The projections up to 2015 suggest there is scope for about 3,400 sq m net of convenience floorspace (5,200 sq m gross) and 11,900 sq m net of comparison floorspace (15,800 sq m gross). In total 15,300 sq m net (21,000 sq m gross) could be required for Class A1 retail use. Based on the current mix of non-retail uses within centres in the Borough, it may be reasonable to assume a further 30% for services and Class A2 to A5 uses suggests a total floorspace figure of 27,300 sq m gross up to 2015, increasing to about 51,700 sq m gross by 2020.

Accommodating Future Growth

17.6 The sequential approach suggests that designated town centres should be the first choice for retail and other main town centre uses. In considering this important issue the following factors should be assessed.

- What is the locational area of need the development seeks to serve and what existing centre could potentially fulfil the identified area of need?
- Is the nature and scale of development likely to serve a wide catchment area e.g. a large part of the Borough?
- Is a site available in one of the designated centres, including vacant premises and will this site meet the identified need?
- If the development has a more localised catchment area, is a site available in a local centre and will this site meet the identified need?

17.7 Some forms of retail facilities, which serve more localised catchment areas, may be more appropriate within district and local centres, rather than Harrow town centre. However, all development should be appropriate in terms of scale and nature to the centre in which it is located.

17.8 The existing stock of premises may have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. A growth rate of 2% per annum is assumed for comparison floorspace after 2011, and 0.3% per annum for convenience floorspace. The adoption of these growth rates represents a balanced approach. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

17.9 There were 80 vacant shop units within the main centres in the Borough, a vacancy rate of about 6.5%, which is below the Goad national average (11.4%). If the current vacancy level fell from 6.5% to 5% then this could accommodate about 4,000 sq m gross of commercial space (assuming 200 sq m gross per unit). However, all centres will have a certain level of vacancy at any given time and this represents the normal turnover of operators. The relatively low vacancy rate within the Borough suggests there may be limited scope for existing premises to absorb future growth.

17.10 The short term priority during the recession should be to ensure that the vacancy rate does not significantly increase within the Borough, but this should not preclude investment within appropriate town centre locations.

Potential Development Opportunities

17.11 A review of potential development sites has been undertaken in the main centres in the Borough. Sites in each centre have been evaluated, in terms of their implications on the scope and need for additional retail and other main town centre uses, and have been assessed against the following factors:

- existing land uses and availability, categorised as follows:
  - *short to medium term* – up to 2015;
  - *long term* - likely to be completed after 2015;
- commercial potential for retail development and the most likely form of development, categorised as follows:
  - *prime site* - likely to attract a developer and occupiers;
  - *secondary site* – which may generate limited demand or only demand for a specific kind of use.
- potential scope to accommodate additional retail floorspace (net increase), categorised as follows:
  - *small scale* - under 1,000 sq m gross floorspace;
  - *medium scale* – 1,000 to 2,500 sq m gross floorspace;
  - *large scale* - over 2,500 sq m gross floorspace;
- potential development constraints; and
- possible alternative uses.

17.12 The overall development prospects of each opportunity, taking on board all of the factors listed above, has been categorised as follows:

- *Good* - development sites that have good prospects for providing additional retail floorspace, and should be considered for implementation in the short to medium term;

- *Reasonable* - development sites which are well located and may provide potential for additional floorspace, although obstacles to development will need to be overcome, but implementation may only be achieved in the long term; and

- *Poor* - development sites that may be unattractive or unsuitable for retail or leisure development where their delivery is very uncertain.

17.13 This overall rating is based on an initial evaluation for each site. The level of analysis undertaken at this stage is limited, i.e. detailed appraisals of development constraints, land ownership and potential development costs have not been undertaken. More detailed examinations of each site will need to be undertaken before sites can be brought forward for development or ruled out as viable options. The evaluations undertaken for each opportunity are not detailed planning appraisals and they do not imply that planning permission should be granted or refused for retail development on any site. However, the evaluation is expected to identify potentially suitable development opportunities that may be worthy of further consideration by the Council. This evaluation provides a framework within which the Council can consider the implementation of a development strategy for each centre.

Evaluation of Potential Development Sites

17.14 Each opportunity site identified has been evaluated based on the factors listed earlier in this section. An assessment of each site is provided in Appendix F, and is summarised in Table 17.1.

Table 17.1: Site Evaluation Summary

Site	Potential Availability	Potential Scale Development	Overall Potential
Harrow Metropolitan Centre			
H1 – Tesco store/car park, Station Rd	Short to Medium	Large	Good
H2 – Debenhams/car park, Greenhill Way	Long	Large	Good
H3 – Offices and car park Lyons Rd	Medium to Long	Large	Reasonable/Poor
H4 – Havelock Place	Medium to Long	Large	Reasonable
H5 – Station Site/South side of College Road	Medium to Long	Large	Good
H6 – St Ann's Centre Service Yard West, Clarenden Road	Medium to Long	Medium	Good
H7 – 132-176 College Road	Medium	Large	Reasonable
Wealdstone			
W1 – Corner of Canning Road and George Gange Way	Short to Medium	Small	Reasonable/Poor
W2 – Land to north of Canning Road	Short to Medium	Small	Good
W3 – Peel House car park and hall to south of Canning Road	Medium to Long	Medium	Reasonable/Poor
W4 – Land to south of Palmerston Road and west of George Gange Way	Medium to Long	Small	Good
W5 – Land to south of Palmerston Road and east of George Gange Way	Medium to Long	Small	Reasonable
W6 – Harrow and Wealdstone Car Park, Ellen Webb Drive	Short	Small	Poor
Pinner			
P1 – Sainsbury's Car Park, Station Approach	Medium to Long	Medium	Reasonable/Poor
P2 - Land between High Street and Love Lane	Medium to Long	Medium	Reasonable
P3 – M&S Car Park off Love Lane	Short to Medium	Medium	Poor
Rayners Lane			
RL1 – Units south of tube station on Alexandra Avenue	Short to Medium	Small	Good
RL2 – Harrow West Conservative Assoc. and Hallmark Cars, Village Way	Medium	Small	Good
RL3 – Rayners Lane car park and former Pub, Village Way East.	Short	Medium	Good
North Harrow			
NH1 - Cambridge Road Car Park and North Harrow Home Guard Club, Off Pinner Road	Medium	Medium	Reasonable/Poor
NH2 – North Harrow Methodist Church, Pinner Road	Medium	Medium	Reasonable
Stanmore			
S1 – Stanmore Broadway car park	Medium	Medium	Reasonable
S2 – Telephone Exchange, Elm Park	Medium	Small	Reasonable/Poor
South Harrow			
SH1 – Roxeth Library and Northolt Road Clinic, Northolt Road	Medium	Small	Reasonable
Kingsbury			
K1 – Land at junction of Kenton Rd and Honeypot Lane	Short to Medium	Small	Good

17.15 Within the Borough 25 opportunities have been identified, of which 17 sites are considered to have reasonable or above potential to deliver additional retail floorspace. The floorspace of these 17 sites is broken down by centre as follows:

1 Harrow Metropolitan Centre – 37,000 sq m (gross)
2 Wealdstone District Centre – 2,800 sq m (gross)
3 Pinner District Centre – 1,500 sq m (gross)
4 Rayners Lane District Centre – 3,500 sq m (gross)
5 North Harrow District Centre – 2,000 sq m (gross)
6 Stanmore District Centre – 2,000 sq m (gross)
7 South Harrow District Centre – 1,000 sq m (gross)
8 Kingsbury District Centre – 1,000 sq m (gross)

Summary and Conclusions

17.16 A number of sites with reasonable or good development potential have been identified. Together these sites could accommodate additional retail floorspace of about 50,000 sq m gross.

17.17 Opportunities in the Borough are more than capable of accommodating the retail floorspace projection up to 2015 (27,300 sq m gross). This includes a convenience floorspace projection of 5,200 sq m (gross), a comparison floorspace projection of 15,800 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 10% A2 and B1a) of 6,300 sq m (gross).

17.18 The potential development sites are potentially capable of accommodating most of the retail floorspace projections up to 2020 (51,700 sq m). This includes a convenience floorspace projection of 6,740 sq m (gross), a comparison floorspace projection of 33,000 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 10% A2 and B1a) of 11,900 sq m (gross).

18.0 # Conclusions and Recommendations

18.1 This report provides a borough wide needs assessment for retail in the Harrow. It provides a guide to the shopping needs of the Borough up to 2015, 2020, and 2025. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in the London Borough of Harrow

18.2 Overall, in order to meet projected growth in expenditure, there is a need for additional shopping and service facilities. Future planning policy and site allocations should seek, in line with PPS6, to identify opportunities to accommodate growth.

18.3 The floorspace projections shown in this report provide broad guidance. Meeting the projections between 2009 and 2015 remains the priority. The projections should not be considered to be maximum or minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. For instance if a major scheme comes forward within a designated centre in the period to 2015, although the implementation of this proposal may possibly result in an over-supply of comparison retail floorspace, it may be acceptable to permit such a scheme if it is of an appropriate scale in terms of the role and function of that centre.

18.4 Floorspace projections should not inhibit competition between retailers when located within centres, subject to the consideration of scale and impact. However, if an out-of-centre proposal exceeds the floorspace projections then the need for the proposal and impact will need to be carefully considered.

18.5 Long term forecasts (beyond 2020) may be more susceptible to change, due to unforeseen circumstances. Projected surplus expenditure beyond 2015 is attributable to projected growth in spending per capita, extrapolated from past growth projections. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review. The implications of major retail development within and surrounding the Borough should also be monitored and the affects proposals may have on the demand for additional development in the London Borough of Harrow should be considered carefully.

Accommodating Future Growth

18.6 The sequential approach suggests that town and centres should be the first choice for retail development. In Harrow the preferred location for retail development needs to be carefully considered, particularly for major development which may have an extensive catchment area. Major development should be located within the Harrow Metropolitan Centre or the nine district centres.

18.7 A number of sites with reasonable or good development potential have been identified. Together these sites could accommodate additional retail floorspace of about 50,000 sq m gross.

18.8 Opportunities in the Borough are more than capable of accommodating the retail floorspace projection up to 2015 (27,300 sq m gross). This includes a convenience floorspace projection of 5,200 sq m (gross), a comparison floorspace projection of 15,800 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 10% A2 and B1a) of 6,300 sq m (gross).

18.9 The potential development sites are potentially capable of accommodating most of the retail floorspace projections up to 2020 (51,700 sq m). This includes a convenience floorspace projection of 6,740 sq m (gross), a comparison floorspace projection of 33,000 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 10% A2 and B1a) of 11,900 sq m (gross).

18.10 Some forms of retail facilities which serve more localised catchment areas may be more appropriate within local centres, rather than the main centres. However, all development should be appropriate in terms of scale and nature to the centre in which it is located. Development may be required to serve new residential development area, but these facilities are likely to be of a scale to serve local shopping needs only.

18.11 The existing stock of premises may have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

18.12 The existing 2009 shop vacancy rate is relatively low in most centres in the Borough, with all centres having a vacancy rate below the GOAD national average (11.4%).

18.13 The average vacancy rate for the main centres is 6.5% If the current vacancy level fell from 6.5% to 5% then this could accommodate about 4,000 sq m gross of commercial space (assuming 200 sq m gross per unit). The relatively low vacancy rate within the Borough suggests there may be limited scope for existing premises to absorb future growth, however, the strategy should seek to reduce the vacancy rate across the Borough by, where possible, directing new retail uses into vacant premises.

18.14 Growth in sales densities and vacant shops will not be able to accommodate all the future growth in retail expenditure, therefore potential development sites need to be identified through the Local Development Framework process to accommodate longer term growth.

Convenience Goods Development

18.15 On the basis of the assumption that existing convenience retailers trade at national average turnover levels, the quantitative capacity analysis indicates there is potential for further convenience goods floorspace (3,362 sq m net) within the Borough up to 2015, increasing to 4,379 sq m net by 2020.

Comparison Goods Development

18.16 The strategy should seek to promote further comparison retail development within Harrow Metropolitan Centre, as the main comparison shopping destination in the Borough. The strategy should seek to maintain their current position in the shopping hierarchy and as a minimum seek to maintain the centre's existing market share of expenditure. In order to maintain their existing position it will be necessary to continue to improve comparison shopping facilities in the longer term. Comparison retail development within the district centres in the Borough should be consistent in terms of scale and nature with the nearest centre and should not serve a Borough wide catchment area.

18.17 The quantitative capacity analysis indicates that in the short to medium term up to 2015 there could be scope for about 11,900 sq m net (15,800 sq m gross) of comparison floorspace in the Borough as a whole, and this could increase to 24,700 sq m net (33,000 sq m gross) by 2020.

18.18 The Council should seek to identify sites within the designated centres to meet at least the floorspace projections up to 2015, and then longer term opportunities to meet projections up to 2020/2025. Sites identified in the LDF should continue to be explored with the landowner/developers, recognising it may take a number of years to complete complex developments.

18.19 Any major comparison retail proposals outside the designated centres will be required to demonstrate there is a need for the development proposed (subject to proposed draft PPS4), comply with the sequential approach to site selection, and the applicant will also need to demonstrate the proposal will not have an unacceptable impact on existing centres. Development within centres will also need to be consistent in terms of scale and nature with the role of that centre and the catchment area that the centre serves.

The Role of Shopping Centres

18.20 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline. Local planning authorities are expected to set out a vision and strategy for the pattern and hierarchy of centres, including town, district and local centres within their area. This strategy should set out how the role of different centres will contribute to the overall vision for their area.

18.21 The current UDP defines the current hierarchy which is in line with the London Plan with Harrow town centre defined as a Metropolitan Centre. Harrow should continue to act as the principal centre within the Borough supported by the district centres, particularly Pinner and Wealdstone.

18.22 The local centres are also expected to cater for top-up and basket convenience shopping and services, but are likely to provide a more limited range of comparison shopping.

18.23 The sequential approach indicates that town, district and local centres are the preferred location for new retail development. Development should be appropriate in terms of scale and the catchment area the centre serves. Therefore, large-scale development should be concentrated within the larger centres, i.e. in Harrow, or failing that, district centres.

18.24 Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. The key issues are the nature and scale of retail/leisure development proposed and the catchment area the development seeks to serve. Development should normally be consistent in terms of scale and nature with the character and role of the nearest centre. Therefore, development plan policies should provide clear advice in this respect. In general development within local centres/parades in the urban area should primarily serve walk-in catchment areas, approximately 500 metres from the centre and local area needs assessment should be based on that parameter.

18.25 PPS6 suggests that local authorities should adopt policies that enable town, district and local centres to meet the needs of residents of their area. The sequential approach indicates that the first preference for new developments should be within centres followed by edge-of-centre sites in town and district centre locations. Out of centre sites are last in the order of preference.

18.26 As indicated, development within all centres should be appropriate in terms of nature and scale to the role of the centre. Developments which are likely to attract customers from a significantly wider area than the centre’s intended catchment area may be considered to be out-of-scale with the role of the centre, and may be better located within a larger centre, if alternative sites are available, which would meet the identified need. Again, each proposal would need to be considered on its individual merits. The hierarchy of centres for the Borough is shown below with a brief description of the function of that centre.

Table 18.1: Hierarchy and Function of Centres

Centre	Designation	Function
Harrow	Metropolitan	Principal centre for comparison shopping within the Borough. Good range of service uses.
Pinner	District	Relatively large district centre with a good range of shops including comparison retailers (both national and independent) and Class A3/A5 uses.
Wealdstone	District	Relatively large district centre, limited comparison retailers, high proportion of convenience retailers and service uses.
Rayners Lane	District	Medium sized district centre primarily serving residents day to day shopping needs with a good range of service and Class A3/A5 uses.
Stanmore	District	Relatively large district centre serving day to day shopping needs with a good range of service uses.
North Harrow	District	Medium sized district centre primarily serving residents day to day shopping needs particularly service and A3/A5 uses.
South Harrow	District	Small district centre primarily convenience and A2 service uses.
Kingsbury	District	Medium sized district centre with a good range of convenience and comparison retailers.
Kenton	Local	Medium sized district centre serving day to day shopping needs with limited comparison or A3/A5 uses.
Burnt Oak	District	Medium sized district centre with a high proportion of convenience retailers and a good mix of service uses.
Edgware	District	Not assessed
Belmont	Local	Not assessed
Harrow Weald	Local	Not assessed
Hatch End	Local	Not assessed
Queensway	Local	Not assessed
Sudbury Hill	Local	Not assessed

18.27 Development plan policies should continue to seek to concentrate shopping development within defined centres and the clear guidance in relation to what type of development will be appropriate in each type of centre should be maintained.

Harrow Metropolitan Centre

18.28 Harrow Metropolitan Centre should be maintained and enhanced. As the main centre in the Borough it should serve the Borough as a whole, and should embrace a wide range of activities. The centre should function as the main comparison shopping destination in the Borough and also the main destination for leisure, entertainment and cultural activities that serve the Borough's residents.

18.29 In order to maintain and enhance this role, Harrow should be the focus for major comparison retail developments. To meet the Borough's need for retail and other town centre uses major development is required in the town centre's in the medium to long term. An appropriate balance of uses needs to be maintained and existing town centre uses should be protected.

18.30 The quality and choice of comparison shopping and evening economy uses should be improved uses. There is potential to expand Harrow town centre's catchment area, which currently does not fully reflect its status as a Metropolitan Centre.

District Centres

18.31 Accommodating the identified need in the district centres is constrained by the proximity of residential development and road/rail lines. NLP's assessment indicates that Wealdstone and Rayners Lane have the most potential sites and should be the focus for meeting the retail need in the Borough, outside Harrow Metropolitan Centre.

Designated Primary and Secondary Shopping Frontages

18.32 The Study has identified a need for new retail development, over and above the existing commitments. It will also be necessary to retain where appropriate existing retail uses within the centres. Therefore, there is a continuing need to monitor the designated shopping frontages within the town centres, and continue to protect Class A uses. Changes of use or redevelopment which involve the net loss of Class A use should be carefully considered and only permitted in exceptional circumstances, i.e. where retention of Class A use is unviable. This will need to be determined on a case by case basis.

18.33 The Primary and Secondary Shopping Frontage designations are currently defined in the 'saved' policies of the Harrow UDP. A review of the frontages was undertaken and the following potential changes should be considered by the Council;

- *Harrow Town Centre* – no change.

- *Pinner* – Re-designate no's 38-52 (even) and 29-39 (odd) High Street as Secondary Shopping Frontage. The frontage contains mainly independent and service retailers and does not have the same footfall as the rest of the Primary Shopping Frontage.

- *Wealdstone* – Designate no's 87-111b High Street as Secondary Shopping Frontage. The frontage contains independent and service retailers similar to those found in the existing Secondary Shopping Frontage within the Centre.

- *Rayners Lane* – No change.

- *Stanmore* – No change.

- *North Harrow* – Re-designate 435 Pinner Road and 34-56 (even) Station Road as Primary Shopping Frontage or designate all frontages within the centre as Secondary Shopping Frontage. The frontage contains similar retailers to those found in the Primary Shopping Frontage opposite including Lloyds TSB.

- *South Harrow* – Re-designate no's 273-295 (odd) Northolt Road as Primary Shopping Frontage or designate all frontages within the centre as Secondary Shopping Frontage. The frontage includes key national retailers within the centre such as Boots, Shoe Zone and Greggs.

- *Kingsbury* – No change.

- *Kenton* – No change.

- *Burnt Oak* – No change.

Future Strategy Implementation and Monitoring

18.34 There are a number of broad areas of possible action the Council could pursue in order to maintain and enhance the role of shopping centres within the Borough and to address the weaknesses highlighted in the centre health checks, as follows:

- application of guidance within PPS6, particularly relating to need and the sequential approach in determining out-of-centre retail and other development proposals that generate significant numbers of trips;

- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres through town centre management initiatives;

- maintaining the generally high quality environment within each centre;

- measures to improve accessibility and public transport to the town, district and local centres in order to encourage more residents to shop in their nearest centre, which may involve maintaining an appropriate level of car parking at a competitive cost and safeguarding and improving public transport services;

- measures (such as planning briefs and development partnerships) to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers.

- pro-active approach to site assembly which may require the use of compulsory purchase powers.

18.35 The recommendations and projections within this study are expected to assist the Council in preparing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail development up to 2015, with longer term forecast up to 2020 and 2025. However, projections are subject to uncertainty and forecasts may need to be amended to reflect emerging changes as and when new information becomes available. In particular long-term projections up to 2025 should be treated with caution.

18.36 We would recommend that this retail study should be updated in 4-5 years time and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:

- population projections;
- local expenditure estimates (information from Experian or other recognised data providers);
- growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);
- the impact of potential increases in home and internet shopping;
- existing retail floorspace and average turnover to floorspace densities (floorspace surveys and turnover data from Management Horizons, Retail Ranking); and
- implemented development within and around the study area.

18.37 These key inputs into the retail capacity assessment can be amended to provide revised capacity projections. We do not envisage that the structure of the capacity assessment set out in this report will need to be amended. It may be necessary to undertake an updated household survey to address the implementation of major developments that will significantly alter shopping patterns in the Borough.

18.38 The Council should continue monitoring and updating the centre health checks provided in this study on a regular basis to accord with the provisions of the Planning and Compulsory Purchase Act 2004 with regard to the submission of annual monitoring reports. In particular changes in Class A1 representations and vacancy rates should be monitored. Property market data should also be monitored i.e. rents. The visitor survey and pedestrian flow counts could be updated less frequently e.g. bi-annually.

18.39 Many of the recommendations contained in this study have been formulated having regard to the guidance set out in PPS6. This guidance is currently under review by the Government and the final version of PPS4 may be published later this year and the Council may need to review our recommendations in the light of changes made. This will be particularly relevant to new guidance covering the need and sequential test and implications for the annual monitoring of policies.

Appendix A

Study Area and Existing Retail Facilities

HARROW STUDY AREA ZONES

Zone	Area	Postcode Sectors
1	Northwood	HA 6 1 HA 6 2 HA6 3
2	Ruislip	HA 4 7
3	Eastcote	HA 5 1 HA 5 2 HA 4 0 HA 4 8 HA4 9
4	Hatch End	HA 5 3 HA 5 4 HA 3 6 WD19 6
5	Rayners Lane	HA 5 5 HA 2 0 HA 2 7 HA 2 8 HA 2 9 UB 5 4
6	Harrow	HA 1 1 HA 1 2 HA 1 3 HA 1 4 HA 2 6 HA 3 5 HA 3 7
7	Wembley	HA 0 3 HA 0 2 HA 9 7 HA 9 8 UB 6 0
8	Kenton	HA 7 1 HA 7 2 HA 3 0 HA 3 8 HA 3 9
9	Edgware	HA 8 5 HA 8 6 HA 8 7 NW 9 0 NW 9 9
10	Stanmore	HA 7 3 HA 7 4

HARROW STUDY AREA ZONES

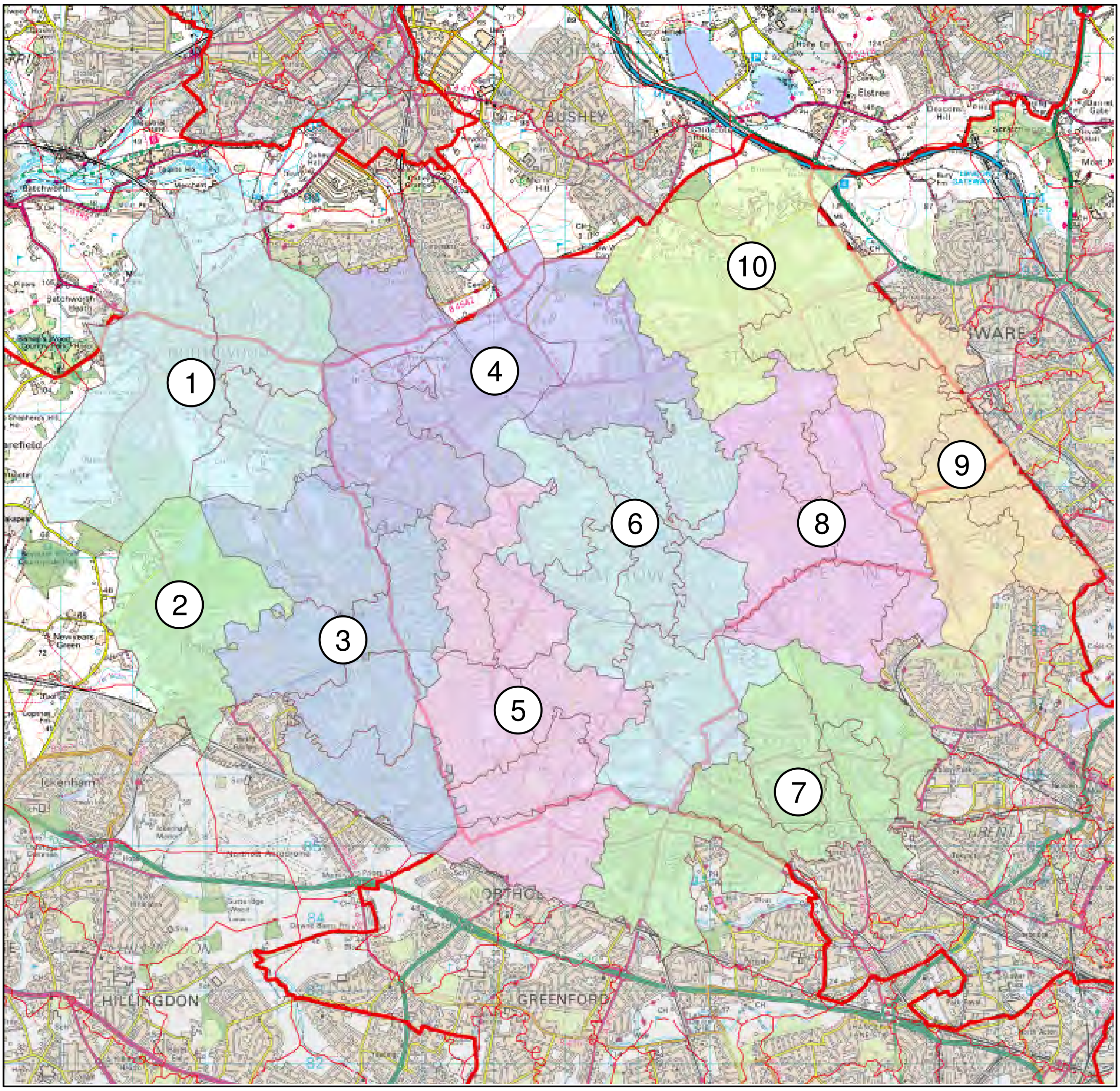


Table 1A - Convenience Floorspace and Expected Turnover

	Net Sales Floorspace Sq M	% Convenience Sales	Convenience Sales Floorspace Sq M	Turnover to Sales Floorspace Density Per Sq M	Total Convenience Turnover £M
Harrow TC					
Tesco, Station Road	3,314	80%	2,651	£13,203	£35.01
Iceland, Station Road	667	85%	567	£5,505	£3.12
Marks and Spencer, St Ann's Road	700	100%	700	£11,814	£8.27
Harrow Other	1,308	100%	1,308	£4,000	£5.23
Total	**5,989**		**5,226**		**£51.63**
Burnt Oak					
Iceland	491	95%	467	£5,505	£2.57
Burnt Oak Other	785	100%	785	£4,000	£3.14
Total	**1,276**		**1,251**		**£5.71**
Kingsbury					
Kingbury Other	1,000	100%	1,000	£4,000	£4.00
Total	**1,000**		**1,000**		**£4.00**
North Harrow					
North Harrow Other	929	100%	929	£4,000	£3.72
Total	**929**		**929**		**£3.72**
South Harrow					
Sainsburys, Northolt Road	1,289	80%	1,031	£9,548	£9.84
South Harrow Other	1,528	100%	1,528	£4,000	£6.11
Total	**2,817**		**2,559**		**£15.95**
Wealdstone					
Wealdstone Other	1,860	100%	1,860	£4,000	£7.44
Total	**1,860**		**1,860**		**£7.44**
Rayners Lane					
Rayners Lane Other	1,859	100%	1,859	£4,000	£7.44
Total	**1,859**		**1,859**		**£7.44**
Pinner					
Sainsbury, Barters Walk	2,893	70%	2,025	£9,548	£19.34
Marks and Spencer, Simply Food, Bishops Walk	905	100%	905	£11,814	£10.69
Pinner Other	556	100%	556	£4,000	£2.23
Total	**4,355**		**3,487**		**£32.25**
Stanmore					
Sainsbury, The Broadway	2,426	70%	1,698	£9,548	£16.21
Lidl, High Street	173	80%	138	£2,679	£0.37
Stanmore other	422	100%	422	£4,000	£1.69
Total	**3,020**		**2,258**		**£18.27**
Edgware (inside LB Harrow Only)					
Edgware Other	242	100%	242	£4,000	£0.97
Total	**242**		**242**		**£0.97**
Kenton					
Kenton Other	1,039	100%	1,039	£4,000	£4.15
Total	**1,039**		**1,039**		**£4.15**
Other Neighbourhood Centres					
Waitrose, High Road, Harold Weald	1,388	80%	1,111	£11,142	£12.37
Tesco Metro, Kenton Lane, Belmont	477	95%	453	£13,203	£5.98
Neighbourhood Centres Other	3,816	100%	3,816	£4,000	£15.26
Total	**5,681**		**5,380**		**£33.62**
Other Convenience Floorspace within the Borough					
Lidl, High Street, Edgware	656	80%	525	£2,679	£1.41
Tesco, Ash Hill Drive, Pinner Green	2,169	75%	1,627	£13,203	£21.48
Waitrose, Northolt Road, South Harrow	2,285	80%	1,828	£11,142	£20.37
Morrisons, Uxbridge Road, Hatch End	2,919	75%	2,189	£10,814	£23.68
Other local shops	8,570	100%	8,570	£4,000	£34.28
Total	**16,599**		**14,739**		**£101.21**
GRAND TOTAL	**46,665**		**41,828**		**£280.65**
	Comparison Sales Floorspace in Food Stores Sq M Net				4,579

Sources: IGD Food Store Directory 2009

Harrow Council Retail Survey 2008

Table 2A - Comparison Floorspace

Centre	Gross Floorspace SQ M	Net Sales Floorspace Sq M
Harrow		
Comparison shops	62,871	47,153
Comparison floorspace in food stores	n/a	763
Harrow Total	**62,871**	**47,916**
Stanmore		
Comparison shops	3,633	2,361
Comparison floorspace in food stores	n/a	762
Stanmore Total	**3,633**	**3,124**
Burnt Oak		
Comparison shops	3,120	2,028
Comparison floorspace in food stores	n/a	25
Burnt Oak Total	**3,120**	**2,053**
Edgware (LB of Harrow Only)		
Comparison shops	1,369	890
Edgware Total	**1,369**	**890**
Kingsbury		
Comparison shops	493	320
Kingsbury Total	**493**	**320**
North Harrow		
Comparison shops	3,442	2,237
North Harrow Total	**3,442**	**2,237**
South Harrow		
Comparison shops	2,883	1,874
Comparison floorspace in food stores	n/a	258
South Harrow Total	**2,883**	**2,132**
Pinner		
Comparison shops	5,049	3,282
Comparison floorspace in food stores	n/a	868
Pinner Total	**5,049**	**4,150**
Wealdstone		
Comparison shops	5,770	3,751
Wealdstone Total	**5,770**	**3,751**
Rayners Lane		
Comparison shops	4,063	2,641
Rayners Lane Total	**4,063**	**2,641**
Kenton		
Comparison shops	2,043	1,328
Kenton Total	**2,043**	**1,328**
Other Neighbourhood Centres		
Comparison shops	10,330	6,715
Comparison floorspace in food stores	n/a	301
Other Neighbourhood Centres Total	**10,330**	**7,016**
Out of Centre		
Comparison Shops	22,196	14,427
Comparison floorspace in food stores	n/a	1,860
Out of Centre Total	**22,196**	**16,288**
GRAND TOTAL	**126,769**	**93,524**

Sources: Harrow Council Land Use Survey 2008

Table 1A

Table 3A - Estimated Turnover of Committed Retail Development and Proposals (2007 prices)

Convenience (2009) - Commitments

Store	Net Sales Floorspace Sq M	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
Sainsbury store, Pinner Road, Harrow	3,458	80%	2,766	£9,548	£26.41
Wealdstone - Tesco Express in vacant Woolworths unit	451	95%	428	£13,203	£5.66
Tesco Express, Pinner Road	279	95%	265	£13,203	£3.50
Rayners Lane - Iceland in vacant Woolworths unit.	300	95%	285	£5,505	£1.57
Total	**4,488**	-	**3,745**	-	**£37.14**

Comparison (2009) - Commitments

Store	Net Sales Floorspace Sq M	Comparison % Sales Floorspace	Comparison Floorspace Sq M Net	Turnover Density £ per Sq M	Total Comparison Turnover £M
Sainsbury store, Pinner Road, Harrow	3,458	20%	692	£7,724	£5.34
Total		-	**692**	-	**£5.34**

Appendix B

Convenience Retail Assessment

Table 1B : Population Projections

Catchment Area	2001	2009	2015	2020	2025
1 - Northwood	21,584	22,249	23,241	24,033	24,496
2 - Ruislip	9,529	9,697	10,081	10,393	10,507
3 - Eastcote	44,223	45,061	46,911	48,112	48,529
4 - Hatch End	34,080	35,220	36,997	37,188	37,351
5 - Rayners Lane	63,528	65,143	68,138	68,108	68,040
6 - Harrow	55,828	57,303	60,116	59,866	59,593
7 - Wembley	51,000	52,406	54,981	56,294	57,107
8 - Kenton	51,894	53,307	55,987	56,265	56,342
9 - Edgware	42,221	43,394	45,609	46,112	46,354
10 - Stanmore	14,294	14,672	15,392	15,328	15,258
	388,181	**398,454**	**417,453**	**421,699**	**423,577**

Sources: *Greater London Authority 2008 Low Demographic Projections*
Experian Population Census 2001
ONS 2006 Population Projections for Three Rivers part of catchment

Table 2B: Convenience Goods Expenditure Per Capita (2007 Prices)

Expenditure Per Capita	2009	2015	2020	2025	Growth 2009-2015	Growth 2009-2020	Growth 2009-2025
1 - Northwood	£1,931	£1,972	£2,042	£2,114	2.1%	5.7%	9.5%
2 - Ruislip	£1,835	£1,873	£1,940	£2,009	2.1%	5.7%	9.5%
3 - Eastcote	£1,785	£1,822	£1,887	£1,954	2.1%	5.7%	9.5%
4 - Hatch End	£1,792	£1,829	£1,894	£1,961	2.1%	5.7%	9.4%
5 - Rayners Lane	£1,635	£1,669	£1,729	£1,790	2.1%	5.7%	9.5%
6 - Harrow	£1,674	£1,709	£1,769	£1,832	2.1%	5.7%	9.4%
7 - Wembley	£1,624	£1,658	£1,717	£1,778	2.1%	5.7%	9.5%
8 - Kenton	£1,624	£1,658	£1,717	£1,778	2.1%	5.7%	9.5%
9 - Edgware	£1,586	£1,619	£1,677	£1,736	2.1%	5.7%	9.5%
10 - Stanmore	£1,845	£1,883	£1,950	£2,019	2.1%	5.7%	9.4%

Sources:

Experian local estimates of 2007 convenience goods expenditure per capita

Excluding special forms of trading - 2.0% in 2009, 2.2% in 2010, 2.3% in 2011 and 2012, 2.5% in 2013, 2.6% in 2014 and 2.8% in 2015 and beyond

Experian Business Strategies - forecast annual growth rates for 2007 to 2011 (0.9%, -0.5%, -0.1% and 0.2%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (0.7% per annum)

Table 3B: Total Available Convenience Goods Expenditure (£M - 2007 Prices)

Catchment Area	2009	2015	2020	2025	Growth 2009-2015	Growth 2009-2020	Growth 2009-2025
1 - Northwood	£42.96	£45.83	£49.08	£51.78	6.7%	14.2%	20.5%
2 - Ruislip	£17.79	£18.88	£20.16	£21.11	6.1%	13.3%	18.6%
3 - Eastcote	£80.43	£85.47	£90.79	£94.82	6.3%	12.9%	17.9%
4 - Hatch End	£63.11	£67.67	£70.43	£73.25	7.2%	11.6%	16.1%
5 - Rayners Lane	£106.51	£113.72	£117.76	£121.79	6.8%	10.6%	14.3%
6 - Harrow	£95.93	£102.74	£105.90	£109.18	7.1%	10.4%	13.8%
7 - Wembley	£85.11	£91.16	£96.66	£101.54	7.1%	13.6%	19.3%
8 - Kenton	£86.57	£92.83	£96.61	£100.18	7.2%	11.6%	15.7%
9 - Edgware	£68.82	£73.84	£77.33	£80.47	7.3%	12.4%	16.9%
10 - Stanmore	£27.07	£28.98	£29.89	£30.81	7.1%	10.4%	13.8%
Total	**£674.31**	**£721.12**	**£754.60**	**£784.92**	**6.9%**	**11.9%**	**16.4%**

Sources: *Table 1B and Table 2B*

Table 4B: **Convenience Shopping Penetration Rates 2009**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow
Large Food Store (Over 1,000 sq m net)											
Tesco, Station Road Harrow	0%	0%	1%	1%	6%	22%	4%	4%	0%	3%	2%
Sainsbury, Pinner	2%	0%	11%	14%	8%	3%	0%	0%	0%	0%	2%
Sainsbury, Stanmore	0%	0%	0%	0%	0%	1%	0%	6%	2%	35%	2%
Sainsbury, South Harrow	0%	0%	1%	0%	15%	1%	0%	0%	0%	0%	2%
Morrisons, Hatch End	2%	0%	3%	19%	4%	10%	0%	1%	0%	4%	2%
Waitrose, Harrow Weald	0%	0%	0%	12%	0%	7%	0%	4%	0%	15%	2%
Waitrose, South Harrow	0%	0%	2%	0%	11%	8%	5%	0%	0%	0%	2%
Tesco, Pinner Green	16%	2%	10%	5%	2%	1%	0%	1%	0%	2%	2%
Other in LB Harrow	15%	5%	15%	30%	25%	28%	8%	15%	6%	16%	2%
LB Harrow Total	**35%**	**7%**	**43%**	**81%**	**71%**	**81%**	**17%**	**31%**	**8%**	**75%**	**n/a**
LB Barnet	0%	0%	0%	0%	0%	1%	1%	2%	27%	10%	n/a
LB Brent	0%	0%	0%	1%	0%	7%	24%	56%	59%	6%	n/a
LB Ealing	0%	0%	0%	1%	5%	6%	53%	8%	3%	0%	n/a
LB Hillingdon	49%	74%	55%	0%	22%	1%	5%	0%	0%	0%	n/a
Hertsmere	0%	0%	0%	2%	0%	0%	0%	1%	0%	5%	n/a
Watford	5%	8%	1%	15%	1%	3%	0%	1%	2%	2%	n/a
Outside LB Harrow	11%	11%	1%	0%	1%	1%	0%	1%	1%	2%	n/a
Other Sub-Total	**65%**	**93%**	**57%**	**19%**	**29%**	**19%**	**83%**	**69%**	**92%**	**25%**	**n/a**
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	**n/a**

Source: *Market shares based on NEMS Household survey results*

Table 5B: **Convenience Expenditure 2009 £ Million (2007 Prices)**

Centre/Facilities	**Zone 1 Northwood**	**Zone 2 Ruislip**	**Zone 3 Eastcote**	**Zone 4 Hatch End**	**Zone 5 Rayners Ln**	**Zone 6 Harrow**	**Zone 7 Wembley**	**Zone 8 Kenton**	**Zone 9 Edgware**	**Zone 10 Stanmore**	**% Inflow**	**Total Turnover**
Expenditure 2009	42.96	17.79	80.43	63.11	106.51	95.93	85.11	86.57	68.82	27.07		
Large Food Store (Over 1,000 sq m net)												
Tesco, Station Road Harrow	0.00	0.00	0.80	0.63	6.39	21.10	3.40	3.46	0.00	0.81	0.75	37.36
Sainsbury, Pinner	0.86	0.00	8.85	8.84	8.52	2.88	0.00	0.00	0.00	0.00	0.61	30.55
Sainsbury, Stanmore	0.00	0.00	0.00	0.00	0.00	0.96	0.00	5.19	1.38	9.47	0.35	17.35
Sainsbury, South Harrow	0.00	0.00	0.80	0.00	15.98	0.96	0.00	0.00	0.00	0.00	0.36	18.10
Morrisons, Hatch End	0.86	0.00	2.41	11.99	4.26	9.59	0.00	0.87	0.00	1.08	0.63	31.70
Waitrose, Harrow Weald	0.00	0.00	0.00	7.57	0.00	6.71	0.00	3.46	0.00	4.06	0.45	22.26
Waitrose, South Harrow	0.00	0.00	1.61	0.00	11.72	7.67	4.26	0.00	0.00	0.00	0.52	25.77
Tesco, Pinner Green	6.87	0.36	8.04	3.16	2.13	0.96	0.00	0.87	0.00	0.54	0.47	23.39
Other in LB Harrow	6.44	0.89	12.07	18.93	26.63	26.86	6.81	12.99	4.13	4.33	2.45	122.53
LB Harrow Total	**15.04**	**1.25**	**34.59**	**51.12**	**75.62**	**77.70**	**14.47**	**26.84**	**5.51**	**20.30**	**6.58**	**329.01**
LB Barnet	0.00	0.00	0.00	0.00	0.00	0.96	0.85	1.73	18.58	2.71	n/a	24.83
LB Brent	0.00	0.00	0.00	0.63	0.00	6.71	20.43	48.48	40.61	1.62	n/a	118.48
LB Ealing	0.00	0.00	0.00	0.63	5.33	5.76	45.11	6.93	2.06	0.00	n/a	65.81
LB Hillingdon	21.05	13.17	44.24	0.00	23.43	0.96	4.26	0.00	0.00	0.00	n/a	107.11
Hertsmere	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.87	0.00	1.35	n/a	3.48
Watford	2.15	1.42	0.80	9.47	1.07	2.88	0.00	0.87	1.38	0.54	n/a	20.57
Outside LB Harrow	4.73	1.96	0.80	0.00	1.07	0.96	0.00	0.87	0.69	0.54	n/a	11.61
Other Sub-Total	**27.93**	**16.55**	**45.85**	**11.99**	**30.89**	**18.23**	**70.64**	**59.73**	**63.32**	**6.77**	**n/a**	**803.42**
Market Share Total	***42.96***	***17.79***	***80.43***	***63.11***	***106.51***	***95.93***	***85.11***	***86.57***	***68.82***	***27.07***	**n/a**	**1132.43**

Source: *Table 3B and Table 4B*

Table 6B: **Convenience Expenditure 2015 £ Million (2007 Prices)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2015	45.83	18.88	85.47	67.67	113.72	102.74	91.16	92.83	73.84	28.98		
Large Food Store (Over 1,000 sq m net)												
Tesco, Station Road Harrow	0.00	0.00	0.85	0.68	6.82	22.60	3.65	3.71	0.00	0.87	0.80	39.99
Sainsbury, Pinner	0.92	0.00	9.40	9.47	9.10	3.08	0.00	0.00	0.00	0.00	0.65	32.62
Sainsbury, Stanmore	0.00	0.00	0.00	0.00	0.00	1.03	0.00	5.57	1.48	10.14	0.37	18.59
Sainsbury, South Harrow	0.00	0.00	0.85	0.00	17.06	1.03	0.00	0.00	0.00	0.00	0.39	19.33
Morrisons, Hatch End	0.92	0.00	2.56	12.86	4.55	10.27	0.00	0.93	0.00	1.16	0.68	33.93
Waitrose, Harrow Weald	0.00	0.00	0.00	8.12	0.00	7.19	0.00	3.71	0.00	4.35	0.48	23.85
Waitrose, South Harrow	0.00	0.00	1.71	0.00	12.51	8.22	4.56	0.00	0.00	0.00	0.55	27.55
Tesco, Pinner Green	7.33	0.38	8.55	3.38	2.27	1.03	0.00	0.93	0.00	0.58	0.50	24.95
Other in LB Harrow	6.87	0.94	12.82	20.30	28.43	28.77	7.29	13.92	4.43	4.64	2.62	131.04
LB Harrow Total	**16.04**	**1.32**	**36.75**	**54.81**	**80.74**	**83.22**	**15.50**	**28.78**	**5.91**	**21.74**	**7.04**	**351.84**
LB Barnet	0.00	0.00	0.00	0.00	0.00	1.03	0.91	1.86	19.94	2.90	n/a	26.63
LB Brent	0.00	0.00	0.00	0.68	0.00	7.19	21.88	51.98	43.57	1.74	n/a	127.03
LB Ealing	0.00	0.00	0.00	0.68	5.69	6.16	48.31	7.43	2.22	0.00	n/a	70.48
LB Hillingdon	22.46	13.97	47.01	0.00	25.02	1.03	4.56	0.00	0.00	0.00	n/a	114.04
Hertsmere	0.00	0.00	0.00	1.35	0.00	0.00	0.00	0.93	0.00	1.45	n/a	3.73
Watford	2.29	1.51	0.85	10.15	1.14	3.08	0.00	0.93	1.48	0.58	n/a	22.01
Outside LB Harrow	5.04	2.08	0.85	0.00	1.14	1.03	0.00	0.93	0.74	0.58	n/a	12.38
Other Sub-Total	**29.79**	**17.56**	**48.72**	**12.86**	**32.98**	**19.52**	**75.66**	**64.05**	**67.93**	**7.25**	**n/a**	**859.20**
Market Share Total	***45.83***	***18.88***	***85.47***	***67.67***	***113.72***	***102.74***	***91.16***	***92.83***	***73.84***	***28.98***	**n/a**	**1211.04**

Source: *Table 3B and Table 4B*

Table 7B: **Convenience Expenditure 2020 £ Million (2007 Prices)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2020	49.08	20.16	90.79	70.43	117.76	105.90	96.66	96.61	77.33	29.89		
Large Food Store (Over 1,000 sq m net)												
Tesco, Station Road Harrow	0.00	0.00	0.91	0.70	7.07	23.30	3.87	3.86	0.00	0.90	0.83	41.43
Sainsbury, Pinner	0.98	0.00	9.99	9.86	9.42	3.18	0.00	0.00	0.00	0.00	0.68	34.11
Sainsbury, Stanmore	0.00	0.00	0.00	0.00	0.00	1.06	0.00	5.80	1.55	10.46	0.38	19.25
Sainsbury, South Harrow	0.00	0.00	0.91	0.00	17.66	1.06	0.00	0.00	0.00	0.00	0.40	20.03
Morrisons, Hatch End	0.98	0.00	2.72	13.38	4.71	10.59	0.00	0.97	0.00	1.20	0.71	35.25
Waitrose, Harrow Weald	0.00	0.00	0.00	8.45	0.00	7.41	0.00	3.86	0.00	4.48	0.49	24.71
Waitrose, South Harrow	0.00	0.00	1.82	0.00	12.95	8.47	4.83	0.00	0.00	0.00	0.57	28.65
Tesco, Pinner Green	7.85	0.40	9.08	3.52	2.36	1.06	0.00	0.97	0.00	0.60	0.53	26.36
Other in LB Harrow	7.36	1.01	13.62	21.13	29.44	29.65	7.73	14.49	4.64	4.78	2.73	136.59
LB Harrow Total	**17.18**	**1.41**	**39.04**	**57.05**	**83.61**	**85.78**	**16.43**	**29.95**	**6.19**	**22.42**	**7.33**	**366.38**
LB Barnet	0.00	0.00	0.00	0.00	0.00	1.06	0.97	1.93	20.88	2.99	n/a	27.83
LB Brent	0.00	0.00	0.00	0.70	0.00	7.41	23.20	54.10	45.62	1.79	n/a	132.83
LB Ealing	0.00	0.00	0.00	0.70	5.89	6.35	51.23	7.73	2.32	0.00	n/a	74.22
LB Hillingdon	24.05	14.92	49.93	0.00	25.91	1.06	4.83	0.00	0.00	0.00	n/a	120.70
Hertsmere	0.00	0.00	0.00	1.41	0.00	0.00	0.00	0.97	0.00	1.49	n/a	3.87
Watford	2.45	1.61	0.91	10.57	1.18	3.18	0.00	0.97	1.55	0.60	n/a	23.00
Outside LB Harrow	5.40	2.22	0.91	0.00	1.18	1.06	0.00	0.97	0.77	0.60	n/a	13.10
Other Sub-Total	**31.90**	**18.75**	**51.75**	**13.38**	**34.15**	**20.12**	**80.23**	**66.66**	**71.14**	**7.47**	**n/a**	**898.52**
Market Share Total	***49.08***	***20.16***	***90.79***	***70.43***	***117.76***	***105.90***	***96.66***	***96.61***	***77.33***	***29.89***	**n/a**	**1264.90**

Source: *Table 3B and Table 4B*

Table 8B: **Convenience Expenditure 2025 £ Million (2007 Prices)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2025	51.78	21.11	94.82	73.25	121.79	109.18	101.54	100.18	80.47	30.81		
Large Food Store (Over 1,000 sq m net)												
Tesco, Station Road Harrow	0.00	0.00	0.95	0.73	7.31	24.02	4.06	4.01	0.00	0.92	0.86	42.86
Sainsbury, Pinner	1.04	0.00	10.43	10.25	9.74	3.28	0.00	0.00	0.00	0.00	0.71	35.45
Sainsbury, Stanmore	0.00	0.00	0.00	0.00	0.00	1.09	0.00	6.01	1.61	10.78	0.40	19.89
Sainsbury, South Harrow	0.00	0.00	0.95	0.00	18.27	1.09	0.00	0.00	0.00	0.00	0.41	20.72
Morrisons, Hatch End	1.04	0.00	2.84	13.92	4.87	10.92	0.00	1.00	0.00	1.23	0.73	36.55
Waitrose, Harrow Weald	0.00	0.00	0.00	8.79	0.00	7.64	0.00	4.01	0.00	4.62	0.51	25.57
Waitrose, South Harrow	0.00	0.00	1.90	0.00	13.40	8.73	5.08	0.00	0.00	0.00	0.59	29.70
Tesco, Pinner Green	8.29	0.42	9.48	3.66	2.44	1.09	0.00	1.00	0.00	0.62	0.55	27.55
Other in LB Harrow	7.77	1.06	14.22	21.97	30.45	30.57	8.12	15.03	4.83	4.93	2.84	141.78
LB Harrow Total	**18.12**	**1.48**	**40.77**	**59.33**	**86.47**	**88.43**	**17.26**	**31.05**	**6.44**	**23.10**	**7.60**	**380.07**
LB Barnet	0.00	0.00	0.00	0.00	0.00	1.09	1.02	2.00	21.73	3.08	n/a	28.92
LB Brent	0.00	0.00	0.00	0.73	0.00	7.64	24.37	56.10	47.48	1.85	n/a	138.17
LB Ealing	0.00	0.00	0.00	0.73	6.09	6.55	53.81	8.01	2.41	0.00	n/a	77.61
LB Hillingdon	25.37	15.62	52.15	0.00	26.79	1.09	5.08	0.00	0.00	0.00	n/a	126.11
Hertsmere	0.00	0.00	0.00	1.46	0.00	0.00	0.00	1.00	0.00	1.54	n/a	4.01
Watford	2.59	1.69	0.95	10.99	1.22	3.28	0.00	1.00	1.61	0.62	n/a	23.93
Outside LB Harrow	5.70	2.32	0.95	0.00	1.22	1.09	0.00	1.00	0.80	0.62	n/a	13.70
Other Sub-Total	**33.66**	**19.63**	**54.05**	**13.92**	**35.32**	**20.74**	**84.28**	**69.12**	**74.03**	**7.70**	**n/a**	**934.30**
Market Share Total	***51.78***	***21.11***	***94.82***	***73.25***	***121.79***	***109.18***	***101.54***	***100.18***	***80.47***	***30.81***	**n/a**	**1314.37**

Source: *Table 3B and Table 4B*

Table 9B: Convenience Floorspace Projection 2009 to 2025

Centre	2009	2015	2020	2025
Available Expenditure in LB Harrow £M	329.01	351.84	366.38	380.07
Benchmark Turnover of existing facilities £M	280.65	284.03	288.32	292.67
Benchmark Turnover of commitments £M	37.14	37.59	38.15	38.73
Expenditure Deficit/Surplus £M	11.22	30.22	39.90	48.67
Large Food Stores (80%)	8.97	24.18	31.92	38.93
Small stores/shops (20%)	2.24	6.04	7.98	9.73
Turnover Density of New Floorspace £ per sSq M				
Large Food Stores	11,000	11,133	11,301	11,471
Small stores/shops	5,000	5,060	5,137	5,214
New Sales Floorspace Sq M Net				
Large Food Stores	816	2,172	2,825	3,394
Small stores/shops	449	1,194	1,554	1,867
LB Harrow Total	**1,265**	**3,366**	**4,379**	**5,261**

Sources: *Tables 4B to 8B*

Appendix C

Comparison Retail Assessment

Table 1C: Comparison Goods Expenditure Per Capita (2007 Prices)

Expenditure Per Capita	2009	2015	2020	2025	Growth 2009-2015	Growth 2009-2020	Growth 2009-2025
1 - Northwood	£3,197	£3,800	£4,759	£5,959	18.9%	48.9%	86.4%
2 - Ruislip	£3,051	£3,627	£4,542	£5,687	18.9%	48.9%	86.4%
3 - Eastcote	£2,949	£3,506	£4,390	£5,497	18.9%	48.9%	86.4%
4 - Hatch End	£2,869	£3,411	£4,271	£5,349	18.9%	48.9%	86.4%
5 - Rayners Lane	£2,499	£2,972	£3,721	£4,659	18.9%	48.9%	86.4%
6 - Harrow	£2,620	£3,115	£3,900	£4,884	18.9%	48.9%	86.4%
7 - Wembley	£2,397	£2,850	£3,569	£4,469	18.9%	48.9%	86.4%
8 - Kenton	£2,484	£2,953	£3,697	£4,630	18.9%	48.8%	86.4%
9 - Edgware	£2,373	£2,822	£3,533	£4,424	18.9%	48.9%	86.4%
10 - Stanmore	£2,981	£3,544	£4,437	£5,556	18.9%	48.8%	86.4%

Sources:

Experian local estimates of 2007 comparison goods expenditure per capita

Excluding special froms of trading - 8.1% in 2009, 8.5% in 2010, 8.9% in 2011 and beyond

Experian Business Strategies - forecast annual growth rates for 2007 to 2011 (4.0%,-3.0%,- 1.1% and 1.3%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (4.6% per annum)

Table 2C: Total Available Comparison Goods Expenditure (£M - 2007 Prices)

Catchment Area	2009	2015	2020	2025	Growth 2009-2015	Growth 2009-2020	Growth 2009-2025
1 - Northwood	£71.13	£88.32	£114.38	£145.97	24.2%	60.8%	105.2%
2 - Ruislip	£29.59	£36.56	£47.21	£59.75	23.6%	59.6%	102.0%
3 - Eastcote	£132.89	£164.47	£211.21	£266.76	23.8%	58.9%	100.7%
4 - Hatch End	£101.05	£126.20	£158.83	£199.79	24.9%	57.2%	97.7%
5 - Rayners Lane	£162.79	£202.51	£253.43	£317.00	24.4%	55.7%	94.7%
6 - Harrow	£150.14	£187.26	£233.48	£291.05	24.7%	55.5%	93.9%
7 - Wembley	£125.62	£156.70	£200.91	£255.21	24.7%	59.9%	103.2%
8 - Kenton	£132.42	£165.33	£208.01	£260.86	24.9%	57.1%	97.0%
9 - Edgware	£102.97	£128.71	£162.91	£205.07	25.0%	58.2%	99.2%
10 - Stanmore	£43.74	£54.55	£68.01	£84.77	24.7%	55.5%	93.8%
Total	**£1,052.32**	**£1,310.60**	**£1,658.38**	**£2,086.25**	**24.5%**	**57.6%**	**98.3%**

Sources: *Table 1B and Table 2B*

Table 3C: **Comparison Shopping Penetration Rates 2009**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow
Harrow Town Centre	7%	2%	12%	19%	32%	49%	33%	28%	9%	11%	5%
Other LB Harrow	16%	9%	10%	21%	14%	13%	3%	13%	6%	18%	5%
LB Harrow Total	**23%**	**11%**	**22%**	**40%**	**46%**	**62%**	**36%**	**41%**	**15%**	**29%**	**n/a**
Other											
LB Barnet	3%	2%	1%	3%	2%	4%	14%	20%	50%	28%	n/a
LB Brent	0%	0%	0%	0%	0%	0%	4%	2%	3%	0%	n/a
LB Ealing	2%	1%	2%	1%	4%	4%	22%	11%	9%	5%	n/a
LB Hillingdon	14%	45%	41%	6%	21%	6%	5%	3%	2%	0%	n/a
Central London/West End	5%	10%	6%	4%	6%	4%	10%	4%	5%	10%	n/a
Other London	0%	0%	0%	0%	1%	1%	1%	1%	1%	3%	n/a
Watford	39%	15%	16%	37%	10%	13%	2%	12%	8%	17%	n/a
All Other	14%	16%	12%	9%	10%	6%	6%	6%	7%	8%	n/a
Other Sub-Total	**77%**	**89%**	**78%**	**60%**	**54%**	**38%**	**64%**	**59%**	**85%**	**71%**	**n/a**
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	**n/a**

Source: *Market shares based on NEMS Household survey results*

Table 4C: **Comparison Expenditure 2009 (£ Millions)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2009	**71.13**	**29.59**	**132.89**	**101.05**	**162.79**	**150.14**	**125.62**	**132.42**	**102.97**	**43.74**		
Harrow Town Centre	4.98	0.59	15.95	19.20	52.09	73.57	41.45	37.08	9.27	4.81	13.63	272.62
Other LB Harrow	11.38	2.66	13.29	21.22	22.79	19.52	3.77	17.21	6.18	7.87	6.63	132.52
LB Harrow Total	**16.36**	**3.25**	**29.23**	**40.42**	**74.88**	**93.08**	**45.22**	**54.29**	**15.45**	**12.68**	**20.26**	**405.14**
Other												
LB Barnet	2.13	0.59	1.33	3.03	3.26	6.01	17.59	26.48	51.49	12.25	n/a	124.15
LB Brent	0.00	0.00	0.00	0.00	0.00	0.00	5.02	2.65	3.09	0.00	n/a	10.76
LB Ealing	1.42	0.30	2.66	1.01	6.51	6.01	27.64	14.57	9.27	2.19	n/a	71.56
LB Hillingdon	9.96	13.31	54.48	6.06	34.19	9.01	6.28	3.97	2.06	0.00	n/a	139.33
Central London/West End	3.56	2.96	7.97	4.04	9.77	6.01	12.56	5.30	5.15	4.37	n/a	61.68
Other London	0.00	0.00	0.00	0.00	1.63	1.50	1.26	1.32	1.03	1.31	n/a	8.05
Watford	27.74	4.44	21.26	37.39	16.28	19.52	2.51	15.89	8.24	7.44	n/a	160.70
All Other	9.96	4.73	15.95	9.09	16.28	9.01	7.54	7.94	7.21	3.50	n/a	91.21
Other Total	**54.77**	**26.33**	**103.65**	**60.63**	**87.91**	**57.05**	**80.40**	**78.13**	**87.53**	**31.05**	**n/a**	**667.44**
Market Share Total	***71.13***	***29.59***	***132.89***	***101.05***	***162.79***	***150.14***	***125.62***	***132.42***	***102.97***	***43.74***	**n/a**	**1072.58**

Source: *Tables 1B, 1C to 3C*

Table 5C: **Comparison Expenditure 2015 (£ Millions)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2015	**88.32**	**36.56**	**164.47**	**126.20**	**202.51**	**187.26**	**156.70**	**165.33**	**128.71**	**54.55**		
Harrow Town Centre	6.18	0.73	19.74	23.98	64.80	91.76	51.71	46.29	11.58	6.00	16.99	339.76
Other LB Harrow	14.13	3.29	16.45	26.50	28.35	24.34	4.70	21.49	7.72	9.82	8.25	165.05
LB Harrow Total	**20.31**	**4.02**	**36.18**	**50.48**	**93.15**	**116.10**	**56.41**	**67.78**	**19.31**	**15.82**	**25.24**	**504.81**
Other												
LB Barnet	2.65	0.73	1.64	3.79	4.05	7.49	21.94	33.07	64.35	15.27	n/a	154.98
LB Brent	0.00	0.00	0.00	0.00	0.00	0.00	6.27	3.31	3.86	0.00	n/a	13.44
LB Ealing	1.77	0.37	3.29	1.26	8.10	7.49	34.47	18.19	11.58	2.73	n/a	89.24
LB Hillingdon	12.36	16.45	67.43	7.57	42.53	11.24	7.83	4.96	2.57	0.00	n/a	172.95
Central London/West End	4.42	3.66	9.87	5.05	12.15	7.49	15.67	6.61	6.44	5.45	n/a	76.80
Other London	0.00	0.00	0.00	0.00	2.03	1.87	1.57	1.65	1.29	1.64	n/a	10.04
Watford	34.44	5.48	26.31	46.69	20.25	24.34	3.13	19.84	10.30	9.27	n/a	200.07
All Other	12.36	5.85	19.74	11.36	20.25	11.24	9.40	9.92	9.01	4.36	n/a	113.49
Other Total	**68.00**	**32.54**	**128.29**	**75.72**	**109.35**	**71.16**	**100.29**	**97.54**	**109.40**	**38.73**	**n/a**	**831.02**
Market Share Total	***88.32***	***36.56***	***164.47***	***126.20***	***202.51***	***187.26***	***156.70***	***165.33***	***128.71***	***54.55***	**n/a**	**1335.84**

Source: *Tables 1B, 1C to 3C*

Table 6C: **Comparison Expenditure 2020 (£ Millions)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2020	**114.38**	**47.21**	**211.21**	**158.83**	**253.43**	**233.48**	**200.91**	**208.01**	**162.91**	**68.01**		
Harrow Town Centre	8.01	0.94	25.35	30.18	81.10	114.40	66.30	58.24	14.66	7.48	21.40	428.07
Other LB Harrow	18.30	4.25	21.12	33.35	35.48	30.35	6.03	27.04	9.77	12.24	10.42	208.36
LB Harrow Total	**26.31**	**5.19**	**46.47**	**63.53**	**116.58**	**144.76**	**72.33**	**85.28**	**24.44**	**19.72**	**31.82**	**636.43**
Other												
LB Barnet	3.43	0.94	2.11	4.76	5.07	9.34	28.13	41.60	81.46	19.04	n/a	195.89
LB Brent	0.00	0.00	0.00	0.00	0.00	0.00	8.04	4.16	4.89	0.00	n/a	17.08
LB Ealing	2.29	0.47	4.22	1.59	10.14	9.34	44.20	22.88	14.66	3.40	n/a	113.19
LB Hillingdon	16.01	21.24	86.60	9.53	53.22	14.01	10.05	6.24	3.26	0.00	n/a	220.15
Central London/West End	5.72	4.72	12.67	6.35	15.21	9.34	20.09	8.32	8.15	6.80	n/a	97.37
Other London	0.00	0.00	0.00	0.00	2.53	2.33	2.01	2.08	1.63	2.04	n/a	12.63
Watford	44.61	7.08	33.79	58.77	25.34	30.35	4.02	24.96	13.03	11.56	n/a	253.52
All Other	16.01	7.55	25.35	14.29	25.34	14.01	12.05	12.48	11.40	5.44	n/a	143.94
Other Total	**88.07**	**42.01**	**164.75**	**95.30**	**136.85**	**88.72**	**128.59**	**122.73**	**138.48**	**48.29**	**n/a**	**1053.77**
Market Share Total	***114.38***	***47.21***	***211.21***	***158.83***	***253.43***	***233.48***	***200.91***	***208.01***	***162.91***	***68.01***	**n/a**	**1690.20**

Source: *Tables 1B, 1C to 3C*

Table 7C: **Comparison Expenditure 2025 (£ Millions)**

Centre/Facilities	Zone 1 Northwood	Zone 2 Ruislip	Zone 3 Eastcote	Zone 4 Hatch End	Zone 5 Rayners Ln	Zone 6 Harrow	Zone 7 Wembley	Zone 8 Kenton	Zone 9 Edgware	Zone 10 Stanmore	% Inflow	Total Turnover
Expenditure 2025	**145.97**	**59.75**	**266.76**	**199.79**	**317.00**	**291.05**	**255.21**	**260.86**	**205.07**	**84.77**		
Harrow Town Centre	10.22	1.20	32.01	37.96	101.44	142.62	84.22	73.04	18.46	9.33	26.87	537.35
Other LB Harrow	23.36	5.38	26.68	41.96	44.38	37.84	7.66	33.91	12.30	15.26	13.09	261.80
LB Harrow Total	**33.57**	**6.57**	**58.69**	**79.92**	**145.82**	**180.45**	**91.88**	**106.95**	**30.76**	**24.58**	**39.96**	**799.16**
Other												
LB Barnet	4.38	1.20	2.67	5.99	6.34	11.64	35.73	52.17	102.54	23.74	n/a	246.39
LB Brent	0.00	0.00	0.00	0.00	0.00	0.00	10.21	5.22	6.15	0.00	n/a	21.58
LB Ealing	2.92	0.60	5.34	2.00	12.68	11.64	56.15	28.70	18.46	4.24	n/a	142.71
LB Hillingdon	20.44	26.89	109.37	11.99	66.57	17.46	12.76	7.83	4.10	0.00	n/a	277.41
Central London/West End	7.30	5.98	16.01	7.99	19.02	11.64	25.52	10.43	10.25	8.48	n/a	122.62
Other London	0.00	0.00	0.00	0.00	3.17	2.91	2.55	2.61	2.05	2.54	n/a	15.84
Watford	56.93	8.96	42.68	73.92	31.70	37.84	5.10	31.30	16.41	14.41	n/a	319.26
All Other	20.44	9.56	32.01	17.98	31.70	17.46	15.31	15.65	14.35	6.78	n/a	181.25
Other Total	**112.40**	**53.18**	**208.07**	**119.87**	**171.18**	**110.60**	**163.34**	**153.91**	**174.31**	**60.19**	**n/a**	**1327.05**
Market Share Total	***145.97***	***59.75***	***266.76***	***199.79***	***317.00***	***291.05***	***255.21***	***260.86***	***205.07***	***84.77***	**n/a**	**2126.21**

Source: *Tables 1B, 1C to 3C*

Table 8C: Summary of Comparison Surplus Expenditure 2009 to 2025 (£ Millions)

Centre	2009	2015	2020	2025
Available Expenditure				
Harrow Town Centre	£272.62	£339.76	£428.07	£537.35
Other LB Harrow	£132.52	£165.05	£208.36	£261.80
LB Harrow Total	**£405.14**	**£504.81**	**£636.43**	**£799.16**
Expected Turnover of existing floorspace				
Harrow Town Centre	£272.62	£295.09	£325.80	£359.71
Other LB Harrow	£132.52	£143.44	£158.37	£174.86
LB Harrow Total	**£405.14**	**£438.53**	**£484.17**	**£534.57**
Expenditure Surplus				
Harrow Town Centre	n/a	£44.67	£102.27	£177.64
Other LB Harrow	n/a	£21.61	£49.99	£86.95
LB Harrow Total	**n/a**	**£66.28**	**£152.25**	**£264.59**

Sources: *Tables 3C to 7C*

Table 9C: Comparison Floorspace Projections 2009 to 2026

Centre	2009	2015	2020	2025
Surplus Expenditure £M				
Harrow Town Centre	n/a	£44.67	£102.27	£177.64
Other LB Harrow	n/a	£21.61	£49.99	£86.95
LB Harrow Total	**n/a**	**£66.28**	**£152.25**	**£264.59**
Expected Sales Density New Floorspace £ Sq M Net				
Harrow Town Centre	£6,000	£6,495	£7,171	£7,917
Other LB Harrow	£4,000	£4,330	£4,780	£5,278
New Floorspace Projections Sq M net				
Harrow Town Centre	n/a	6,879	14,262	22,438
Other LB Harrow	n/a	4,991	10,456	16,474
LB Harrow Total	**n/a**	**11,869**	**24,718**	**38,912**
New Floorspace Projections Sq M Gross				
Harrow Town Centre	n/a	9,171	19,016	29,918
Other LB Harrow	n/a	6,654	13,942	21,965
LB Harrow Total	**n/a**	**15,826**	**32,958**	**51,883**

Sources: *Table 8C*

Appendix D

Operator Requirements

ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS

(JUNE 2008 TO JUNE 2009)

HARROW

Best Buy
2323 - 5574 sqm General Retail
Best Buy is an American retailer and is the largest consumer electronics retailer in the world. The retailer has tied up with Carphone Warehouse for its entry into the UK market.

Costcutter
111 - 325 sqm General Retail
Formed in 1986, Costcutter's first expansion outside mainland UK began with Northern Ireland. In 1990, developments were also pursued in the Republic of Ireland when Costcutter formed a 'strategic alliance' with Barry's of Mallow. Costcutter's development plans will mean that it will increase its presence on forecourts around the UK.

David Lloyd Leisure
The David Lloyd Leisure Group operates 78 clubs in the UK and a further 10 sites across Europe. The Group, which is now Europe's largest racquets, health and fitness operator, was formed on the 1st January 2008 following the acquisition of David Lloyd Leisure Ltd by London & Regional Properties, owners of Next Generation Clubs. The company was previously owned by Whitbread until August 2007.

HomeSense
929 - 1394 sqm General Retail
HomeSense comes from the TJX family of brands, well known for offering customers great brands and value. In the new HomeSense stores, shoppers will find a huge choice of stylish, top quality homeware at great prices.

IKEA
20000 - sq m Site Area
IKEA was founded by Ingvar Kamprad in 1943 in Sweden. To ensure long-term independence and security, the IKEA Group is a private group of companies owned by a charitable foundation, Sitchting INGKA Foundation, which is registered in Holland. It operates on a franchise basis, with the IKEA Group being the largest franchisee of Inter IKEA Systems B.V., which owns the IKEA concept. In the UK, IKEA opened its first store in 1987 in Warrington. IKEA also owns upmarket furniture chain Habitat, which it bought from Sir Terence Conran in 1992.

Jack Wills
139 - 465 sqm General Retail
Jack Wills is a clothing retailer, which sells its products through standalone stores as well as mail order and internet business. Its clothing offer is 70% womenswear and aimed at 16-25 year olds. Its competitors include White Stuff, Fat Face and Quiksilver.

Julian Graves
46 - 111 sqm General Retail
Julian Graves was launched in 1987 and is a specialist food retailer of dried fruits, nuts, premium snacks, herbs & spices, confectionery, vitamins & mineral supplements. Baugur sold the retailer to NBTY Europe in September 2008.

Majestic Wine Warehouse
186 - 465 sqm General Retail
Majestic Wine Warehouse is one of the leading UK retailers of alcoholic drinks, opening its first warehouse in 1981. It has an annual turnover of more than £175 million. Majestic operates from over 125 sites in the UK as well as trading as Wine & Beer World in the French channel ports of Calais, Coquelles and Cherbourg.

Millets
465 - 929 sqm General Retail
Millets, the outdoor sports and equipment chain, is part of the Blacks Leisure group. The retailer has been in operation for more than a century, selling famous outdoor and travel brands including Berghaus, Alpine, Eurohike, Coleman and Life Systems.

Peacocks
418 - 697 sqm General Retail
Peacocks is a discount clothing retailer based in Cardiff. Peacocks floated in December 1999. Its main competitors are Matalan and Primark. Peacocks bought the bonmarche chain in July 2002. Its clothing range is aimed at the 25 - 45 year old customer. Peacocks was established in 1884. Peacocks currently runs franchises in Turkey, the Middle East, Ukraine and Russia. It was taken private in 2006 in a £410 million MBO led by chief executive Richard Kirk.

Pets at Home
279 - 1115 sqm General Retail
Pets at Home sells everything you need for your pet, from branded pet foods and accessories to offering its own in-store veterinary service. The Company was launched in 1991 when Anthony Preston (chief executive) saw a gap in the market for pet superstores in the UK. In July 2004 Bridgepoint purchased the Company for £230 million.

Phones 4U
28 - 139 sqm General Retail
Phones 4U is one of the UK's leading mobile phone retailers and is a subsidiary of the privately owned telecommunications company, Caudwell Group. Its first store opened in 1996 and it grew to 43 outlets within a year. It also launched a store format called 'Phones 4U Extra', which specialises in gadgets and 'lifestyle' products.

River Island
650 - 1394 sqm General Retail
River Island is part of the Lewis Trust Group, a UK group operating internationally in hotels, property and finance. It operates a franchise in other countries. As River Island moves back to profitability in the UK, it is rolling out a new store format which was first trialled in Brent Cross in 2001.

Starbucks Coffee
Prime/Good Secondary
Starbucks was founded in the US in 1971 and is now one of the leading coffee retailers in the world. It was not until 1998 that Starbucks Coffee International entered the UK market when it acquired the 60-unit strong Seattle Coffee Company. Starbucks' mission statement outlines its objective to establish itself as "the most recognised" brand in the world by expanding its company-operated retail stores. Martin Coles is chief operating officer. Chief executive is Jim Donald.

Strada
The Strada brand offers affordable high quality pasta and wood-fired oven pizzas in stylish surroundings. The chain was purchased from Signature Restaurants in September 2005 for £60 million. In May 2007, Tragus purchased the chain from Richard Caring for £140 million.

Subway
Prime/Good Secondary
19 - 111 sqm General Retail
General Foods Ltd is trading as Subway. It is a franchise developer of Subway. Subway was established in 1965 in Connecticut and to date operates over 21,000 units in 73 countries. It operates on a franchise basis and in 2001, sold around 2,300 franchises globally. Doctor's Associates Inc (DAI), which is a privately owned company, is the franchiser for Subway. Its corporate head office is based in the US. In 2005, Entrepreneur Magazine voted Subway "The World's Number One Franchise".

TK Maxx
Primary
1394 - 3716 sqm General Retail
TK Maxx is part of TJX Companies Inc, one of the world's leading discount retailers. The group has six operating divisions - TK Maxx in Europe, Winners in Canada, Marshalls, A J Wright, Homegoods and TJ Maxx in the USA. Its unique concept offers famous label fashion and gifts for up to 60% less than the high street. With its large store format, the company is seeking to expand across the UK.

Waitrose
Primary
929 - 3252 sqm General Retail
Waitrose is an upmarket grocer predominantly based within the Southern English heartland. It is part of the John Lewis Partnership.

WH Smith
232 - sqm General Retail
WH Smith operates within the UK market and also has stores worldwide. The company currently has three main cores activities: retail, publishing (Hodder Headline) and distribution. It has also recently launched e-books, which has enabled it to firmly set its sights on multi-channel retailing.

EDGWARE

HomeSense
929 - 1394 sqm General Retail
HomeSense comes from the TJX family of brands, well known for offering customers great brands and value. In the new HomeSense stores, shoppers will find a huge choice of stylish, top quality homeware at great prices.

TK Maxx
Primary
1394 - 3716 sqm General Retail
TK Maxx is part of TJX Companies Inc, one of the world's leading discount retailers. The group has six operating divisions - TK Maxx in Europe, Winners in Canada, Marshalls, A J Wright, Homegoods and TJ Maxx in the USA. Its unique concept offers famous label fashion and gifts

for up to 60% less than the high street. With its large store format, the company is seeking to expand across the UK.

PINNER

Majestic Wine Warehouse
Primary
186 - 465 sqm General Retail
Majestic Wine Warehouse is one of the leading UK retailers of alcoholic drinks, opening its first warehouse in 1981. It has an annual turnover of more than £175 million. Majestic operates from over 125 sites in the UK as well as trading as Wine & Beer World in the French channel ports of Calais, Coquelles and Cherbourg.

STANMORE

Majestic Wine Warehouse
Primary
186 - 465 sqm General Retail
Majestic Wine Warehouse is one of the leading UK retailers of alcoholic drinks, opening its first warehouse in 1981. It has an annual turnover of more than £175 million. Majestic operates from over 125 sites in the UK as well as trading as Wine & Beer World in the French channel ports of Calais, Coquelles and Cherbourg.

Appendix E

Household Survey Results

London Borough of Harrow Household Survey
For Nathaniel Lichfield & Partners

Q01 Which store or shop did you do your household's last main food and grocery shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Aldi, High Street, West Drayton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Aldi, Kingsbury Road, Kingsbury	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.0%	0
Asda Odhams Trading Estate, St Albans Road, Watford	1.2%	12	1.1%	3	1.3%	9	2.3%	2	1.7%	7	0.6%	3	0.4%	2	1.9%	8	1.1%	9
Asda, Capitol Way, Edgware Road, Colindale	3.7%	37	5.4%	15	3.1%	22	7.0%	6	3.2%	13	3.2%	16	3.3%	16	3.6%	15	4.0%	32
Asda, Forty Lane, Wembley	2.9%	29	3.6%	10	2.6%	19	1.2%	1	3.2%	13	3.0%	15	2.7%	13	3.4%	14	3.1%	25
Asda, Holmes Farm Way, High Wycombe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Asda, Off Alexander Road, Hetton-Le-Hole, Hounslow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Asda, Park Burrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Asda, Park Royal, Western Road, Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Budgens, Field Road, Eastcote	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.5%	2	0.0%	0
Iceland Extra, Station Road, Harrow	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.5%	2	0.1%	1
Iceland, Burnt Oak, Broadway	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Iceland, Central Square, Wembley	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.2%	1	0.6%	3	0.0%	0	0.7%	3	0.1%	1
Iceland, Greenford Road, Sudbury Hill	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.7%	3	0.2%	1	0.6%	3	0.2%	1	0.1%	1
Iceland, High Road, Harrow Weald	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.5%	2	0.4%	2	0.2%	1	1.0%	4	0.5%	4
Iceland, High Street, Harrow	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Iceland, High Street, Ruislip	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Iceland, High Street, Wealdstone	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.0%	0
Iceland, Kingsbury Circle, Kingsbury	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Iceland, Northolt Road, South Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Internet/Delivered	1.9%	19	1.1%	3	2.2%	16	1.2%	1	3.2%	13	0.8%	4	3.1%	15	0.7%	3	1.9%	15
Lidl, Bridge Street, Pinner	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Lidl, High Street, Edgware	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0
Lidl, The Broadway, Stanmore	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.0%	0	0.8%	4	0.6%	3	0.2%	1	0.5%	4
Lidl, Wembley Park Drive, Wembley	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.3%	2
Local Shops	0.9%	9	1.8%	5	0.6%	4	1.2%	1	1.2%	5	0.6%	3	1.5%	7	0.2%	1	1.0%	8
Marks and Spencer Simply Food, BP Garage, Bessborough Road, Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Marks and Spencer, Bishops Walk, Pinner	1.1%	11	0.7%	2	1.3%	9	0.0%	0	0.7%	3	1.4%	7	1.5%	7	0.5%	2	1.0%	8
Marks and Spencer, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1
Marks and Spencer, Harlequin Shopping Centre, High Street, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Uxbridge	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Marks and Spencer, St. Anns Road, Harrow	1.2%	12	1.8%	5	1.0%	7	1.2%	1	1.0%	4	1.4%	7	1.2%	6	1.2%	5	0.6%	5
Marks and Spencer, The Mall Broadwalk, Edgware	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	6.2%	62	6.4%	18	6.1%	44	2.3%	2	3.7%	15	8.9%	44	4.8%	23	8.5%	35	6.7%	54
Morrisons, Pinner Road, North Harrow	0.4%	4	0.4%	1	0.4%	3	1.2%	1	0.2%	1	0.4%	2	0.0%	0	1.0%	4	0.5%	4
Morrisons, Uxbridge Road, Hatch End	5.0%	50	5.4%	15	4.9%	35	4.7%	4	6.5%	26	4.0%	20	4.8%	23	5.6%	23	5.5%	44

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Netto, Northolt Road, Harrow	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.1%	1
Sainsbury's Local, Rayners Lane, Harrow	0.9%	9	0.4%	1	1.1%	8	2.3%	2	1.2%	5	0.4%	2	0.8%	4	1.0%	4	0.6%	5
Sainsbury's, Albert Road South, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Sainsbury's, Barters Walk, Pinner	5.5%	55	5.4%	15	5.6%	40	4.7%	4	4.0%	16	7.0%	35	6.2%	30	4.1%	17	6.0%	48
Sainsbury's, Broadwalk Shopping Centre, Station Road, Edgware	2.1%	21	1.4%	4	2.4%	17	1.2%	1	1.0%	4	3.0%	15	1.7%	8	2.2%	9	2.1%	17
Sainsbury's, Ealing Road, Alperton	3.0%	30	3.9%	11	2.6%	19	4.7%	4	1.5%	6	3.8%	19	2.9%	14	2.7%	11	2.1%	17
Sainsbury's, Ealing Road, Middlesex	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Sainsbury's, Everard Close, St. Albans	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Sainsbury's, Hyde Estate Road, Hendon	0.9%	9	1.4%	4	0.7%	5	3.5%	3	1.0%	4	0.4%	2	1.0%	5	0.7%	3	1.0%	8
Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Sainsbury's, Nash Way, Kenton	7.9%	79	7.9%	22	7.9%	57	3.5%	3	5.5%	22	10.9%	54	6.7%	32	9.2%	38	8.4%	67
Sainsbury's, Northolt Road, South Harrow	3.2%	32	4.3%	12	2.8%	20	5.8%	5	2.5%	10	3.4%	17	1.9%	9	3.6%	15	2.0%	16
Sainsbury's, South Ruislip, Long Drive	7.9%	79	7.1%	20	8.2%	59	5.8%	5	8.0%	32	8.5%	42	8.9%	43	7.8%	32	9.4%	75
Sainsbury's, The Broadway, Stanmore	2.5%	25	1.8%	5	2.8%	20	3.5%	3	1.5%	6	2.8%	14	2.3%	11	1.9%	8	2.4%	19
Sainsbury's, York Road, Uxbridge	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Somerfield, Preston Road, Wembley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco Express, 22, Alexandra Avenue, Harrow	0.6%	6	1.1%	3	0.4%	3	1.2%	1	1.0%	4	0.0%	0	0.6%	3	0.5%	2	0.6%	5
Tesco Express, Field End Road, Ruislip Field	0.3%	3	1.1%	3	0.0%	0	1.2%	1	0.5%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Tesco Express, Honeypot Lane, Stanmore	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.2%	1	0.6%	3	0.4%	2	0.2%	1	0.4%	3
Tesco Express, Kingsbury Circle, Kingsbury	0.3%	3	0.4%	1	0.3%	2	3.5%	3	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	2
Tesco Express, Northwood Hills, Joel Street, Pinner	1.3%	13	1.4%	4	1.3%	9	0.0%	0	1.5%	6	1.4%	7	1.5%	7	1.5%	6	1.5%	12
Tesco Express, Pinner Road, Harrow	0.7%	7	1.1%	3	0.6%	4	1.2%	1	0.2%	1	0.8%	4	0.4%	2	1.0%	4	0.6%	5
Tesco Express, Prestwick Road, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco Express, Rayners Lane, Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco Express, Uxbridge Road, Hatch End, Pinner	0.7%	7	0.0%	0	1.0%	7	1.2%	1	0.7%	3	0.6%	3	0.8%	4	0.5%	2	0.9%	7
Tesco Extra, Borehamwood, Shenley Road	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.3%	2
Tesco Extra, Glencoe Road, Hayes, Yeading	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.3%	2
Tesco Metro, Burnt Oak Broadway, Edgware	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.5%	2	1.2%	6	0.4%	2	1.5%	6	0.6%	5
Tesco, Ash Hill Drive, Pinner	4.0%	40	3.6%	10	4.2%	30	2.3%	2	6.2%	25	2.2%	11	5.0%	24	2.7%	11	4.4%	35
Tesco, Brent Park, Great Central Way, Willesden	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.7%	3	0.8%	4	0.6%	3	1.0%	4	0.7%	6
Tesco, Church End, Brent Park, Wembley	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.7%	7	0.4%	1	0.8%	6	0.0%	0	0.5%	2	1.0%	5	0.8%	4	0.2%	1	0.9%	7
Tesco, Greenford, Old Hoover Buildings, Greenford	1.2%	12	1.1%	3	1.3%	9	2.3%	2	1.7%	7	0.6%	3	1.5%	7	1.0%	4	1.2%	10
Tesco, Kenton Lane, Harrow	0.7%	7	0.0%	0	1.0%	7	0.0%	0	1.0%	4	0.6%	3	0.6%	3	1.0%	4	0.6%	5
Tesco, Station Road, Harrow	7.3%	73	6.1%	17	7.8%	56	17.4%	15	9.2%	37	4.2%	21	8.3%	40	6.3%	26	7.2%	58
Tesco, Watford, Lower High	1.7%	17	1.8%	5	1.7%	12	0.0%	0	3.0%	12	1.0%	5	2.3%	11	1.5%	6	2.0%	16

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Street, Watford																		
Tesco, Wrekin Retail Park, Arleston, Telford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Waitrose, Finchley Road, Camden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Waitrose, Green Lane, Northwood	2.5%	25	1.8%	5	2.8%	20	1.2%	1	2.2%	9	2.6%	13	2.7%	13	1.5%	6	2.5%	20
Waitrose, High Road, Harrow Weald	3.4%	34	1.8%	5	4.0%	29	0.0%	0	2.7%	11	4.6%	23	2.3%	11	4.6%	19	2.9%	23
Waitrose, Kingsend, Ruislip	1.8%	18	2.1%	6	1.7%	12	1.2%	1	2.2%	9	1.6%	8	2.3%	11	1.7%	7	2.1%	17
Waitrose, Northolt Road, South Harrow	4.2%	42	3.9%	11	4.3%	31	1.2%	1	5.7%	23	3.6%	18	6.0%	29	2.7%	11	4.4%	35
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't do main food shopping / can't remember / refused)	1.1%	11	1.1%	3	1.1%	8	1.2%	1	1.2%	5	1.0%	5	0.8%	4	1.7%	7	0.7%	6
Base:		1000		280		720		86		402		497		481		412		801

Q02 How did you travel to do your last main food shopping trip?
Those who travel to do their main food shopping at Q01:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car - driver	61.1%	593	69.0%	189	58.0%	404	57.1%	48	73.7%	283	51.8%	253	69.3%	320	53.5%	215	73.7%	575
Car - passenger	15.9%	154	4.7%	13	20.3%	141	11.9%	10	10.7%	41	20.9%	102	12.3%	57	19.9%	80	14.2%	111
Bus / Coach	7.8%	76	7.3%	20	8.0%	56	7.1%	6	1.8%	7	12.7%	62	5.2%	24	10.2%	41	3.1%	24
Train	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0
Tube / Underground	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.4%	2	0.2%	1	0.3%	2
Taxi	0.7%	7	0.0%	0	1.0%	7	1.2%	1	0.0%	0	1.2%	6	0.2%	1	0.7%	3	0.0%	0
Walk	12.6%	122	15.0%	41	11.6%	81	19.0%	16	11.7%	45	11.9%	58	10.2%	47	14.4%	58	7.7%	60
Bicycle	0.5%	5	1.5%	4	0.1%	1	0.0%	0	1.3%	5	0.0%	0	0.9%	4	0.2%	1	0.4%	3
Other	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.3%	1	0.6%	3	0.6%	3	0.2%	1	0.1%	1
(Don't know / can't remember)	0.4%	4	1.1%	3	0.1%	1	2.4%	2	0.5%	2	0.0%	0	0.6%	3	0.2%	1	0.5%	4
Base:		970		274		696		84		384		488		462		402		780

Column %ges.

Q03 In addition to main food shopping, at which store or shop did you last visit for small scale/top up shopping for things like bread, milk or newspapers?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Aldi, Kingsbury Road, Kingsbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Asda, Capitol Way, Edgware Road, Colindale	1.0%	10	1.4%	4	0.8%	6	2.3%	2	1.0%	4	0.8%	4	1.2%	6	0.7%	3	1.1%	9
Asda, Forty Lane, Wembley	1.0%	10	1.4%	4	0.8%	6	0.0%	0	1.0%	4	1.2%	6	0.8%	4	1.0%	4	1.1%	9
Asda, Park Royal, Western Road, Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Budgens, Field Road, Eastcote	1.1%	11	0.4%	1	1.4%	10	0.0%	0	1.0%	4	1.4%	7	1.2%	6	1.0%	4	0.9%	7
Budgens, High Road, Bushey Heath, Bushey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Budgens, High Road, Wealdstone	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Budgens, Victoria Road, Ruislip	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Co-op, Church Road, Northolt	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.7%	3	0.2%	1	0.2%	1	0.7%	3	0.4%	3
Co-op, High Street, Harefield, Uxbridge	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Co-op, St. Andrews Road, Watford	0.4%	4	0.7%	2	0.3%	2	2.3%	2	0.2%	1	0.2%	1	0.2%	1	0.7%	3	0.5%	4
Costcutter, Church Road, Northolt	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Costcutter, High Street, Ruislip	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Costcutter, Hirst Crescent, Wembley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Costcutter, Kingsbury Road, Colindale	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Iceland Extra, Station Road, Harrow	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.3%	2
Iceland, Burnt Oak Broadway, Edgware	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Iceland, Central Square, Wembley	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.6%	3	0.5%	2	0.5%	4
Iceland, Greenford Road, Sudbury Hill	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.7%	3	1.0%	5	1.0%	5	0.7%	3	1.0%	8
Iceland, High Road, Harrow Weald	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.3%	2
Iceland, High Street, Harrow	0.6%	6	0.7%	2	0.6%	4	1.2%	1	0.2%	1	0.8%	4	0.4%	2	1.0%	4	0.4%	3
Iceland, High Street, Ruislip	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	3
Iceland, High Street, Wealdstone	0.8%	8	0.0%	0	1.1%	8	1.2%	1	0.7%	3	0.8%	4	0.8%	4	1.0%	4	0.6%	5
Iceland, Kingsbury Circle, Kingsbury	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.5%	2	0.4%	3
Iceland, Northolt Road, South Harrow	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.2%	1	0.6%	3	0.0%	0	0.7%	3	0.3%	2
Internet/Delivered	0.7%	7	1.1%	3	0.6%	4	1.2%	1	0.5%	2	0.6%	3	0.4%	2	0.5%	2	0.5%	4
Lidl, Bridge Street, Pinner	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Lidl, The Broadway, Stanmore	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.2%	1	1.0%	5	1.0%	5	0.2%	1	0.6%	5
Lidl, Wembley Park Drive, Wembley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local Shops - Burnt Oak	0.3%	3	0.7%	2	0.1%	1	2.3%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.3%	2
Local Shops - Edgware	0.6%	6	1.1%	3	0.4%	3	1.2%	1	0.2%	1	0.8%	4	0.6%	3	0.7%	3	0.7%	6
Local Shops - Harrow	1.7%	17	4.3%	12	0.7%	5	2.3%	2	3.0%	12	0.6%	3	1.7%	8	1.9%	8	1.6%	13
Local Shops - Kingsbury	1.3%	13	1.1%	3	1.4%	10	2.3%	2	1.7%	7	0.8%	4	1.7%	8	1.2%	5	1.4%	11
Local Shops - North Harrow	0.6%	6	0.4%	1	0.7%	5	1.2%	1	0.7%	3	0.4%	2	0.6%	3	0.2%	1	0.6%	5
Local Shops - Pinner	1.5%	15	1.4%	4	1.5%	11	1.2%	1	1.5%	6	1.6%	8	1.5%	7	1.5%	6	1.7%	14
Local Shops - Raynors Lane	0.3%	3	0.4%	1	0.3%	2	1.2%	1	0.2%	1	0.2%	1	0.4%	2	0.2%	1	0.4%	3
Local Shops - South Harrow	0.9%	9	1.1%	3	0.8%	6	0.0%	0	1.5%	6	0.6%	3	0.6%	3	1.2%	5	0.9%	7
Local Shops - Stanmore	1.3%	13	2.5%	7	0.8%	6	0.0%	0	0.7%	3	2.0%	10	1.5%	7	1.0%	4	1.5%	12
Local Shops - Wealdstone	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.2%	1	0.6%	3	0.0%	0	1.0%	4	0.5%	4
Local shops - Alperton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Bushey Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Colindale	0.2%	2	0.7%	2	0.0%	0	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.1%	1
Local shops - Golders Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Greenford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Local shops - Hounslow	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local shops - Kenton	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.7%	3	0.4%	2	0.6%	3	0.5%	2	0.6%	5
Local shops - Northolt	0.8%	8	1.4%	4	0.6%	4	2.3%	2	1.2%	5	0.2%	1	0.4%	2	1.5%	6	0.7%	6

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Local shops - Northwood	0.4%	4	0.4%	1	0.4%	3	1.2%	1	0.5%	2	0.2%	1	0.4%	2	0.5%	2	0.4%	3
Local shops - Queensbury, Ealing	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Local shops - Ruislip	0.5%	5	0.7%	2	0.4%	3	2.3%	2	0.5%	2	0.2%	1	0.6%	3	0.5%	2	0.6%	5
Local shops - Ruislip Manor, Hillingdon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops - South Oxney	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.4%	2	0.5%	2	0.5%	4
Local shops - Sudbury Hill	0.4%	4	0.7%	2	0.3%	2	2.3%	2	0.2%	1	0.2%	1	0.6%	3	0.2%	1	0.3%	2
Local shops - Wembley	0.9%	9	1.4%	4	0.7%	5	0.0%	0	0.5%	2	1.4%	7	0.4%	2	1.5%	6	0.9%	7
Londis, East Lane, Wembley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Marks and Spencer Simply Food, BP Garage, Bessborough Road, Harrow	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.5%	2	0.8%	4	0.8%	4	0.5%	2	0.4%	3
Marks and Spencer Simply Food, Ruislip High Street, Ruislip	0.8%	8	0.4%	1	1.0%	7	0.0%	0	0.7%	3	1.0%	5	1.2%	6	0.2%	1	1.0%	8
Marks and Spencer, Bishops Walk, Pinner	2.1%	21	1.8%	5	2.2%	16	0.0%	0	2.7%	11	1.8%	9	2.5%	12	1.5%	6	2.5%	20
Marks and Spencer, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Marks and Spencer, Broadwalk Shopping Centre, Station Road, Edgware	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Colney Fields Shopping Park, London Colney, St. Albans	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Marks and Spencer, Harlequin Shopping Centre, High Street, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, High Street, Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, Long Acre, Covent Garden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, Shenley Road, Borehamwood	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Marks and Spencer, Simply Food, BP Garage, Northolt Park, Potts Hill	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Marks and Spencer, St. Anns Road, Harrow	2.3%	23	0.4%	1	3.1%	22	0.0%	0	1.5%	6	3.4%	17	2.5%	12	2.4%	10	2.0%	16
Marks and Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-on-Thames	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, The Broadway, Ealing	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Morrisons, Honeypot Lane, Queensbury	3.8%	38	4.6%	13	3.5%	25	2.3%	2	3.5%	14	4.4%	22	2.5%	12	5.6%	23	4.2%	34
Morrisons, Pinner Road, North Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Morrisons, Uxbridge Road, Hatch End	2.4%	24	1.4%	4	2.8%	20	0.0%	0	3.2%	13	2.2%	11	2.5%	12	2.2%	9	2.2%	18
Netto, Northolt Road, Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Premier Stores, Court Parade, East Lane, North Wembley	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Harrow	0.5%	5	0.0%	0	0.7%	5	1.2%	1	0.5%	2	0.4%	2	0.8%	4	0.2%	1	0.6%	5
Sainsbury's, Barters Walk, Pinner	2.0%	20	1.4%	4	2.2%	16	3.5%	3	1.7%	7	2.0%	10	3.1%	15	0.7%	3	2.4%	19
Sainsbury's, Broadwalk Shopping Centre, Station Road, Edgware	1.6%	16	1.4%	4	1.7%	12	1.2%	1	0.7%	3	2.2%	11	1.5%	7	1.5%	6	1.7%	14
Sainsbury's, Draycott Avenue, Harrow	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Sainsbury's, Ealing Road, Alperton	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.0%	0	1.4%	7	0.8%	4	0.5%	2	0.5%	4

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Sainsbury's, Hyde Estate Road, Hendon	0.4%	4	0.0%	0	0.6%	4	1.2%	1	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.5%	4
Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Sainsbury's, Nash Way, Kenton	3.1%	31	3.6%	10	2.9%	21	1.2%	1	3.2%	13	3.4%	17	2.7%	13	2.9%	12	3.1%	25
Sainsbury's, Northolt Road, South Harrow	1.1%	11	1.1%	3	1.1%	8	1.2%	1	1.5%	6	0.8%	4	0.8%	4	1.5%	6	1.1%	9
Sainsbury's, South Ruislip, Long Drive	1.8%	18	1.8%	5	1.8%	13	0.0%	0	3.2%	13	1.0%	5	2.3%	11	1.7%	7	2.1%	17
Sainsbury's, The Broadway, Stanmore	1.6%	16	0.7%	2	1.9%	14	0.0%	0	1.0%	4	2.0%	10	2.1%	10	1.0%	4	1.4%	11
Somerfield, Carpenters Park, Watford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Somerfield, Pinner Road, North Harrow	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Somerfield, Preston Road, Wembley	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.2%	1	1.0%	5	0.8%	4	0.5%	2	0.5%	4
Spar, Marsh Road, Pinner	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.3%	2
Tesco Express, 22, Alexandra Avenue, Harrow	0.4%	4	0.7%	2	0.3%	2	2.3%	2	0.2%	1	0.2%	1	0.4%	2	0.5%	2	0.5%	4
Tesco Express, 386, Alexandra Avenue,Harrow	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.0%	0	0.8%	4	0.6%	3	0.2%	1	0.3%	2
Tesco Express, Field End Road, Eastcote	1.3%	13	1.4%	4	1.3%	9	0.0%	0	1.7%	7	1.2%	6	1.2%	6	1.2%	5	1.5%	12
Tesco Express, Field End Road, Ruislip Field	0.6%	6	1.1%	3	0.4%	3	0.0%	0	1.0%	4	0.4%	2	0.8%	4	0.2%	1	0.7%	6
Tesco Express, Honeypot Lane, Stanmore	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Tesco Express, Kingsbury Circle, Kingsbury	0.3%	3	0.4%	1	0.3%	2	2.3%	2	0.0%	0	0.2%	1	0.6%	3	0.0%	0	0.4%	3
Tesco Express, Northwood Hills, Joel Street, Pinner	0.5%	5	0.7%	2	0.4%	3	0.0%	0	1.0%	4	0.2%	1	0.4%	2	0.7%	3	0.6%	5
Tesco Express, Park Way, Ruislip	0.3%	3	0.7%	2	0.1%	1	1.2%	1	0.2%	1	0.2%	1	0.4%	2	0.2%	1	0.4%	3
Tesco Express, Pinner Road, Harrow	1.0%	10	0.7%	2	1.1%	8	2.3%	2	1.2%	5	0.4%	2	1.2%	6	1.0%	4	1.0%	8
Tesco Express, Prestwick Road, Watford	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.5%	2	0.3%	2
Tesco Express, The Parade, Haven Green, Ealing	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Tesco Express, Uxbridge Road, Hatch End, Pinner	0.8%	8	1.1%	3	0.7%	5	1.2%	1	1.2%	5	0.4%	2	1.2%	6	0.5%	2	1.0%	8
Tesco Extra, Glencoe Road, Hayes, Yeading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco Metro, Burnt Oak Broadway, Edgware	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.0%	0	0.8%	4	0.0%	0	1.0%	4	0.4%	3
Tesco, Ash Hill Drive, Pinner	1.7%	17	1.4%	4	1.8%	13	0.0%	0	1.7%	7	1.8%	9	1.9%	9	1.5%	6	1.7%	14
Tesco, Brent Park, Great Central Way, Willesden	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.5%	5	0.0%	0	0.7%	5	0.0%	0	1.0%	4	0.2%	1	1.0%	5	0.0%	0	0.6%	5
Tesco, Greenford, Old Hoover Buildings, Greenford	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Tesco, High Street, Feltham	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Kenton Lane, Harrow	2.0%	20	1.1%	3	2.4%	17	2.3%	2	2.7%	11	1.4%	7	2.1%	10	1.9%	8	2.0%	16
Tesco, Long Lane, Southwark	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Station Road, Harrow	2.1%	21	1.4%	4	2.4%	17	5.8%	5	3.5%	14	0.4%	2	3.3%	16	1.0%	4	2.1%	17
Tesco, Watford, Lower High Street, Watford	0.7%	7	0.7%	2	0.7%	5	2.3%	2	0.5%	2	0.6%	3	0.6%	3	0.7%	3	0.9%	7
Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1
Waitrose, Green Lane, Northwood	2.2%	22	2.5%	7	2.1%	15	1.2%	1	2.0%	8	2.4%	12	2.7%	13	1.2%	5	2.6%	21
Waitrose, High Road, Harrow Weald	2.4%	24	1.8%	5	2.6%	19	1.2%	1	1.5%	6	3.2%	16	1.7%	8	3.2%	13	2.7%	22
Waitrose, Kingsend, Ruislip	1.3%	13	1.1%	3	1.4%	10	0.0%	0	1.5%	6	1.2%	6	1.7%	8	1.0%	4	1.5%	12

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Waitrose, Northolt Road, South Harrow	2.7%	27	2.9%	8	2.6%	19	1.2%	1	4.2%	17	1.8%	9	4.2%	20	1.5%	6	2.9%	23
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Don't do top-up shopping / can't remember / refused)	23.9%	239	23.2%	65	24.2%	174	24.4%	21	17.9%	72	29.0%	144	18.3%	88	28.6%	118	20.5%	164
Base:		1000		280		720		86		402		497		481		412		801

Q04 Where do you do most of your household's non-food shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Alperton	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Bournemouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Brent Cross	5.8%	58	6.1%	17	5.7%	41	4.7%	4	5.7%	23	5.8%	29	6.9%	33	3.2%	13	6.5%	52
Burnt Oak	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Bushey, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Central London/ West End	4.2%	42	4.6%	13	4.0%	29	10.5%	9	2.2%	9	4.8%	24	4.6%	22	3.2%	13	4.0%	32
Colindale	0.8%	8	1.1%	3	0.7%	5	3.5%	3	0.7%	3	0.2%	1	1.0%	5	0.7%	3	0.7%	6
Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Eastcote	0.8%	8	1.4%	4	0.6%	4	0.0%	0	0.7%	3	1.0%	5	0.8%	4	0.7%	3	0.6%	5
Edgware	3.9%	39	5.0%	14	3.5%	25	3.5%	3	1.5%	6	5.8%	29	2.7%	13	5.6%	23	3.5%	28
Enfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Greenford	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.3%	2
Gunwharf Quays, Portsmouth	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Harrow	35.8%	358	35.4%	99	36.0%	259	45.3%	39	36.1%	145	33.8%	168	34.5%	166	37.9%	156	33.7%	270
Harrow Weald	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Hatch End	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Hatfield, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hayes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hemel Hempstead, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hendon, Middlesex	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
High Wycombe, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Internet / Delivered	2.0%	20	2.9%	8	1.7%	12	0.0%	0	2.0%	8	2.2%	11	2.7%	13	1.2%	5	1.6%	13
Kenton	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2	0.4%	2	0.5%	2	0.4%	3
Kingsbury	1.1%	11	1.8%	5	0.8%	6	2.3%	2	1.0%	4	1.0%	5	1.0%	5	0.7%	3	1.1%	9
London Colney, St. Albans	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Manchester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Milton Keynes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Northolt	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1
Northwood	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.4%	2	0.0%	0	0.3%	2
Pinner	3.2%	32	2.9%	8	3.3%	24	1.2%	1	3.0%	12	3.4%	17	3.3%	16	2.2%	9	2.9%	23
Rayners Lane	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.5%	2	0.1%	1
Rickmansworth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.3%	2
Ruislip	1.7%	17	1.1%	3	1.9%	14	0.0%	0	2.2%	9	1.6%	8	1.7%	8	1.5%	6	2.1%	17
South Harrow	1.7%	17	1.4%	4	1.8%	13	1.2%	1	1.2%	5	2.2%	11	0.6%	3	2.9%	12	1.2%	10
South Oxney	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Stanmore	1.3%	13	1.8%	5	1.1%	8	1.2%	1	0.5%	2	1.8%	9	1.0%	5	1.7%	7	1.4%	11
Uxbridge	4.3%	43	1.8%	5	5.3%	38	2.3%	2	4.7%	19	4.2%	21	5.4%	26	3.9%	16	4.9%	39
Watford	17.2%	172	13.9%	39	18.5%	133	12.8%	11	23.6%	95	13.3%	66	20.4%	98	14.3%	59	20.4%	163
Wealdstone	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.7%	3	0.1%	1
Wembley	2.8%	28	4.3%	12	2.2%	16	3.5%	3	2.7%	11	2.8%	14	2.3%	11	3.4%	14	2.7%	22
Westfield / White City	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Windsor, Berkshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Yeading	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	8.5%	85	9.6%	27	8.1%	58	4.7%	4	6.7%	27	10.9%	54	6.9%	33	11.2%	46	8.1%	65
Base:		1000		280		720		86		402		497		481		412		801

Q05 How do you normally travel to do your non-food shopping?
Those who travel to do their non-food shopping at Q04:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car - driver	49.8%	498	53.2%	149	48.5%	349	45.3%	39	66.4%	267	37.2%	185	57.2%	275	43.4%	179	60.2%	482
Car - passenger	10.1%	101	2.1%	6	13.2%	95	1.2%	1	6.0%	24	14.9%	74	6.4%	31	13.6%	56	8.0%	64
Bus / Coach	17.6%	176	15.4%	43	18.5%	133	19.8%	17	6.5%	26	26.0%	129	12.1%	58	21.8%	90	10.9%	87
Train	4.5%	45	3.2%	9	5.0%	36	12.8%	11	1.5%	6	5.6%	28	3.3%	16	5.6%	23	5.2%	42
Tube / Underground	2.7%	27	4.3%	12	2.1%	15	1.2%	1	2.2%	9	3.4%	17	3.7%	18	2.2%	9	2.5%	20
Taxi	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.0%	0
Walk	7.8%	78	10.7%	30	6.7%	48	15.1%	13	8.5%	34	6.2%	31	8.1%	39	7.5%	31	6.1%	49
Bicycle	0.4%	4	0.7%	2	0.3%	2	0.0%	0	1.0%	4	0.0%	0	0.6%	3	0.2%	1	0.5%	4
Other	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	4.8%	48	6.8%	19	4.0%	29	4.7%	4	5.7%	23	4.0%	20	5.4%	26	4.1%	17	4.9%	39
No response	2.0%	20	2.9%	8	1.7%	12	0.0%	0	2.0%	8	2.2%	11	2.7%	13	1.2%	5	1.6%	13
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q06 At which location did your household last buy clothes and shoes?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Aberdeen	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Abroad	0.8%	8	1.4%	4	0.6%	4	2.3%	2	0.2%	1	1.0%	5	1.0%	5	0.7%	3	1.0%	8
Alperton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amersham, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Ashford, Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Bicester, Oxfordshire	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Bournemouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Brent Cross	7.6%	76	9.3%	26	6.9%	50	8.1%	7	6.5%	26	8.0%	40	8.3%	40	5.8%	24	8.1%	65
Brighton	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Bristol	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Broadway, Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Burnt Oak	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.3%	2
Camberley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Central London / West End	7.4%	74	8.6%	24	6.9%	50	17.4%	15	5.5%	22	7.4%	37	9.1%	44	4.9%	20	7.6%	61
Clacton-on-Sea, Essex	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.0%	0
Colchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Colindale	0.3%	3	0.0%	0	0.4%	3	2.3%	2	0.2%	1	0.0%	0	0.2%	1	0.5%	2	0.4%	3
Cricklewood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Derby	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Ealing	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.7%	3	0.3%	2
Eastbourne	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Eastcote	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Edgware	1.9%	19	2.1%	6	1.8%	13	2.3%	2	1.5%	6	2.2%	11	1.2%	6	3.2%	13	1.6%	13
Gerrards Cross	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Golders Green	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Greenford	0.6%	6	1.4%	4	0.3%	2	0.0%	0	1.0%	4	0.4%	2	0.6%	3	0.5%	2	0.7%	6
Harlesden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Harrow	36.5%	365	31.1%	87	38.6%	278	41.9%	36	40.5%	163	32.6%	162	36.4%	175	37.1%	153	35.5%	284
Hatfield, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Hayes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
High Wycombe, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Hitchin, Hertfordshire	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1
Hounslow	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Internet / Delivered	6.3%	63	7.9%	22	5.7%	41	2.3%	2	4.0%	16	8.7%	43	6.0%	29	6.6%	27	5.5%	44
Kensington	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kenton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Kingsbury	0.3%	3	0.4%	1	0.3%	2	1.2%	1	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.4%	3
London Colney, St. Albans	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.4%	2	0.0%	0	0.4%	3
Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Milton Keynes	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Norfolk	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
North Finchley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
North Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Oxbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Pinner	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.0%	0	1.2%	6	0.2%	1	0.5%	2	0.4%	3
Portsmouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Rayners Lane	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.4%	2	0.5%	2	0.5%	4
Reading, Berkshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Richmond, Surrey	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Ruislip	1.0%	10	1.8%	5	0.7%	5	0.0%	0	1.5%	6	0.8%	4	0.6%	3	1.5%	6	0.9%	7
Scotland	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Shrewsbury, Shropshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
South Harrow	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.2%	1	0.1%	1
Southall	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	2
Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
St. Albans	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.4%	2	0.2%	1	0.4%	3
Stafford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Stanmore	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.7%	3	0.4%	3
Swansea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Telford, Shropshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Uxbridge	5.6%	56	3.2%	9	6.5%	47	5.8%	5	6.5%	26	5.0%	25	6.7%	32	4.9%	20	6.2%	50
Watford	16.1%	161	13.2%	37	17.2%	124	8.1%	7	20.4%	82	14.1%	70	17.5%	84	14.8%	61	18.6%	149
Wealdstone	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wembley	0.8%	8	0.7%	2	0.8%	6	1.2%	1	0.7%	3	0.8%	4	0.2%	1	1.5%	6	0.7%	6
Westfield / White City	1.0%	10	0.4%	1	1.3%	9	0.0%	0	1.7%	7	0.6%	3	1.0%	5	1.2%	5	1.2%	10
Wimbledon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Worthing, West Sussex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	1.6%	16	3.2%	9	1.0%	7	1.2%	1	0.0%	0	2.8%	14	0.8%	4	2.7%	11	1.1%	9
(Don't know / can't	3.9%	39	3.2%	9	4.2%	30	1.2%	1	2.0%	8	5.6%	28	2.5%	12	5.6%	23	2.7%	22

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold
remember)									
Base:	1000	280	720	86	402	497	481	412	801

Q07 At which store or location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Alperton	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.5%	2	0.4%	2	0.4%	2	0.5%	2	0.3%	2
Amersham, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Argos, High Street, Ruislip, Hillingdon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
B & Q, Honeypot Lane, Stanmore	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Borehamwood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross	8.4%	84	10.4%	29	7.6%	55	10.5%	9	7.2%	29	8.9%	44	9.4%	45	6.1%	25	8.9%	71
C.J. Electrics, White Hart , Northolt	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Central London/ West End	1.8%	18	2.1%	6	1.7%	12	0.0%	0	1.2%	5	2.4%	12	1.9%	9	0.7%	3	1.7%	14
Colindale	0.5%	5	0.4%	1	0.6%	4	1.2%	1	0.7%	3	0.2%	1	0.4%	2	0.5%	2	0.6%	5
Comet, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Comet, Hendon, (Silk Bridge Retail Park)	0.7%	7	0.0%	0	1.0%	7	1.2%	1	0.7%	3	0.6%	3	0.8%	4	0.7%	3	0.9%	7
Comet, Luton Retail Park, Luton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Comet, South Ruislip	3.9%	39	3.9%	11	3.9%	28	1.2%	1	5.5%	22	3.2%	16	3.7%	18	4.4%	18	4.5%	36
Comet, Watford, (Century Park)	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.2%	1	0.6%	3	0.4%	2	0.2%	1	0.6%	5
Comet, Wembley	1.4%	14	1.8%	5	1.3%	9	0.0%	0	1.5%	6	1.6%	8	1.7%	8	1.2%	5	1.6%	13
Currys Digital, Edgware, (Station Road)	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.7%	3	0.4%	3
Currys, Alperton, (Ealing Road)	1.1%	11	1.8%	5	0.8%	6	2.3%	2	0.2%	1	1.6%	8	1.0%	5	1.5%	6	1.2%	10
Currys, Century Park, Dalton Way, Watford	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Currys, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Currys, Ruislip, (Stonefield Way)	8.8%	88	8.9%	25	8.8%	63	10.5%	9	11.2%	45	6.8%	34	11.0%	53	7.3%	30	9.7%	78
Currys, St Anns Centre, Harrow	0.8%	8	1.4%	4	0.6%	4	0.0%	0	0.5%	2	1.0%	5	0.8%	4	0.7%	3	0.4%	3
Currys, Staples Corner Retail Park, Geron Way, Cricklewood	0.5%	5	0.0%	0	0.7%	5	1.2%	1	0.7%	3	0.2%	1	0.6%	3	0.5%	2	0.6%	5
Currys, Stirling Retail Park, Stirling Way, Borehamwood	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Currys, Wembley Stadium Retail Park	2.2%	22	1.8%	5	2.4%	17	1.2%	1	2.0%	8	2.4%	12	1.9%	9	2.4%	10	1.9%	15
Eastcote	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.7%	3	0.4%	2	0.6%	3	0.2%	1	0.5%	4
Edgware	2.5%	25	3.2%	9	2.2%	16	0.0%	0	1.5%	6	3.6%	18	2.7%	13	2.4%	10	2.0%	16
Euronics, Field End Road, Ruislip	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.4%	2	0.2%	1	0.4%	3
Feltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Greenford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Harrow	9.5%	95	9.6%	27	9.4%	68	17.4%	15	9.2%	37	8.5%	42	8.3%	40	11.9%	49	8.4%	67
Harrow Weald	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1
Hatch End	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
High Wycombe, Buckinghamshire	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.5%	2	0.6%	3	0.6%	3	0.5%	2	0.6%	5
Homebase, High Road, Harrow	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Homebase, Victoria Retail Park, Crown Road, Ruislip	0.4%	4	0.0%	0	0.6%	4	0.0%	0	1.0%	4	0.0%	0	0.8%	4	0.0%	0	0.5%	4
Internet / Delivered	7.5%	75	9.6%	27	6.7%	48	5.8%	5	12.7%	51	3.8%	19	11.0%	53	4.4%	18	8.7%	70
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
John Lewis, The Harlequin Centre, Station Road, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Kenton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Kingsbury	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.0%	0	1.2%	6	0.2%	1	0.7%	3	0.3%	2
Morrisons, Uxbridge Road, Hatch End, Pinner	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Northolt	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Northwood	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Pinner	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Rayners Lane	0.7%	7	0.4%	1	0.8%	6	0.0%	0	0.7%	3	0.8%	4	0.4%	2	1.2%	5	0.3%	2
Ruislip	1.6%	16	1.1%	3	1.8%	13	1.2%	1	2.0%	8	1.4%	7	1.9%	9	1.5%	6	2.0%	16
South Harrow	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.0%	0	1.2%	6	0.2%	1	0.7%	3	0.3%	2
South Ruislip	0.9%	9	1.4%	4	0.7%	5	0.0%	0	1.0%	4	1.0%	5	0.8%	4	1.2%	5	1.0%	8
Stanmore	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.7%	3	0.6%	3	1.0%	5	0.2%	1	0.7%	6
Staples Corner Retail Park, Geron Way, Cricklewood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Sudbury Hill	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Swindon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Uxbridge	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.6%	3	0.0%	0	0.4%	3
Victoria Retail Park, Crown Road, Hillingdon, Ruislip	0.3%	3	0.0%	0	0.4%	3	1.2%	1	0.5%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Watford	13.9%	139	9.3%	26	15.7%	113	12.8%	11	16.2%	65	12.5%	62	15.2%	73	12.1%	50	15.6%	125
Wealdstone	1.2%	12	1.4%	4	1.1%	8	0.0%	0	0.5%	2	2.0%	10	0.8%	4	1.9%	8	0.9%	7
Wembley	1.1%	11	0.7%	2	1.3%	9	0.0%	0	1.5%	6	1.0%	5	1.2%	6	1.2%	5	1.0%	8
Willesden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Wimbledon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Worthing, West Sussex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Yeading	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
(Don't buy these goods)	11.5%	115	7.5%	21	13.1%	94	16.3%	14	5.7%	23	15.1%	75	8.3%	40	12.9%	53	9.9%	79
(Don't know / can't remember)	10.4%	104	10.4%	29	10.4%	75	10.5%	9	8.0%	32	12.3%	61	6.9%	33	14.3%	59	9.1%	73
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q08 At which store or location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Alperton	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.1%	1
Borehamwood	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Brent Cross	8.7%	87	11.1%	31	7.8%	56	9.3%	8	7.5%	30	9.7%	48	9.8%	47	7.3%	30	9.4%	75
Burnt Oak	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Bushey, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Cambridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Central London/ West End	2.4%	24	2.5%	7	2.4%	17	4.7%	4	2.0%	8	2.4%	12	2.7%	13	2.2%	9	2.5%	20
Chiswick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Colchester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Colindale	0.4%	4	0.7%	2	0.3%	2	1.2%	1	0.2%	1	0.4%	2	0.4%	2	0.5%	2	0.4%	3
Comet, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Comet, Hendon, (Silk Bridge Retail Park)	0.7%	7	0.7%	2	0.7%	5	2.3%	2	0.7%	3	0.4%	2	0.6%	3	1.0%	4	0.9%	7
Comet, Mill Hill, (Pentavia Retail Park)	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Comet, South Ruislip	2.8%	28	2.1%	6	3.1%	22	2.3%	2	3.5%	14	2.4%	12	3.5%	17	2.4%	10	2.9%	23
Comet, Watford, (Century Park)	0.4%	4	1.4%	4	0.0%	0	0.0%	0	0.2%	1	0.6%	3	0.6%	3	0.0%	0	0.5%	4
Comet, Wembley	0.7%	7	1.8%	5	0.3%	2	0.0%	0	0.7%	3	0.8%	4	0.6%	3	0.7%	3	0.7%	6
Currys Digital, Edgware, (Station Road)	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.5%	2	0.3%	2
Currys, Alperton, (Ealing Road)	0.7%	7	0.4%	1	0.8%	6	0.0%	0	0.2%	1	1.0%	5	0.6%	3	0.2%	1	0.7%	6
Currys, Century Park, Dalton Way, Watford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Currys, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Currys, Ruislip, (Stonefield Way)	7.7%	77	5.4%	15	8.6%	62	4.7%	4	10.7%	43	6.0%	30	8.3%	40	7.5%	31	8.7%	70
Currys, St Anns Centre, Harrow	1.8%	18	2.1%	6	1.7%	12	1.2%	1	2.0%	8	1.8%	9	2.1%	10	1.7%	7	1.5%	12
Currys, Staples Corner Retail Park, Geron Way, Cricklewood	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Currys, Wembley Stadium Retail Park	2.0%	20	1.4%	4	2.2%	16	2.3%	2	2.7%	11	1.2%	6	2.1%	10	2.4%	10	1.7%	14
Edgware	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.7%	3	0.8%	4	0.2%	1	0.7%	3	0.7%	6
Finchley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Greenford	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.5%	2	0.3%	2
Harrow	7.8%	78	8.2%	23	7.6%	55	8.1%	7	8.0%	32	7.6%	38	7.7%	37	8.5%	35	7.0%	56
Harrow Electronics, Station Road, Harrow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Hatch End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hayes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hayes Bridge Retail Park, Uxbridge Rd, Hillingdon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hemel Hempstead, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Hendon, Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
High Wycombe, Buckinghamshire	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.5%	2	0.8%	4	0.4%	2	1.0%	4	0.7%	6
Internet / Delivered	10.8%	108	12.9%	36	10.0%	72	17.4%	15	15.2%	61	6.4%	32	14.3%	69	8.0%	33	12.1%	97
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
John Lewis, The Harlequin Centre, Station Road, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Kenton	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Kingsbury	0.7%	7	1.4%	4	0.4%	3	0.0%	0	0.2%	1	1.2%	6	0.8%	4	0.5%	2	0.7%	6
Marlow, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Milton Keynes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
North Harrow	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Northolt	0.3%	3	0.4%	1	0.3%	2	1.2%	1	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.4%	3
Northwood	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Office World, Staples Corner Retail Park, Geron Way, Barnet	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
PC World, White Hart	0.4%	4	0.7%	2	0.3%	2	0.0%	0	1.0%	4	0.0%	0	0.4%	2	0.5%	2	0.4%	3

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Roundabout, Northolt																		
Pinner	1.3%	13	0.7%	2	1.5%	11	0.0%	0	1.7%	7	1.0%	5	1.2%	6	0.5%	2	1.5%	12
Queensbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Rayners Lane	0.7%	7	1.1%	3	0.6%	4	0.0%	0	0.5%	2	1.0%	5	0.8%	4	0.7%	3	0.6%	5
Reading, Berkshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Ruislip	0.6%	6	0.7%	2	0.6%	4	0.0%	0	1.2%	5	0.2%	1	1.0%	5	0.2%	1	0.6%	5
South Harrow	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.2%	1	0.7%	3	0.3%	2
South Oxney	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
South Ruislip	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.2%	1	0.8%	4	0.2%	1	1.0%	4	0.6%	5
Stafford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Stanmore	0.2%	2	0.7%	2	0.0%	0	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Staples Corner Retail Park, Geron Way, Cricklewood	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Swindon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Glencoe Road, Hayes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Uxbridge	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.4%	2	0.2%	1	0.4%	3
Victoria Retail Park, Crown Road, Hillingdon, Ruislip	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Watford	14.6%	146	12.5%	35	15.4%	111	12.8%	11	17.4%	70	13.1%	65	15.6%	75	14.3%	59	16.9%	135
Wealdstone	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.5%	2	0.1%	1
Wembley	0.8%	8	0.7%	2	0.8%	6	2.3%	2	0.5%	2	0.8%	4	0.6%	3	1.2%	5	0.6%	5
Westfield / White City	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Yeading	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
(Don't buy these goods)	16.2%	162	12.9%	36	17.5%	126	16.3%	14	6.5%	26	23.1%	115	8.9%	43	19.4%	80	12.4%	99
(Don't know / can't remember)	9.0%	90	5.7%	16	10.3%	74	7.0%	6	6.5%	26	11.1%	55	7.9%	38	10.4%	43	7.9%	63
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q09 Which store or location did your household last buy furniture, soft furnishings and floor-coverings?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Abroad	0.3%	3	0.4%	1	0.3%	2	1.2%	1	0.2%	1	0.2%	1	0.6%	3	0.0%	0	0.4%	3
Allied Carpets, Edgware Road, Paddington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Allied Carpets, Pinner Road, Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Allied Carpets, South Ruislip, (Victoria Road)	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Allied Carpets, Wembley, (The Junction Wembley Retail Park)	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Alperton	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Asda, Edgware Road, Colindale	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
B & Q, Cricklewood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
B & Q, Queensbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
B & Q, Western Avenue, Greenford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Brent Cross	4.4%	44	2.9%	8	5.0%	36	3.5%	3	4.7%	19	4.4%	22	4.6%	22	3.6%	15	5.2%	42
Burnt Oak	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Carpet Right, Colindale, (Edgware Road)	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.2%	1	0.3%	2
Carpet Right, Harrow, (Station Road)	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.6%	3	0.5%	2	0.5%	4
Carpet Right, Ruislip, Victoria Road	1.2%	12	0.4%	1	1.5%	11	2.3%	2	0.7%	3	1.2%	6	1.2%	6	1.2%	5	1.1%	9
Carpet Right, Stanmore, (The Broadway)	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Carpet Right, Wembley	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Central London/ West End	3.2%	32	2.5%	7	3.5%	25	3.5%	3	2.7%	11	3.6%	18	4.6%	22	1.9%	8	3.5%	28
Colindale	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.4%	2	0.2%	1	0.4%	3
DFS, Brent Cross	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.7%	3	0.4%	2	0.2%	1	1.0%	4	0.5%	4
DFS, South Ruislip, (Victoria Retail Park)	3.5%	35	1.4%	4	4.3%	31	7.0%	6	6.2%	25	0.8%	4	3.7%	18	3.4%	14	3.9%	31
DFS, Watford, (Colne Valley Retail Park)	0.8%	8	0.7%	2	0.8%	6	1.2%	1	1.0%	4	0.6%	3	1.5%	7	0.2%	1	0.9%	7
Dreams, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Dunelm Mill, Northolt Road, Harrow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Eastcote	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.4%	2	0.0%	0	0.1%	1
Edgware	0.5%	5	0.4%	1	0.6%	4	1.2%	1	0.0%	0	0.8%	4	0.2%	1	1.0%	4	0.6%	5
Enfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Exeter	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Furniture Village, Ruislip Retail Park, (Victoria Rd)	1.3%	13	1.8%	5	1.1%	8	0.0%	0	1.5%	6	1.4%	7	1.0%	5	1.7%	7	1.4%	11
Harrow	7.0%	70	9.3%	26	6.1%	44	14.0%	12	6.2%	25	6.6%	33	5.8%	28	9.0%	37	6.2%	50
Harrow Weald	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Harveys, Colne Valley Retail Park, Lower High Street, Watford	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Harveys, Edgware Road, Colindale	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Hatch End	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Hayes	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
High Wycombe, Buckinghamshire	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.7%	3	0.8%	4	1.0%	5	0.2%	1	0.9%	7
Homebase, High Road, Harrow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Homebase, Victoria Retail Park, Crown Road, Ruislip	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Hyde	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Ikea, Drury Way, Neasden	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Ikea, Wembley	2.7%	27	3.2%	9	2.5%	18	7.0%	6	3.7%	15	1.2%	6	2.7%	13	3.4%	14	2.9%	23
Internet / Delivered	3.5%	35	5.0%	14	2.9%	21	2.3%	2	5.0%	20	2.4%	12	4.4%	21	2.9%	12	3.2%	26
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Kenton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1
Kingsbury	0.4%	4	0.4%	1	0.4%	3	1.2%	1	0.5%	2	0.2%	1	0.6%	3	0.2%	1	0.5%	4

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Land of Leather, Victoria Road, South Ruislip	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
London Colney, St. Albans	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3
MFI, Edgware Road, Colindale	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
North Finchley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
North Harrow	0.8%	8	1.4%	4	0.6%	4	0.0%	0	1.0%	4	0.8%	4	1.0%	5	0.7%	3	0.9%	7
Northolt	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.6%	3	0.0%	0	0.4%	3
Northwood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Pinner	1.8%	18	2.5%	7	1.5%	11	0.0%	0	1.5%	6	2.4%	12	2.1%	10	1.5%	6	2.0%	16
Rayners Lane	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.1%	1
Ruislip	2.7%	27	1.4%	4	3.2%	23	1.2%	1	3.0%	12	2.8%	14	3.3%	16	2.2%	9	3.2%	26
Slough	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
South Harrow	1.2%	12	0.4%	1	1.5%	11	0.0%	0	1.5%	6	1.2%	6	1.2%	6	1.2%	5	1.4%	11
South Oxney	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.5%	2	0.3%	2
South Ruislip	1.4%	14	1.4%	4	1.4%	10	1.2%	1	1.7%	7	1.2%	6	1.2%	6	1.9%	8	1.6%	13
Southall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Stanmore	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.4%	2	0.2%	1	0.4%	3
Staples Corner Retail Park, Geron Way, Cricklewood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Uxbridge	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.6%	3	0.2%	1	0.3%	2
Watford	10.6%	106	9.3%	26	11.1%	80	5.8%	5	12.2%	49	10.5%	52	12.5%	60	8.7%	36	12.5%	100
Wealdstone	0.4%	4	0.4%	1	0.4%	3	1.2%	1	0.5%	2	0.2%	1	0.6%	3	0.2%	1	0.3%	2
Wembley	2.7%	27	2.9%	8	2.6%	19	3.5%	3	4.0%	16	1.6%	8	4.2%	20	1.5%	6	3.1%	25
Westfield / White City	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	3
Wickes, Alperton	0.3%	3	0.7%	2	0.1%	1	1.2%	1	0.5%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3
Willesden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Windsor, Berkshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Yeading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't buy these goods)	23.9%	239	25.0%	70	23.5%	169	23.3%	20	16.7%	67	29.0%	144	15.4%	74	29.6%	122	19.6%	157
(Don't know / can't remember)	15.6%	156	15.4%	43	15.7%	113	10.5%	9	12.2%	49	19.1%	95	13.9%	67	17.0%	70	14.7%	118
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q10 Which store or location did your household last buy DIY / hardware and garden items?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Alperton	0.4%	4	0.7%	2	0.3%	2	1.2%	1	0.0%	0	0.6%	3	0.4%	2	0.2%	1	0.4%	3
Argos, High Street, Ruislip, Hillingdon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Asda, Edgware Road, Colindale	0.1%	1	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
B&Q, Acton	1.6%	16	2.1%	6	1.4%	10	2.3%	2	1.7%	7	1.4%	7	1.0%	5	2.4%	10	2.0%	16
B&Q, Cricklewood	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.4%	2	0.0%	0	0.4%	3
B&Q, Stanmore, Honeypot Lane	12.0%	120	13.6%	38	11.4%	82	5.8%	5	11.9%	48	12.7%	63	11.4%	55	12.1%	50	13.2%	106
B&Q, Watford	7.1%	71	5.7%	16	7.6%	55	0.0%	0	9.0%	36	6.8%	34	7.9%	38	7.0%	29	8.4%	67
B&Q, Yeading, Hayes	2.9%	29	4.3%	12	2.4%	17	1.2%	1	4.0%	16	2.2%	11	2.1%	10	4.1%	17	3.1%	25
Brent Cross	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.7%	3	0.8%	4	0.8%	4	0.2%	1	0.9%	7
Bucks Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Burnt Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Bushey, Hertfordshire	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Carpenter Park	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Central London/ West End	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Chalfont St. Giles, Buckinghamshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Chenies Garden Centre, Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Chorleywood, Rickmansworth	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Colindale	0.7%	7	1.8%	5	0.3%	2	2.3%	2	0.7%	3	0.4%	2	1.2%	6	0.2%	1	0.7%	6
Ducks Hill Garden Centre, Duck's Hill Road, Ruislip	0.3%	3	0.4%	1	0.3%	2	1.2%	1	0.2%	1	0.2%	1	0.6%	3	0.0%	0	0.4%	3
Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Eastcote	0.3%	3	0.7%	2	0.1%	1	1.2%	1	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.4%	3
Edgware	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.2%	1	0.8%	4	0.4%	2	0.7%	3	0.5%	4
Ely, Cambridgeshire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Enfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Harrow	4.8%	48	3.9%	11	5.1%	37	9.3%	8	4.7%	19	4.2%	21	5.0%	24	4.4%	18	4.4%	35
Harrow Weald	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Hatch End	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Homebase, Colindale	1.0%	10	0.7%	2	1.1%	8	2.3%	2	1.0%	4	0.8%	4	1.5%	7	0.5%	2	1.2%	10
Homebase, Hendon	1.3%	13	2.5%	7	0.8%	6	2.3%	2	1.2%	5	1.2%	6	1.2%	6	1.5%	6	1.4%	11
Homebase, High Road, Harrow Weald	11.1%	111	8.2%	23	12.2%	88	11.6%	10	13.7%	55	8.9%	44	12.3%	59	10.0%	41	11.9%	95
Homebase, Ruislip, Victoria Retail Park	15.0%	150	12.5%	35	16.0%	115	17.4%	15	19.2%	77	11.7%	58	16.8%	81	13.8%	57	17.2%	138
Homebase, Wembley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hounslow	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Internet / Delivered	0.9%	9	1.1%	3	0.8%	6	2.3%	2	1.0%	4	0.6%	3	1.7%	8	0.2%	1	0.7%	6
Kingsbury	0.7%	7	1.1%	3	0.6%	4	0.0%	0	0.7%	3	0.8%	4	0.8%	4	0.5%	2	0.6%	5
London Colney, St. Albans	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Neasden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
North Harrow	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Northwood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Osterley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Pinner	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.0%	0	1.0%	5	0.2%	1	0.7%	3	0.4%	3
Queensbury	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.4%	3
Rayners Lane	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.2%	1	0.4%	2	0.6%	3	0.0%	0	0.4%	3
Rivers Retail Park, Mustard Mill Road, Staines	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Robert Dyas Station Road, Harrow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Ruislip	1.7%	17	1.4%	4	1.8%	13	0.0%	0	2.7%	11	1.2%	6	2.7%	13	0.5%	2	1.6%	13
Sevenoaks	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
South Harrow	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.2%	1	0.8%	4	0.2%	1	0.7%	3	0.3%	2
South Oxney	1.7%	17	2.9%	8	1.3%	9	1.2%	1	1.2%	5	2.2%	11	1.9%	9	1.5%	6	2.0%	16
St. Albans	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Stanmore	1.3%	13	1.8%	5	1.1%	8	0.0%	0	0.7%	3	2.0%	10	1.5%	7	1.2%	5	1.6%	13
Sudbury Hill	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Watford	2.9%	29	2.9%	8	2.9%	21	3.5%	3	4.2%	17	1.8%	9	3.7%	18	1.9%	8	3.2%	26
Wealdstone	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.7%	3	0.2%	1	0.2%	1	0.7%	3	0.5%	4
Wembley	1.2%	12	2.5%	7	0.7%	5	2.3%	2	0.5%	2	1.6%	8	1.9%	9	0.7%	3	0.9%	7
Whittington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Wickes, Station Road, Harrow	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Wickes, Victoria Road, Ruislip	0.7%	7	1.4%	4	0.4%	3	2.3%	2	1.2%	5	0.0%	0	0.8%	4	0.7%	3	0.6%	5

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Willesden	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
(Don't buy these goods)	17.2%	172	14.6%	41	18.2%	131	23.3%	20	8.0%	32	22.9%	114	10.2%	49	21.8%	90	10.5%	84
(Don't know / can't remember)	5.7%	57	4.3%	12	6.3%	45	2.3%	2	4.5%	18	7.2%	36	4.2%	20	7.8%	32	5.5%	44
Base:		1000		280		720		86		402		497		481		412		801

Q11 At which location did your household last buy chemist, health and beauty items?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Abroad	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Alperton	0.3%	3	0.7%	2	0.1%	1	1.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Belmont, Sutton	1.0%	10	0.7%	2	1.1%	8	0.0%	0	1.2%	5	1.0%	5	0.8%	4	1.0%	4	1.1%	9
Brent Cross	1.9%	19	1.8%	5	1.9%	14	3.5%	3	1.0%	4	2.0%	10	1.5%	7	1.7%	7	2.2%	18
Burnt Oak	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.5%	2	0.8%	4	0.2%	1	1.2%	5	0.6%	5
Bushey, Hertfordshire	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.3%	2
Camden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Central London/ West End	1.4%	14	1.4%	4	1.4%	10	4.7%	4	1.5%	6	0.8%	4	1.7%	8	0.7%	3	1.2%	10
Colindale	0.8%	8	1.8%	5	0.4%	3	3.5%	3	0.5%	2	0.6%	3	0.8%	4	1.0%	4	0.7%	6
Eastcote	2.9%	29	2.5%	7	3.1%	22	0.0%	0	1.7%	7	4.4%	22	3.5%	17	2.7%	11	2.7%	22
Edgware	5.7%	57	5.7%	16	5.7%	41	4.7%	4	4.0%	16	7.4%	37	5.0%	24	7.0%	29	5.6%	45
Feltham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Gatwick Airport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Great Yarmouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Greenford	1.8%	18	2.1%	6	1.7%	12	2.3%	2	2.7%	11	1.0%	5	1.7%	8	2.2%	9	1.9%	15
Harefield	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Harrow	27.1%	271	21.1%	59	29.4%	212	29.1%	25	30.1%	121	24.3%	121	27.4%	132	28.9%	119	26.8%	215
Harrow Weald	0.5%	5	0.4%	1	0.6%	4	1.2%	1	0.2%	1	0.6%	3	0.2%	1	0.7%	3	0.4%	3
Hatch End	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.2%	5	0.2%	1	0.8%	4	0.5%	2	0.7%	6
Hemel Hempstead, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hendon, Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hillingdon	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Hyde	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Internet / Delivered	1.3%	13	1.8%	5	1.1%	8	2.3%	2	1.5%	6	1.0%	5	1.7%	8	1.2%	5	1.4%	11
Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kentish Town	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kenton	2.1%	21	2.5%	7	1.9%	14	1.2%	1	1.7%	7	2.6%	13	2.3%	11	1.9%	8	2.4%	19
Kingsbury	2.8%	28	3.6%	10	2.5%	18	5.8%	5	2.5%	10	2.6%	13	3.3%	16	1.9%	8	3.0%	24
Local shops	2.6%	26	3.2%	9	2.4%	17	1.2%	1	2.5%	10	2.8%	14	2.3%	11	2.9%	12	2.9%	23
London Colney, St. Albans	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Moorpark	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
North Harrow	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.5%	2	0.4%	2	0.6%	3	0.5%	2	0.6%	5
Northolt	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.4%	2	0.2%	1	0.3%	2
Northwood	2.1%	21	2.5%	7	1.9%	14	1.2%	1	2.2%	9	2.2%	11	2.5%	12	1.5%	6	2.4%	19
Osterley	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Pinner	6.9%	69	5.0%	14	7.6%	55	4.7%	4	8.0%	32	6.4%	32	8.5%	41	3.6%	15	7.7%	62
Queensbury	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.7%	3	0.6%	3	0.6%	3	0.7%	3	0.6%	5
Rayners Lane	1.1%	11	1.4%	4	1.0%	7	1.2%	1	0.5%	2	1.6%	8	1.5%	7	0.5%	2	0.9%	7
Richmond, Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Ruislip	3.6%	36	3.6%	10	3.6%	26	1.2%	1	3.7%	15	4.0%	20	4.8%	23	2.4%	10	4.1%	33
Scotland	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
South Harrow	3.3%	33	2.5%	7	3.6%	26	3.5%	3	3.7%	15	3.0%	15	3.3%	16	3.6%	15	2.9%	23
South Oxney	0.6%	6	1.4%	4	0.3%	2	0.0%	0	1.0%	4	0.4%	2	0.6%	3	0.7%	3	0.7%	6
South Ruislip	1.3%	13	1.4%	4	1.3%	9	0.0%	0	1.7%	7	1.2%	6	1.5%	7	1.2%	5	1.4%	11
Stanmore	3.3%	33	3.6%	10	3.2%	23	2.3%	2	1.5%	6	4.6%	23	3.5%	17	2.9%	12	2.7%	22
Sudbury Hill	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.7%	3	0.4%	3
Uxbridge	1.4%	14	0.7%	2	1.7%	12	2.3%	2	2.2%	9	0.6%	3	1.9%	9	1.2%	5	1.7%	14
Watford	4.5%	45	1.8%	5	5.6%	40	2.3%	2	5.7%	23	3.8%	19	4.4%	21	3.6%	15	5.2%	42
Wealdstone	1.8%	18	1.1%	3	2.1%	15	3.5%	3	1.2%	5	2.0%	10	1.5%	7	2.7%	11	1.2%	10
Wembley	4.2%	42	6.8%	19	3.2%	23	4.7%	4	3.0%	12	5.0%	25	3.5%	17	4.9%	20	3.0%	24
Westfield / White City	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2
Willesden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Yeading	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.3%	2
(Don't buy these goods)	4.9%	49	8.6%	24	3.5%	25	2.3%	2	3.2%	13	6.4%	32	1.5%	7	7.0%	29	3.7%	30
(Don't know / can't remember)	3.0%	30	4.3%	12	2.5%	18	4.7%	4	2.7%	11	2.8%	14	2.9%	14	2.9%	12	2.9%	23
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q12 Which location did your household last buy other non-food items such as books, CD's, toys and gifts?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Abroad	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Alperton	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	1	0.3%	2
Brent Cross	4.6%	46	5.4%	15	4.3%	31	7.0%	6	3.7%	15	5.0%	25	5.8%	28	2.9%	12	5.4%	43
Burnt Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Bushey, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Camden	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.1%	1
Central London/ West End	3.1%	31	4.3%	12	2.6%	19	2.3%	2	3.2%	13	3.0%	15	4.6%	22	1.2%	5	3.2%	26
Cheltenham, Gloucestershire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Colindale	0.6%	6	0.7%	2	0.6%	4	2.3%	2	1.0%	4	0.0%	0	0.8%	4	0.5%	2	0.7%	6
Cromer, Norfolk	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Ealing Broadway	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Eastcote	0.4%	4	0.4%	1	0.4%	3	1.2%	1	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.4%	3
Edgware	2.6%	26	1.8%	5	2.9%	21	1.2%	1	2.7%	11	2.8%	14	2.7%	13	2.9%	12	2.9%	23
Falmouth, Cornwall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Greenford	0.6%	6	0.7%	2	0.6%	4	1.2%	1	0.7%	3	0.4%	2	0.4%	2	0.7%	3	0.7%	6
Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hampstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Harrow	24.1%	241	20.4%	57	25.6%	184	26.7%	23	27.4%	110	21.1%	105	25.4%	122	24.8%	102	24.3%	195
Hatch End	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Hayes	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Hemel Hempstead, Hertfordshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hounslow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Internet / Delivered	16.4%	164	20.4%	57	14.9%	107	26.7%	23	26.1%	105	7.0%	35	23.1%	111	10.9%	45	18.6%	149
Ipswich	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
Kenton	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.2%	1	0.8%	4	0.6%	3	0.5%	2	0.6%	5
Kilburn	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Kings Langley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Local shops	0.8%	8	0.4%	1	1.0%	7	1.2%	1	0.7%	3	0.6%	3	0.4%	2	1.0%	4	0.9%	7
Northwood	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.7%	3	0.3%	2
Pinner	1.8%	18	1.4%	4	1.9%	14	1.2%	1	1.7%	7	2.0%	10	1.7%	8	1.5%	6	1.7%	14
Queensbury	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2
Rayners Lane	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Rickmansworth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.3%	2
Ruislip	1.1%	11	0.4%	1	1.4%	10	1.2%	1	0.7%	3	1.4%	7	0.6%	3	1.5%	6	1.4%	11
Shepherds Bush	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
South Harrow	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.5%	2	1.2%	6	0.6%	3	1.2%	5	0.9%	7
South Oxney	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2
South Ruislip	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
St. John's Wood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Stafford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Stanmore	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.0%	0	1.0%	5	0.8%	4	0.2%	1	0.1%	1
Staples Corner Retail Park, Geron Way, Cricklewood	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.4%	3
Uxbridge	2.5%	25	1.4%	4	2.9%	21	1.2%	1	3.2%	13	2.2%	11	3.5%	17	1.7%	7	2.9%	23
Watford	9.3%	93	6.8%	19	10.3%	74	7.0%	6	10.9%	44	8.7%	43	10.4%	50	7.8%	32	10.7%	86
Wealdstone	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wembley	1.5%	15	2.9%	8	1.0%	7	2.3%	2	1.7%	7	1.2%	6	1.5%	7	1.9%	8	1.4%	11
Westfield / White City	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Willesden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Yeading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't buy these goods)	18.8%	188	19.3%	54	18.6%	134	12.8%	11	6.0%	24	29.8%	148	8.7%	42	26.7%	110	13.5%	108
(Don't know / can't remember)	5.2%	52	4.3%	12	5.6%	40	4.7%	4	2.7%	11	6.8%	34	3.1%	15	6.8%	28	4.6%	37
Base:		1000		280		720		86		402		497		481		412		801

Q13 Do you regularly visit, once a month or more often, shops or services in any of the following centres?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Harrow	61.8%	618	57.9%	162	63.3%	456	77.9%	67	63.2%	254	58.6%	291	62.6%	301	63.4%	261	61.8%	495
Burnt Oak	8.6%	86	11.8%	33	7.4%	53	16.3%	14	8.2%	33	7.8%	39	7.9%	38	9.7%	40	9.1%	73
Kingsbury	13.4%	134	18.9%	53	11.3%	81	23.3%	20	12.7%	51	12.5%	62	15.0%	72	12.4%	51	14.9%	119
North Harrow	9.8%	98	10.4%	29	9.6%	69	19.8%	17	11.4%	46	6.6%	33	10.4%	50	9.0%	37	9.5%	76
Pinner	32.0%	320	25.0%	70	34.7%	250	29.1%	25	34.8%	140	30.2%	150	36.0%	173	26.9%	111	34.8%	279
Rayners Lane	11.8%	118	14.3%	40	10.8%	78	19.8%	17	12.9%	52	9.7%	48	13.3%	64	10.2%	42	12.2%	98
South Harrow	20.3%	203	21.8%	61	19.7%	142	26.7%	23	21.9%	88	18.3%	91	21.2%	102	20.6%	85	20.6%	165
Stanmore	15.3%	153	13.9%	39	15.8%	114	22.1%	19	12.7%	51	16.3%	81	14.8%	71	15.3%	63	15.9%	127
Wealdstone	12.8%	128	11.8%	33	13.2%	95	20.9%	18	11.4%	46	12.5%	62	9.6%	46	17.2%	71	11.2%	90
(Don't regularly visit any of these centres)	17.6%	176	20.7%	58	16.4%	118	10.5%	9	17.2%	69	18.7%	93	15.0%	72	19.2%	79	16.2%	130
Base:		1000		280		720		86		402		497		481		412		801

Q14 When you visit any of these centres for shopping which other services do you use?

Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Banks / Building societies	52.2%	430	56.8%	126	50.5%	304	46.8%	36	52.6%	175	53.7%	217	51.1%	209	55.3%	184	53.5%	359
Betting shop	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.0%	0
Café / restaurants	24.0%	198	23.9%	53	24.1%	145	28.6%	22	28.5%	95	19.6%	79	30.1%	123	17.7%	59	24.3%	163
Estate agent	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.6%	2	0.3%	2
Health centre / Dentist / Optician	8.0%	66	9.9%	22	7.3%	44	10.4%	8	7.2%	24	8.4%	34	7.3%	30	9.0%	30	8.2%	55
Library	7.9%	65	6.3%	14	8.5%	51	9.1%	7	7.2%	24	8.4%	34	8.1%	33	8.4%	28	7.6%	51
Post office	19.8%	163	18.0%	40	20.4%	123	18.2%	14	16.5%	55	23.3%	94	18.6%	76	22.2%	74	20.6%	138
Pubs/bars	1.8%	15	4.1%	9	1.0%	6	3.9%	3	2.1%	7	1.2%	5	1.5%	6	2.7%	9	1.8%	12
Other	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.9%	3	0.0%	0	0.7%	3	0.0%	0	0.1%	1
Leisure activities (e.g,cinema, swimming etc.)	2.7%	22	1.4%	3	3.2%	19	5.2%	4	3.0%	10	2.0%	8	3.4%	14	2.1%	7	3.0%	20
Dry cleaners / launderette	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.6%	2	0.5%	2	0.7%	3	0.3%	1	0.6%	4
Hairdressers / beauty salon	1.5%	12	0.5%	1	1.8%	11	3.9%	3	2.1%	7	0.5%	2	1.7%	7	0.9%	3	1.6%	11
Petrol station	1.0%	8	1.4%	3	0.8%	5	0.0%	0	1.5%	5	0.5%	2	1.5%	6	0.3%	1	1.2%	8
(Don't know / can't remember)	22.3%	184	19.8%	44	23.3%	140	19.5%	15	19.2%	64	24.5%	99	19.3%	79	23.7%	79	21.0%	141
(Nothing else / only shopping)	3.2%	26	3.2%	7	3.2%	19	2.6%	2	5.1%	17	1.7%	7	3.4%	14	2.7%	9	3.3%	22
Base:		824		222		602		77		333		404		409		333		671

Q15 What if anything would make you shop more often in Harrow town centre?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.7%	6	0.0%	0	1.0%	6	1.3%	1	0.9%	3	0.5%	2	1.0%	4	0.6%	2	0.6%	4
Better choice of cafes / restaurants	1.0%	8	0.5%	1	1.2%	7	0.0%	0	1.5%	5	0.7%	3	1.5%	6	0.6%	2	1.0%	7
Better choice of clothing shops	3.3%	27	1.8%	4	3.8%	23	6.5%	5	3.9%	13	2.2%	9	3.4%	14	3.3%	11	3.3%	22
Better choice of shops in general	11.0%	91	8.1%	18	12.1%	73	18.2%	14	12.9%	43	8.4%	34	13.2%	54	9.9%	33	11.6%	78
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	1.0%	8	0.5%	1	1.2%	7	1.3%	1	0.9%	3	1.0%	4	0.2%	1	2.1%	7	1.0%	7
Better leisure facilities (e.g. Cinema)	0.5%	4	0.9%	2	0.3%	2	1.3%	1	0.3%	1	0.5%	2	0.2%	1	0.9%	3	0.4%	3
Better maintenance / cleanliness	5.9%	49	4.1%	9	6.6%	40	3.9%	3	6.9%	23	5.7%	23	8.8%	36	3.3%	11	6.6%	44
Better quality shops	3.8%	31	1.8%	4	4.5%	27	1.3%	1	3.3%	11	4.7%	19	4.4%	18	3.6%	12	4.2%	28
Better safety / More police / CCTV	4.1%	34	4.5%	10	4.0%	24	0.0%	0	5.4%	18	4.0%	16	4.2%	17	4.5%	15	4.8%	32
Better street market	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.6%	2	0.5%	2	0.5%	2	0.6%	2	0.6%	4
Cheaper / free car parking	8.0%	66	13.5%	30	6.0%	36	6.5%	5	12.3%	41	5.0%	20	11.5%	47	4.8%	16	9.7%	65
Escalator or lift at the tube station	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Improve the appearance / atmosphere	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.6%	2	0.2%	1	0.7%	3	0.0%	0	0.3%	2
Improved bus services	1.7%	14	2.3%	5	1.5%	9	0.0%	0	1.8%	6	2.0%	8	1.7%	7	1.5%	5	1.8%	12
Indoor shopping centre	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Less busy	0.2%	2	0.5%	1	0.2%	1	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.1%	1
Less food shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Longer opening hours / late-night shopping	0.4%	3	0.0%	0	0.5%	3	1.3%	1	0.3%	1	0.2%	1	0.5%	2	0.3%	1	0.4%	3
Lower prices / cheaper stores	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.1%	1
More / better public toilet facilities	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.6%	2	0.3%	2
More bicycle-friendly	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0	0.1%	1
More car parking	6.7%	55	8.6%	19	6.0%	36	3.9%	3	9.6%	32	4.7%	19	10.3%	42	2.7%	9	7.9%	53
More cost effective produce	0.5%	4	0.9%	2	0.3%	2	1.3%	1	0.9%	3	0.0%	0	0.5%	2	0.6%	2	0.6%	4
More disabled parking spaces	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2
More food supermarkets	2.1%	17	0.5%	1	2.7%	16	0.0%	0	2.4%	8	2.2%	9	1.7%	7	2.7%	9	1.8%	12
More large shops	3.5%	29	2.7%	6	3.8%	23	5.2%	4	3.6%	12	3.2%	13	5.4%	22	1.8%	6	3.7%	25
More seating / street furniture	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3
More traffic free areas / pedestrianisation	0.5%	4	1.4%	3	0.2%	1	0.0%	0	0.6%	2	0.5%	2	0.7%	3	0.3%	1	0.6%	4
Nothing	53.4%	440	53.2%	118	53.5%	322	57.1%	44	42.9%	143	61.1%	247	44.7%	183	60.4%	201	49.0%	329
Open another department store (e.g. John Lewis)	1.0%	8	0.5%	1	1.2%	7	0.0%	0	1.5%	5	0.7%	3	1.0%	4	0.6%	2	1.2%	8
Open the closed shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Rid the town of gangs of youths	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.6%	2	0.3%	2
Stop illegal street sellers	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.6%	2	0.3%	2
(Don’t know / never shopped there before)	5.0%	41	4.1%	9	5.3%	32	1.3%	1	3.6%	12	6.2%	25	3.9%	16	5.7%	19	5.8%	39
Base:		824		222		602		77		333		404		409		333		671

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	

Q16 What if anything would make you shop more often in Burnt Oak?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.1%	1
Better choice of clothing shops	1.0%	8	0.5%	1	1.2%	7	2.6%	2	1.5%	5	0.2%	1	1.2%	5	0.3%	1	0.9%	6
Better choice of shops in general	3.2%	26	2.7%	6	3.3%	20	5.2%	4	3.3%	11	2.7%	11	3.4%	14	3.0%	10	3.4%	23
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better maintenance / cleanliness	1.5%	12	0.9%	2	1.7%	10	5.2%	4	1.5%	5	0.7%	3	1.7%	7	1.5%	5	1.2%	8
Better quality shops	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	3
Better safety / More police / CCTV	0.2%	2	0.9%	2	0.0%	0	1.3%	1	0.0%	0	0.2%	1	0.5%	2	0.0%	0	0.3%	2
Cheaper car parking	0.6%	5	0.5%	1	0.7%	4	1.3%	1	0.9%	3	0.2%	1	0.5%	2	0.6%	2	0.7%	5
Improve the appearance / atmosphere	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Improved bus services	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.6%	2	0.2%	1	0.0%	0	0.6%	2	0.3%	2
Less ethnic food stores	0.1%	1	0.0%	0	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Longer opening hours / late-night shopping	0.1%	1	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More car parking	2.7%	22	3.2%	7	2.5%	15	5.2%	4	3.9%	13	1.2%	5	3.2%	13	2.4%	8	3.3%	22
More chinese restaurants	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More food supermarkets	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.3%	2
More traffic free areas / pedestrianisation	0.5%	4	1.4%	3	0.2%	1	0.0%	0	0.9%	3	0.2%	1	0.7%	3	0.3%	1	0.6%	4
Nothing	47.7%	393	43.2%	96	49.3%	297	48.1%	37	52.0%	173	44.8%	181	47.9%	196	46.8%	156	47.5%	319
(Don't know / never shopped there before)	44.2%	364	47.7%	106	42.9%	258	36.4%	28	37.5%	125	50.2%	203	42.8%	175	46.2%	154	43.7%	293
Base:		824		222		602		77		333		404		409		333		671

Q17 What if anything would make you shop more often in Kingsbury?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.9%	7	0.9%	2	0.8%	5	2.6%	2	1.5%	5	0.0%	0	1.2%	5	0.3%	1	1.0%	7
Better choice of clothing shops	1.2%	10	0.9%	2	1.3%	8	1.3%	1	1.2%	4	1.2%	5	1.2%	5	1.2%	4	1.3%	9
Better choice of shops in general	5.5%	45	5.4%	12	5.5%	33	10.4%	8	5.4%	18	4.0%	16	5.4%	22	5.7%	19	6.1%	41
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.2%	2	0.5%	1	0.2%	1	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.1%	1
Better maintenance / cleanliness	1.1%	9	0.9%	2	1.2%	7	5.2%	4	0.6%	2	0.7%	3	1.7%	7	0.6%	2	1.0%	7
Better quality shops	1.1%	9	0.5%	1	1.3%	8	0.0%	0	1.5%	5	1.0%	4	0.2%	1	2.4%	8	1.2%	8
Better safety / More police / CCTV	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.5%	2	0.0%	0	0.3%	2
Cheaper car parking	1.2%	10	1.8%	4	1.0%	6	2.6%	2	1.8%	6	0.2%	1	1.7%	7	0.6%	2	1.5%	10
Improve the appearance / atmosphere	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Improved bus services	0.7%	6	0.5%	1	0.8%	5	1.3%	1	1.2%	4	0.2%	1	0.2%	1	1.2%	4	0.7%	5
Less Asian shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
More car parking	3.4%	28	3.2%	7	3.5%	21	3.9%	3	4.8%	16	2.0%	8	4.2%	17	2.7%	9	4.2%	28
More food supermarkets	0.9%	7	0.9%	2	0.8%	5	1.3%	1	0.6%	2	1.0%	4	0.5%	2	0.9%	3	0.7%	5
More large shops	0.6%	5	0.0%	0	0.8%	5	1.3%	1	0.6%	2	0.5%	2	0.5%	2	0.6%	2	0.7%	5
More seating / street furniture	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.3%	2
More traffic free areas / pedestrianisation	1.1%	9	1.4%	3	1.0%	6	2.6%	2	1.5%	5	0.5%	2	1.5%	6	0.9%	3	1.3%	9
Nothing	49.6%	409	53.6%	119	48.2%	290	49.4%	38	54.4%	181	46.5%	188	51.8%	212	46.2%	154	49.2%	330
(Don't know / never shopped there before)	37.0%	305	32.4%	72	38.7%	233	26.0%	20	30.9%	103	43.8%	177	34.0%	139	40.8%	136	35.8%	240
Base:		824		222		602		77		333		404		409		333		671

Column %ges.

Q18 What if anything would make you shop more often in North Harrow?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.4%	3	0.5%	1	0.3%	2	2.6%	2	0.3%	1	0.0%	0	0.5%	2	0.3%	1	0.4%	3
Better choice of cafes / restaurants	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better choice of clothing shops	1.5%	12	1.4%	3	1.5%	9	2.6%	2	1.8%	6	1.0%	4	1.7%	7	1.5%	5	1.8%	12
Better choice of shops in general	6.4%	53	4.5%	10	7.1%	43	6.5%	5	9.9%	33	3.5%	14	8.6%	35	5.4%	18	7.0%	47
Better maintenance / cleanliness	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Better quality shops	1.1%	9	0.5%	1	1.3%	8	2.6%	2	1.8%	6	0.2%	1	1.7%	7	0.6%	2	1.2%	8
Better safety / More police / CCTV	0.4%	3	0.5%	1	0.3%	2	1.3%	1	0.6%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	3
Cheaper car parking	1.2%	10	2.3%	5	0.8%	5	1.3%	1	2.1%	7	0.5%	2	1.7%	7	0.9%	3	1.5%	10
Clearing parked cars from bike lanes	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Improved bus services	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
More car parking	2.9%	24	2.3%	5	3.2%	19	0.0%	0	5.7%	19	1.0%	4	3.9%	16	1.5%	5	3.4%	23
More food supermarkets	3.2%	26	4.1%	9	2.8%	17	3.9%	3	3.9%	13	2.5%	10	4.2%	17	2.4%	8	2.8%	19
More large shops	0.9%	7	1.4%	3	0.7%	4	6.5%	5	0.3%	1	0.2%	1	1.2%	5	0.6%	2	0.7%	5
More traffic free areas / pedestrianisation	0.2%	2	0.5%	1	0.2%	1	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	2
Nothing	50.1%	413	48.2%	107	50.8%	306	49.4%	38	53.2%	177	48.5%	196	50.4%	206	47.1%	157	49.0%	329
(Don't know / never shopped there before)	35.9%	296	37.8%	84	35.2%	212	32.5%	25	25.2%	84	44.8%	181	30.8%	126	42.6%	142	35.8%	240
Base:		824		222		602		77		333		404		409		333		671

Q19 What if anything would make you shop more often in Pinner?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.5%	1	0.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.3%	2
Better choice of cafes / restaurants	0.6%	5	0.9%	2	0.5%	3	1.3%	1	0.3%	1	0.7%	3	0.5%	2	0.9%	3	0.4%	3
Better choice of clothing shops	2.4%	20	0.0%	0	3.3%	20	3.9%	3	1.8%	6	2.5%	10	2.2%	9	2.1%	7	2.2%	15
Better choice of shops in general	6.4%	53	5.0%	11	7.0%	42	6.5%	5	7.2%	24	5.9%	24	8.6%	35	3.6%	12	6.6%	44
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.7%	6	0.5%	1	0.8%	5	0.0%	0	1.2%	4	0.5%	2	1.2%	5	0.3%	1	0.7%	5
Better maintenance / cleanliness	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.2%	1	0.3%	1	0.4%	3
Better quality shops	1.9%	16	2.3%	5	1.8%	11	1.3%	1	2.1%	7	2.0%	8	2.4%	10	1.2%	4	2.1%	14
Cheaper car parking	3.6%	30	2.7%	6	4.0%	24	2.6%	2	6.0%	20	2.0%	8	4.9%	20	3.0%	10	4.5%	30
Improve library	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Improved bus services	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Indoor shopping centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Less cafes / restaurants	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Longer opening hours / late-night shopping	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Lower prices / cheaper stores	0.6%	5	0.5%	1	0.7%	4	0.0%	0	1.2%	4	0.2%	1	0.5%	2	0.9%	3	0.4%	3
More car parking	2.9%	24	2.3%	5	3.2%	19	2.6%	2	4.2%	14	2.0%	8	3.2%	13	3.0%	10	3.6%	24
More compact shopping area	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More cost effective produce	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More food supermarkets	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.6%	2	0.2%	1	0.5%	2	0.3%	1	0.4%	3
More large shops	1.3%	11	2.3%	5	1.0%	6	1.3%	1	1.5%	5	1.0%	4	2.0%	8	0.6%	2	1.5%	10
Nothing	54.9%	452	56.8%	126	54.2%	326	50.6%	39	55.6%	185	55.2%	223	56.2%	230	52.3%	174	54.5%	366
Open another department store (e.g. John Lewis)	0.5%	4	0.0%	0	0.7%	4	0.0%	0	1.2%	4	0.0%	0	0.5%	2	0.6%	2	0.6%	4
(Don't know / never shopped there before)	27.2%	224	30.2%	67	26.1%	157	31.2%	24	21.0%	70	31.4%	127	22.2%	91	33.6%	112	26.1%	175
Base:		824		222		602		77		333		404		409		333		671

Q20 What if anything would make you shop more often in Rayners Lane?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.3%	2
Better bank facilities	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better choice of cafes / restaurants	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Better choice of clothing shops	1.0%	8	0.5%	1	1.2%	7	2.6%	2	0.9%	3	0.7%	3	1.5%	6	0.3%	1	0.9%	6
Better choice of shops in general	6.3%	52	7.2%	16	6.0%	36	6.5%	5	8.7%	29	4.5%	18	9.3%	38	4.2%	14	7.0%	47
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better maintenance / cleanliness	0.6%	5	0.5%	1	0.7%	4	3.9%	3	0.0%	0	0.5%	2	1.0%	4	0.3%	1	0.6%	4
Better quality shops	0.6%	5	1.4%	3	0.3%	2	1.3%	1	1.2%	4	0.0%	0	0.7%	3	0.6%	2	0.7%	5
Better safety / More police / CCTV	0.5%	4	0.5%	1	0.5%	3	1.3%	1	0.9%	3	0.0%	0	0.7%	3	0.3%	1	0.6%	4
Cheaper car parking	2.1%	17	3.2%	7	1.7%	10	0.0%	0	3.6%	12	1.2%	5	2.9%	12	1.5%	5	2.5%	17
Improve the appearance / atmosphere	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
More activites for children	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More car parking	4.2%	35	3.2%	7	4.7%	28	2.6%	2	6.3%	21	3.0%	12	4.4%	18	4.5%	15	5.1%	34
More food supermarkets	1.3%	11	1.8%	4	1.2%	7	2.6%	2	0.9%	3	1.5%	6	1.5%	6	1.2%	4	1.0%	7
More large shops	0.2%	2	0.5%	1	0.2%	1	2.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2
More traffic free areas / pedestrianisation	0.4%	3	0.0%	0	0.5%	3	2.6%	2	0.3%	1	0.0%	0	0.5%	2	0.3%	1	0.4%	3
Nothing	50.6%	417	51.8%	115	50.2%	302	49.4%	38	53.5%	178	48.5%	196	53.5%	219	43.5%	145	49.6%	333
Open another department store (e.g. John Lewis)	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.6%	2	0.2%	1	0.5%	2	0.3%	1	0.4%	3
(Don’t know / never shopped there before)	36.0%	297	35.1%	78	36.4%	219	31.2%	24	27.6%	92	43.6%	176	29.3%	120	45.6%	152	35.6%	239
Base:		824		222		602		77		333		404		409		333		671

Column %ges.

Q21 What if anything would make you shop more often in South Harrow?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Better choice of cafes / restaurants	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better choice of clothing shops	2.1%	17	0.9%	2	2.5%	15	3.9%	3	1.8%	6	2.0%	8	2.0%	8	2.4%	8	1.5%	10
Better choice of shops in general	6.3%	52	5.9%	13	6.5%	39	3.9%	3	8.1%	27	5.4%	22	6.6%	27	6.9%	23	6.1%	41
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	1.1%	9	1.8%	4	0.8%	5	0.0%	0	0.9%	3	1.5%	6	1.2%	5	1.2%	4	1.0%	7
Better leisure facilities (e.g. Cinema)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Better maintenance / cleanliness	0.7%	6	0.9%	2	0.7%	4	1.3%	1	0.6%	2	0.7%	3	0.7%	3	0.6%	2	0.6%	4
Better quality shops	1.1%	9	0.9%	2	1.2%	7	1.3%	1	1.5%	5	0.7%	3	0.5%	2	1.8%	6	1.0%	7
Better safety / More police / CCTV	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.3%	1	0.3%	2
Cheaper car parking	1.2%	10	2.3%	5	0.8%	5	0.0%	0	2.1%	7	0.7%	3	1.7%	7	0.6%	2	1.3%	9
Improve the appearance / atmosphere	0.4%	3	0.5%	1	0.3%	2	1.3%	1	0.3%	1	0.2%	1	0.7%	3	0.0%	0	0.4%	3
Improved bus services	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.5%	2	0.2%	1	0.6%	2	0.3%	2
Less Pound shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Less cafes / restaurants	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More English shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More activites for children	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More bicycle-friendly	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
More car parking	3.3%	27	4.5%	10	2.8%	17	0.0%	0	6.3%	21	1.5%	6	3.9%	16	2.7%	9	3.7%	25
More food supermarkets	0.6%	5	0.0%	0	0.8%	5	1.3%	1	0.9%	3	0.2%	1	0.7%	3	0.3%	1	0.7%	5
More large shops	0.7%	6	0.9%	2	0.7%	4	2.6%	2	0.3%	1	0.7%	3	1.0%	4	0.3%	1	0.7%	5
More traffic free areas / pedestrianisation	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Nothing	51.9%	428	50.9%	113	52.3%	315	55.8%	43	54.1%	180	49.3%	199	56.0%	229	44.7%	149	51.7%	347
Open a post office	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Open another department store (e.g. John Lewis)	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.9%	3	0.0%	0	0.2%	1	0.6%	2	0.3%	2
Reduce market	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
(Don't know / never shopped there before)	32.9%	271	33.8%	75	32.6%	196	31.2%	24	25.2%	84	39.4%	159	27.4%	112	40.5%	135	33.2%	223
Base:		824		222		602		77		333		404		409		333		671

Column %ges.

Q22 What if anything would make you shop more often in Stanmore?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better bank facilities	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Better choice of cafes / restaurants	0.2%	2	0.5%	1	0.2%	1	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	2
Better choice of clothing shops	1.1%	9	0.5%	1	1.3%	8	1.3%	1	0.6%	2	1.5%	6	1.2%	5	0.9%	3	1.0%	7
Better choice of shops in general	5.6%	46	5.4%	12	5.6%	34	7.8%	6	7.8%	26	3.5%	14	7.1%	29	4.8%	16	6.4%	43
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.5%	4	0.0%	0	0.7%	4	1.3%	1	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3
Better layout of stores, more spread out	0.1%	1	0.0%	0	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Better maintenance / cleanliness	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Better quality shops	1.1%	9	0.9%	2	1.2%	7	0.0%	0	2.1%	7	0.5%	2	2.0%	8	0.3%	1	1.3%	9
Better safety / More police / CCTV	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.5%	2	0.0%	0	0.3%	2
Cheaper car parking	1.8%	15	2.3%	5	1.7%	10	2.6%	2	1.8%	6	1.7%	7	2.9%	12	0.6%	2	2.2%	15
Escalator or lift at the tube station	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Improved bus services	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	2
Lower prices / cheaper stores	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.6%	2	0.1%	1
More car parking	4.0%	33	3.2%	7	4.3%	26	2.6%	2	4.2%	14	4.0%	16	5.6%	23	2.4%	8	4.9%	33
More disabled parking spaces	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
More food supermarkets	0.9%	7	0.0%	0	1.2%	7	1.3%	1	1.2%	4	0.5%	2	1.5%	6	0.3%	1	1.0%	7
More large shops	0.7%	6	0.5%	1	0.8%	5	0.0%	0	0.6%	2	1.0%	4	1.2%	5	0.0%	0	0.7%	5
More traffic free areas / pedestrianisation	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.2%	1	0.6%	2	0.3%	2
Nothing	51.9%	428	50.5%	112	52.5%	316	53.2%	41	58.3%	194	46.5%	188	52.8%	216	48.6%	162	51.6%	346
(Don’t know / never shopped there before)	36.0%	297	39.6%	88	34.7%	209	31.2%	24	28.8%	96	42.8%	173	32.0%	131	42.0%	140	35.0%	235
Base:		824		222		602		77		333		404		409		333		671

Q23 What if anything would make you shop more often in Wealdstone?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.5%	1	0.2%	1	1.3%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	2
Better choice of cafes / restaurants	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.3%	2
Better choice of clothing shops	1.0%	8	0.0%	0	1.3%	8	2.6%	2	1.2%	4	0.5%	2	1.0%	4	0.9%	3	1.2%	8
Better choice of shops in general	6.2%	51	5.4%	12	6.5%	39	9.1%	7	7.8%	26	4.2%	17	6.8%	28	6.0%	20	6.7%	45
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.6%	2	0.5%	2	0.2%	1	0.9%	3	0.0%	0
Better maintenance / cleanliness	1.8%	15	1.8%	4	1.8%	11	5.2%	4	2.1%	7	1.0%	4	1.5%	6	2.4%	8	1.3%	9
Better quality shops	1.5%	12	0.5%	1	1.8%	11	1.3%	1	1.8%	6	1.2%	5	1.5%	6	1.8%	6	1.3%	9
Better safety / More police / CCTV	1.1%	9	1.4%	3	1.0%	6	5.2%	4	0.9%	3	0.5%	2	1.5%	6	0.9%	3	1.2%	8
Better street market	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Cheaper car parking	1.3%	11	1.8%	4	1.2%	7	0.0%	0	2.7%	9	0.5%	2	2.0%	8	0.9%	3	1.6%	11
Improve the appearance / atmosphere	0.4%	3	0.5%	1	0.3%	2	1.3%	1	0.6%	2	0.0%	0	0.5%	2	0.3%	1	0.4%	3
Improved bus services	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Less take away shops	0.1%	1	0.0%	0	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
More car parking	2.2%	18	2.7%	6	2.0%	12	0.0%	0	2.7%	9	2.2%	9	3.2%	13	1.5%	5	2.7%	18
More food supermarkets	2.5%	21	1.8%	4	2.8%	17	1.3%	1	2.4%	8	3.0%	12	1.7%	7	3.6%	12	1.9%	13
More large shops	0.7%	6	0.0%	0	1.0%	6	0.0%	0	0.6%	2	0.7%	3	0.7%	3	0.6%	2	0.9%	6
Nothing	49.0%	404	46.8%	104	49.8%	300	53.2%	41	52.0%	173	46.0%	186	51.6%	211	43.2%	144	47.8%	321
(Don't know / never shopped there before)	38.0%	313	40.5%	90	37.0%	223	27.3%	21	31.5%	105	45.1%	182	35.0%	143	43.5%	145	38.9%	261
Base:		824		222		602		77		333		404		409		333		671

Q24 Are you aware of major proposals to expand shopping facilities at Brent Cross?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Yes	13.0%	107	19.4%	43	10.6%	64	15.6%	12	11.1%	37	13.9%	56	12.7%	52	12.9%	43	13.6%	91
No	86.5%	713	80.2%	178	88.9%	535	84.4%	65	88.6%	295	85.6%	346	87.0%	356	86.8%	289	86.1%	578
(Don't know)	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.3%	1	0.5%	2	0.2%	1	0.3%	1	0.3%	2
Base:		824		222		602		77		333		404		409		333		671

Q25 Do you think you will regularly shop in Brent Cross when these developments are complete?
Those who were aware of major proposals to expand shopping facilities at Brent Cross at Q24

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Yes	52.3%	56	48.8%	21	54.7%	35	50.0%	6	62.2%	23	46.4%	26	67.3%	35	32.6%	14	58.2%	53
No	37.4%	40	44.2%	19	32.8%	21	25.0%	3	35.1%	13	41.1%	23	23.1%	12	53.5%	23	31.9%	29
(Don't know)	10.3%	11	7.0%	3	12.5%	8	25.0%	3	2.7%	1	12.5%	7	9.6%	5	14.0%	6	9.9%	9
Base:		107		43		64		12		37		56		52		43		91

GEN Gender of respondent:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Male	28.0%	280	100.0%	280	0.0%	0	37.2%	32	28.6%	115	26.2%	130	30.6%	147	27.2%	112	28.7%	230
Female	72.0%	720	0.0%	0	100.0%	720	62.8%	54	71.4%	287	73.8%	367	69.4%	334	72.8%	300	71.3%	571
Base:		1000		280		720		86		402		497		481		412		801

AGE How old are you ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
18-24	3.0%	30	4.3%	12	2.5%	18	34.9%	30	0.0%	0	0.0%	0	1.9%	9	3.6%	15	3.0%	24
25-34	5.6%	56	7.1%	20	5.0%	36	65.1%	56	0.0%	0	0.0%	0	6.2%	30	5.6%	23	5.9%	47
35-44	16.2%	162	13.9%	39	17.1%	123	0.0%	0	40.3%	162	0.0%	0	22.9%	110	10.2%	42	18.1%	145
45-54	24.0%	240	27.1%	76	22.8%	164	0.0%	0	59.7%	240	0.0%	0	32.2%	155	17.5%	72	26.8%	215
55-64	14.7%	147	13.9%	39	15.0%	108	0.0%	0	0.0%	0	29.6%	147	14.6%	70	15.0%	62	16.7%	134
65+	35.0%	350	32.5%	91	36.0%	259	0.0%	0	0.0%	0	70.4%	350	22.0%	106	47.8%	197	28.6%	229
(Refused)	1.5%	15	1.1%	3	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.9%	7
Base:		1000		280		720		86		402		497		481		412		801

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	

CAR How many cars are there normally available for use in the household?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
None	18.0%	180	15.4%	43	19.0%	137	17.4%	15	9.0%	36	25.8%	128	11.2%	54	25.2%	104	0.0%	0
1	46.6%	466	48.2%	135	46.0%	331	45.3%	39	39.3%	158	53.1%	264	41.8%	201	52.4%	216	58.2%	466
2	25.3%	253	26.4%	74	24.9%	179	25.6%	22	34.8%	140	17.9%	89	34.7%	167	17.5%	72	31.6%	253
3 or more	8.2%	82	7.5%	21	8.5%	61	11.6%	10	15.4%	62	2.0%	10	12.3%	59	4.6%	19	10.2%	82
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.9%	19	2.5%	7	1.7%	12	0.0%	0	1.5%	6	1.2%	6	0.0%	0	0.2%	1	0.0%	0
Base:		1000		280		720		86		402		497		481		412		801

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
British	67.0%	670	65.4%	183	67.6%	487	27.9%	24	65.7%	264	75.7%	376	67.2%	323	70.1%	289	66.7%	534
Irish	3.9%	39	2.1%	6	4.6%	33	2.3%	2	2.0%	8	5.8%	29	2.9%	14	5.1%	21	3.6%	29
Any other white background	4.0%	40	4.3%	12	3.9%	28	7.0%	6	3.0%	12	4.4%	22	3.3%	16	4.1%	17	4.5%	36
White & Black Caribbean	2.0%	20	1.4%	4	2.2%	16	7.0%	6	1.7%	7	1.2%	6	2.1%	10	1.7%	7	1.9%	15
White & Black African	0.8%	8	0.4%	1	1.0%	7	1.2%	1	0.7%	3	0.8%	4	0.2%	1	1.7%	7	0.7%	6
White & Asian	2.3%	23	2.9%	8	2.1%	15	8.1%	7	3.2%	13	0.6%	3	2.9%	14	1.5%	6	2.9%	23
Any other mixed background	1.2%	12	1.8%	5	1.0%	7	2.3%	2	1.7%	7	0.6%	3	1.5%	7	1.0%	4	1.4%	11
Indian	9.2%	92	11.1%	31	8.5%	61	24.4%	21	10.7%	43	5.4%	27	11.2%	54	8.0%	33	10.6%	85
Pakistani	1.2%	12	1.4%	4	1.1%	8	2.3%	2	2.0%	8	0.4%	2	1.5%	7	1.0%	4	1.5%	12
Bangladeshi	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.2%	1	0.4%	3
Any other Asian or Asian British	2.5%	25	1.8%	5	2.8%	20	11.6%	10	3.0%	12	0.6%	3	3.5%	17	1.5%	6	2.4%	19
Caribbean	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.7%	3	0.6%	3	0.6%	3	0.7%	3	0.6%	5
African	0.6%	6	0.7%	2	0.6%	4	3.5%	3	0.0%	0	0.6%	3	0.4%	2	0.5%	2	0.5%	4
Any other Black background	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.4%	2	0.5%	2	0.4%	3
Chinese	0.4%	4	0.0%	0	0.6%	4	1.2%	1	0.7%	3	0.0%	0	0.8%	4	0.0%	0	0.5%	4
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.6%	36	5.0%	14	3.1%	22	1.2%	1	3.7%	15	2.6%	13	1.2%	6	2.4%	10	1.5%	12
Base:		1000		280		720		86		402		497		481		412		801

SEG Socio-economic Grouping

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
A	3.5%	35	3.9%	11	3.3%	24	1.2%	1	4.7%	19	3.0%	15	7.3%	35	0.0%	0	3.9%	31
B	18.6%	186	19.3%	54	18.3%	132	15.1%	13	30.1%	121	10.5%	52	38.7%	186	0.0%	0	22.0%	176
C1	26.0%	260	29.3%	82	24.7%	178	29.1%	25	31.1%	125	21.9%	109	54.1%	260	0.0%	0	27.5%	220
C2	15.5%	155	21.8%	61	13.1%	94	23.3%	20	18.9%	76	11.9%	59	0.0%	0	37.6%	155	17.9%	143
D	5.9%	59	6.8%	19	5.6%	40	16.3%	14	6.7%	27	3.6%	18	0.0%	0	14.3%	59	5.1%	41
E	19.8%	198	11.4%	32	23.1%	166	4.7%	4	2.7%	11	36.6%	182	0.0%	0	48.1%	198	15.4%	123
(Refused)	10.7%	107	7.5%	21	11.9%	86	10.5%	9	5.7%	23	12.5%	62	0.0%	0	0.0%	0	8.4%	67
Base:		1000		280		720		86		402		497		481		412		801

QUOTA Postcode

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
HA0 2	2.8%	28	2.9%	8	2.8%	20	3.5%	3	2.5%	10	2.8%	14	2.9%	14	1.9%	8	2.4%	19
HA0 3	2.7%	27	3.9%	11	2.2%	16	2.3%	2	1.2%	5	4.0%	20	2.5%	12	3.2%	13	2.9%	23
HA1 1	1.5%	15	1.4%	4	1.5%	11	1.2%	1	3.5%	14	0.0%	0	2.3%	11	1.0%	4	1.2%	10
HA1 2	1.3%	13	0.7%	2	1.5%	11	3.5%	3	1.2%	5	1.0%	5	1.5%	7	1.0%	4	1.0%	8
HA1 3	2.5%	25	3.9%	11	1.9%	14	4.7%	4	1.7%	7	2.8%	14	2.7%	13	2.7%	11	2.6%	21
HA1 4	3.0%	30	2.5%	7	3.2%	23	4.7%	4	5.5%	22	0.8%	4	4.6%	22	1.7%	7	2.9%	23
HA2 0	2.5%	25	2.5%	7	2.5%	18	8.1%	7	3.0%	12	1.2%	6	3.1%	15	1.7%	7	2.2%	18
HA2 6	1.9%	19	1.8%	5	1.9%	14	7.0%	6	2.7%	11	0.4%	2	2.1%	10	1.0%	4	1.9%	15
HA2 7	2.0%	20	1.8%	5	2.1%	15	2.3%	2	2.2%	9	1.8%	9	2.3%	11	1.7%	7	2.1%	17
HA2 8	3.0%	30	1.4%	4	3.6%	26	3.5%	3	4.5%	18	1.8%	9	2.9%	14	3.9%	16	2.9%	23
HA2 9	3.6%	36	4.3%	12	3.3%	24	2.3%	2	1.5%	6	5.6%	28	2.7%	13	4.9%	20	3.5%	28
HA3 0	2.8%	28	1.8%	5	3.2%	23	1.2%	1	2.5%	10	3.2%	16	2.9%	14	3.2%	13	3.0%	24
HA3 5	1.9%	19	1.8%	5	1.9%	14	1.2%	1	1.0%	4	2.8%	14	1.2%	6	2.7%	11	1.4%	11
HA3 6	2.1%	21	0.7%	2	2.6%	19	1.2%	1	0.5%	2	3.6%	18	1.0%	5	3.9%	16	2.0%	16
HA3 7	2.4%	24	2.9%	8	2.2%	16	2.3%	2	2.5%	10	2.2%	11	1.9%	9	2.7%	11	1.9%	15
HA3 8	3.0%	30	1.8%	5	3.5%	25	0.0%	0	3.0%	12	3.6%	18	2.7%	13	3.4%	14	3.2%	26
HA3 9	3.4%	34	2.9%	8	3.6%	26	4.7%	4	1.5%	6	4.6%	23	1.7%	8	5.8%	24	3.5%	28
HA4 0	2.4%	24	1.8%	5	2.6%	19	1.2%	1	3.2%	13	2.0%	10	3.3%	16	1.7%	7	2.9%	23
HA4 7	2.5%	25	2.5%	7	2.5%	18	3.5%	3	2.7%	11	2.2%	11	2.7%	13	2.7%	11	3.0%	24
HA4 8	2.1%	21	1.8%	5	2.2%	16	0.0%	0	2.2%	9	2.4%	12	2.9%	14	1.5%	6	2.5%	20
HA4 9	2.7%	27	1.1%	3	3.3%	24	0.0%	0	3.7%	15	2.4%	12	3.7%	18	1.9%	8	3.0%	24
HA5 1	2.2%	22	2.1%	6	2.2%	16	3.5%	3	4.0%	16	0.6%	3	3.5%	17	0.5%	2	2.4%	19
HA5 2	2.1%	21	2.9%	8	1.8%	13	1.2%	1	1.5%	6	2.8%	14	2.7%	13	1.7%	7	2.2%	18
HA5 3	2.7%	27	1.8%	5	3.1%	22	1.2%	1	1.0%	4	4.0%	20	1.5%	7	3.2%	13	2.9%	23
HA5 4	2.0%	20	1.4%	4	2.2%	16	0.0%	0	3.5%	14	1.0%	5	2.7%	13	1.2%	5	2.2%	18
HA5 5	2.0%	20	1.4%	4	2.2%	16	2.3%	2	2.2%	9	1.8%	9	2.7%	13	0.7%	3	2.2%	18
HA6 1	2.1%	21	1.8%	5	2.2%	16	2.3%	2	2.7%	11	1.6%	8	2.3%	11	2.2%	9	2.2%	18
HA6 2	2.0%	20	1.8%	5	2.1%	15	0.0%	0	2.2%	9	1.8%	9	2.3%	11	1.5%	6	2.1%	17
HA6 3	1.4%	14	1.1%	3	1.5%	11	1.2%	1	1.0%	4	1.8%	9	1.5%	7	0.5%	2	1.5%	12
HA7 1	1.5%	15	1.1%	3	1.7%	12	1.2%	1	2.0%	8	1.2%	6	0.8%	4	2.2%	9	1.2%	10
HA7 2	2.8%	28	1.8%	5	3.2%	23	2.3%	2	2.7%	11	3.0%	15	2.1%	10	3.2%	13	2.7%	22
HA7 3	1.9%	19	1.8%	5	1.9%	14	1.2%	1	1.2%	5	2.2%	11	1.7%	8	1.5%	6	1.9%	15
HA7 4	1.6%	16	1.1%	3	1.8%	13	1.2%	1	0.7%	3	2.2%	11	2.1%	10	1.2%	5	1.5%	12
HA8 5	2.8%	28	3.6%	10	2.5%	18	2.3%	2	0.7%	3	4.4%	22	2.1%	10	3.2%	13	2.9%	23
HA8 6	2.5%	25	3.2%	9	2.2%	16	3.5%	3	2.0%	8	2.8%	14	2.3%	11	3.2%	13	2.4%	19
HA8 7	1.0%	10	1.1%	3	1.0%	7	0.0%	0	0.2%	1	1.8%	9	0.4%	2	1.5%	6	0.9%	7
HA9 7	1.6%	16	2.1%	6	1.4%	10	0.0%	0	1.2%	5	2.2%	11	0.8%	4	2.4%	10	1.2%	10
HA9 8	3.2%	32	4.6%	13	2.6%	19	1.2%	1	3.0%	12	3.8%	19	3.3%	16	2.9%	12	3.2%	26
NW9 0	2.4%	24	3.2%	9	2.1%	15	5.8%	5	2.0%	8	2.2%	11	1.9%	9	2.7%	11	2.6%	21
NW9 9	2.3%	23	4.3%	12	1.5%	11	4.7%	4	2.0%	8	2.0%	10	3.1%	15	1.7%	7	2.4%	19
UB5 4	3.4%	34	5.0%	14	2.8%	20	2.3%	2	5.7%	23	1.8%	9	2.7%	13	4.6%	19	3.0%	24
UB6 0	2.7%	27	4.3%	12	2.1%	15	3.5%	3	3.0%	12	2.2%	11	2.7%	13	2.2%	9	2.4%	19
WD196	1.7%	17	2.5%	7	1.4%	10	1.2%	1	2.7%	11	1.0%	5	1.2%	6	2.4%	10	1.9%	15
Base:		1000		280		720		86		402		497		481		412		801

ZONE Zone

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Zone 1	5.5%	55	4.6%	13	5.8%	42	3.5%	3	6.0%	24	5.2%	26	6.0%	29	4.1%	17	5.9%	47
Zone 2	2.5%	25	2.5%	7	2.5%	18	3.5%	3	2.7%	11	2.2%	11	2.7%	13	2.7%	11	3.0%	24
Zone 3	11.5%	115	9.6%	27	12.2%	88	5.8%	5	14.7%	59	10.3%	51	16.2%	78	7.3%	30	13.0%	104
Zone 4	8.5%	85	6.4%	18	9.3%	67	3.5%	3	7.7%	31	9.7%	48	6.4%	31	10.7%	44	9.0%	72
Zone 5	16.5%	165	16.4%	46	16.5%	119	20.9%	18	19.2%	77	14.1%	70	16.4%	79	17.5%	72	16.0%	128
Zone 6	14.5%	145	15.0%	42	14.3%	103	24.4%	21	18.2%	73	10.1%	50	16.2%	78	12.6%	52	12.9%	103
Zone 7	13.0%	130	17.9%	50	11.1%	80	10.5%	9	10.9%	44	15.1%	75	12.3%	59	12.6%	52	12.1%	97
Zone 8	13.5%	135	9.3%	26	15.1%	109	9.3%	8	11.7%	47	15.7%	78	10.2%	49	17.7%	73	13.7%	110
Zone 9	11.0%	110	15.4%	43	9.3%	67	16.3%	14	7.0%	28	13.3%	66	9.8%	47	12.1%	50	11.1%	89
Zone 10	3.5%	35	2.9%	8	3.8%	27	2.3%	2	2.0%	8	4.4%	22	3.7%	18	2.7%	11	3.4%	27
Base:		1000		280		720		86		402		497		481		412		801

Column %ges.

Q01 Which store or shop did you do your household's last main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, High Street, West Drayton	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
Aldi, Kingsbury Road, Kingsbury	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	1.8%	2	0.0%	0
Asda Odhams Trading Estate, St Albans Road, Watford	1.2%	12	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.6%	1	2.8%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	5.2%	7	24.5%	27	0.0%	0
Asda, Forty Lane, Wembley	2.9%	29	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	3	16.2%	21	2.2%	3	0.9%	1	0.0%	0
Asda, Holmes Farm Way, High Wycombe	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
Asda, Off Alexander Road, Hetton-Le-Hole, Hounslow	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
Asda, Park Burrow	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
Asda, Park Royal, Western Road, Ealing	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
Budgens, Field Road, Eastcote	0.3%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Station Road, Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Burnt Oak, Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Iceland, Central Square, Wembley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, High Road, Harrow Weald	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Iceland, High Street, Harrow	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
Iceland, High Street, Ruislip	0.2%	2	0.0%	0	4.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wealdstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Iceland, Kingsbury Circle, Kingsbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Iceland, Northolt Road, South Harrow	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
Internet/Delivered	1.9%	19	3.6%	2	0.0%	0	2.6%	3	1.2%	1	1.2%	2	3.4%	5	1.5%	2	1.5%	2	0.9%	1	2.9%	1
Lidl, Bridge Street, Pinner	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Edgware	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Lidl, The Broadway, Stanmore	0.4%	4	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Lidl, Wembley Park Drive, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Local Shops	0.9%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	1.5%	2	1.5%	2	2.7%	3	0.0%	0
Marks and Spencer Simply Food, BP Garage, Bessborough Road, Harrow	0.1%	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	0.0%	0
Marks and Spencer, Bishops Walk, Pinner	1.1%	11	0.0%	0	0.0%	0	4.3%	5	5.9%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	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	1.8%	2	0.0%	0
Marks and Spencer, Harlequin Shopping Centre, High Street, Watford	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
Marks and Spencer, High Street, Uxbridge	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, St. Anns Road, Harrow	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	5	2.3%	3	1.5%	2	0.0%	0	2.9%	1
Marks and Spencer, The Mall Broadwalk, Edgware	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Honeypot Lane, Queensbury	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	21.5%	29	26.4%	29	8.6%	3
Morrisons, Pinner Road, North Harrow	0.4%	4	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End	5.0%	50	1.8%	1	0.0%	0	2.6%	3	20.0%	17	4.8%	8	11.7%	17	0.0%	0	1.5%	2	0.0%	0	5.7%	2
Netto, Northolt Road, Harrow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Harrow	0.9%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Sainsbury's, Albert Road South, Watford	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Barters Walk, Pinner	5.5%	55	3.6%	2	0.0%	0	13.9%	16	18.8%	16	10.3%	17	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadwalk Shopping Centre, Station Road, Edgware	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	12.7%	14	11.4%	4
Sainsbury's, Ealing Road, Alperton	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	29	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Ealing Road, Middlesex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Everard Close, St. Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	7.3%	8	0.0%	0
Sainsbury's, Lombardy	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Retail Park, Coldharbour Lane, Hayes																						
Sainsbury's, Nash Way, Kenton	7.9%	79	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.5%	8	20.0%	26	31.9%	43	0.9%	1	0.0%	0
Sainsbury's, Northolt Road, South Harrow	3.2%	32	0.0%	0	0.0%	0	0.9%	1	0.0%	0	18.2%	30	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Ruislip, Long Drive	7.9%	79	3.6%	2	28.0%	7	33.0%	38	0.0%	0	18.2%	30	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	7.4%	10	1.8%	2	31.4%	11
Sainsbury's, York Road, Uxbridge	0.1%	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	0.0%	0
Somerfield, Preston Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 22, Alexandra Avenue, Harrow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Field End Road, Ruislip Field	0.3%	3	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Honeypot Lane, Stanmore	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Tesco Express, Kingsbury Circle, Kingsbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0
Tesco Express, Northwood Hills, Joel Street, Pinner	1.3%	13	7.3%	4	4.0%	1	1.7%	2	5.9%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pinner Road, Harrow	0.7%	7	0.0%	0	0.0%	0	0.9%	1	2.4%	2	0.6%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, Watford	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
Tesco Express, Rayners Lane, Harrow	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
Tesco Express, Uxbridge Road, Hatch End, Pinner	0.7%	7	1.8%	1	4.0%	1	1.7%	2	2.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Borehamwood, Shenley Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Tesco Extra, Glencoe Road, Hayes, Yeading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	5.5%	6	0.0%	0
Tesco, Ash Hill Drive, Pinner	4.0%	40	21.8%	12	0.0%	0	12.2%	14	7.1%	6	2.4%	4	1.4%	2	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Tesco, Brent Park, Great Central Way, Willesden	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco, Church End, Brent Park, Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Frogmoor Wharf, Harefield Road,	0.7%	7	10.9%	6	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Rickmansworth																						
Tesco, Greenford, Old Hoover Buildings, Greenford	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.7%	1	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco, Kenton Lane, Harrow	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.1%	3	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Tesco, Station Road, Harrow	7.3%	73	0.0%	0	0.0%	0	0.9%	1	1.2%	1	8.5%	14	28.3%	41	6.2%	8	5.2%	7	0.0%	0	2.9%	1
Tesco, Watford, Lower High Street, Watford	1.7%	17	3.6%	2	12.0%	3	0.9%	1	7.1%	6	1.2%	2	0.0%	0	0.0%	0	0.7%	1	0.9%	1	2.9%	1
Tesco, Wrekin Retail Park, Arleston, Telford	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waitrose, Finchley Road, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Green Lane, Northwood	2.5%	25	38.2%	21	0.0%	0	2.6%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	3.4%	34	0.0%	0	0.0%	0	0.0%	0	12.9%	11	0.6%	1	7.6%	11	0.0%	0	3.7%	5	0.0%	0	17.1%	6
Waitrose, Kingsend, Ruislip	1.8%	18	0.0%	0	32.0%	8	8.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow	4.2%	42	0.0%	0	0.0%	0	1.7%	2	0.0%	0	10.3%	17	11.0%	16	5.4%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do main food shopping / can't remember / refused)	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	2.3%	3	1.5%	2	0.9%	1	0.0%	0
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q02 How did you travel to do your last main food shopping trip?
Those who travel to do their main food shopping at Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car - driver	61.1%	593	67.9%	36	68.0%	17	65.2%	73	67.9%	57	58.9%	93	51.4%	72	60.0%	75	64.1%	84	61.1%	66	58.8%	20
Car - passenger	15.9%	154	15.1%	8	12.0%	3	16.1%	18	8.3%	7	18.4%	29	18.6%	26	16.0%	20	12.2%	16	15.7%	17	29.4%	10
Bus / Coach	7.8%	76	3.8%	2	8.0%	2	3.6%	4	4.8%	4	9.5%	15	8.6%	12	14.4%	18	9.2%	12	6.5%	7	0.0%	0
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Taxi	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	2	2.3%	3	0.0%	0	2.9%	1
Walk	12.6%	122	13.2%	7	4.0%	1	11.6%	13	19.0%	16	10.8%	17	19.3%	27	4.0%	5	11.5%	15	16.7%	18	8.8%	3
Bicycle	0.5%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.6%	1	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	4	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		970		53		25		112		84		158		140		125		131		108		34

Q03 In addition to main food shopping, at which store or shop did you last visit for small scale/top up shopping for things like bread, milk or newspapers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Kingsbury Road, Kingsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	8.2%	9	0.0%	0
Asda, Forty Lane, Wembley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.7%	1	0.0%	0	0.0%	0
Asda, Park Royal, Western Road, Ealing	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
Budgens, Field Road, Eastcote	1.1%	11	0.0%	0	0.0%	0	9.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Road, Bushey Heath, Bushey	0.1%	1	0.0%	0	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
Budgens, High Road, Wealdstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Budgens, Victoria Road, Ruislip	0.1%	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	0.0%	0
Co-op, Church Road, Northolt	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge	0.1%	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	0.0%	0
Co-op, St. Andrews Road, Watford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Church Road, Northolt	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
Costcutter, High Street, Ruislip	0.1%	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	0.0%	0
Costcutter, Hirst Crescent, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Kingsbury Road, Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Iceland Extra, Station Road, Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Burnt Oak Broadway, Edgware	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Iceland, Central Square, Wembley	0.5%	5	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
Iceland, Greenford Road, Sudbury Hill	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, High Road, Harrow Weald	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harrow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Ruislip	0.3%	3	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wealdstone	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	5	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Iceland, Kingsbury Circle, Kingsbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Iceland, Northolt Road, South Harrow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet/Delivered	0.7%	7	1.8%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.9%	1	2.9%	1
Lidl, Bridge Street, Pinner	0.2%	2	3.6%	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
Lidl, The Broadway, Stanmore	0.6%	6	0.0%	0	0.0%	0	1.7%	2	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Lidl, Wembley Park Drive, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops - Burnt Oak	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	2.7%	3	0.0%	0
Local Shops - Edgware	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0
Local Shops - Harrow	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	8.3%	12	0.8%	1	1.5%	2	0.9%	1	0.0%	0
Local Shops - Kingsbury	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.0%	4	7.3%	8	0.0%	0
Local Shops - North Harrow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	2.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops - Pinner	1.5%	15	0.0%	0	0.0%	0	4.3%	5	9.4%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Raynors Lane	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - South Harrow	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanmore	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.0%	4	0.9%	1	20.0%	7
Local Shops - Wealdstone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Local shops - Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Bushey Village	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
Local shops - Colindale	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	1.8%	2	0.0%	0
Local shops - Golders Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops - Kenton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	4	0.0%	0	0.0%	0
Local shops - Northolt	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.7%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Local shops - Northwood	0.4%	4	5.5%	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
Local shops - Queensbury, Ealing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Local shops - Ruislip	0.5%	5	0.0%	0	8.0%	2	1.7%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Ruislip Manor, Hillingdon	0.1%	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	0.0%	0
Local shops - South Oxney	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Sudbury Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Local shops - Wembley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0	0.0%	0
Londis, East Lane, Wembley	0.1%	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
Marks and Spencer Simply Food, BP Garage, Bessborough Road, Harrow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.5%	2	1.5%	2	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Ruislip High Street, Ruislip	0.8%	8	1.8%	1	12.0%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Bishops Walk, Pinner	2.1%	21	1.8%	1	0.0%	0	3.5%	4	8.2%	7	3.6%	6	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brent Cross Shopping Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Prince Charles Drive, Brent Cross																						
Marks and Spencer, Broadwalk Shopping Centre, Station Road, Edgware	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks and Spencer, Colney Fields Shopping Park, London Colney, St. Albans	0.1%	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
Marks and Spencer, Harlequin Shopping Centre, High Street, Watford	0.1%	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	0.0%	0
Marks and Spencer, High Street, Rickmansworth	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Long Acre, Covent Garden	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
Marks and Spencer, Shenley Road, Borehamwood	0.1%	1	0.0%	0	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
Marks and Spencer, Simply Food, BP Garage, Northolt Park, Potts Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, St. Anns Road, Harrow	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	6.9%	10	4.6%	6	2.2%	3	0.0%	0	0.0%	0
Marks and Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-on-Thames	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
Marks and Spencer, The Broadway, Ealing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Morrisons, Honeypot Lane, Queensbury	3.8%	38	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	20	15.5%	17	0.0%	0
Morrisons, Pinner Road, North Harrow	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
Morrisons, Uxbridge Road, Hatch End	2.4%	24	1.8%	1	0.0%	0	1.7%	2	14.1%	12	0.6%	1	4.8%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Netto, Northolt Road, Harrow	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
Premier Stores, Court Parade, East Lane, North Wembley	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
Sainsbury's Local, Rayners Lane, Harrow	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Barters Walk, Pinner	2.0%	20	0.0%	0	0.0%	0	7.0%	8	3.5%	3	2.4%	4	2.8%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Broadwalk	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	10.9%	12	2.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Shopping Centre, Station Road, Edgware																						
Sainsbury's, Draycott Avenue, Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon	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	3.6%	4	0.0%	0
Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes	0.2%	2	0.0%	0	4.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nash Way, Kenton	3.1%	31	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.4%	5	6.9%	9	11.9%	16	0.0%	0	0.0%	0
Sainsbury's, Northolt Road, South Harrow	1.1%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.5%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Ruislip, Long Drive	1.8%	18	0.0%	0	4.0%	1	7.0%	8	0.0%	0	4.8%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.9%	1	31.4%	11
Somerfield, Carpenters Park, Watford	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
Somerfield, Pinner Road, North Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Somerfield, Preston Road, Wembley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.7%	1	0.0%	0	0.0%	0
Spar, Marsh Road, Pinner	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 22, Alexandra Avenue, Harrow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 386, Alexandra Avenue,Harrow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Field End Road, Eastcote	1.3%	13	0.0%	0	0.0%	0	5.2%	6	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Field End Road, Ruislip Field	0.6%	6	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Honeypot Lane, Stanmore	0.2%	2	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	2.9%	1
Tesco Express, Kingsbury Circle, Kingsbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.0%	0
Tesco Express, Northwood Hills, Joel Street, Pinner	0.5%	5	5.5%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip	0.3%	3	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pinner Road, Harrow	1.0%	10	0.0%	0	0.0%	0	0.9%	1	2.4%	2	1.8%	3	2.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, Watford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Express, The Parade, Haven Green, Ealing	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner	0.8%	8	1.8%	1	0.0%	0	0.9%	1	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glencoe Road, Hayes, Yeading	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
Tesco Metro, Burnt Oak Broadway, Edgware	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	3.6%	4	0.0%	0
Tesco, Ash Hill Drive, Pinner	1.7%	17	5.5%	3	4.0%	1	7.0%	8	1.2%	1	1.2%	2	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Brent Park, Great Central Way, Willesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.5%	5	5.5%	3	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenford, Old Hoover Buildings, Greenford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham	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
Tesco, Kenton Lane, Harrow	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	11.1%	15	0.0%	0	0.0%	0
Tesco, Long Lane, Southwark	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Harrow	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	10.3%	15	0.0%	0	1.5%	2	0.9%	1	2.9%	1
Tesco, Watford, Lower High Street, Watford	0.7%	7	1.8%	1	0.0%	0	0.9%	1	3.5%	3	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Waitrose, Green Lane, Northwood	2.2%	22	40.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	2.4%	24	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0	6.2%	9	0.0%	0	3.0%	4	0.0%	0	8.6%	3
Waitrose, Kingsend, Ruislip	1.3%	13	0.0%	0	12.0%	3	7.8%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow	2.7%	27	0.0%	0	0.0%	0	3.5%	4	0.0%	0	10.3%	17	2.1%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.1%	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
(Don't do top-up shopping / can't remember / refused)	23.9%	239	21.8%	12	36.0%	9	13.9%	16	20.0%	17	30.9%	51	19.3%	28	34.6%	45	20.0%	27	24.5%	27	20.0%	7
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q04 Where do you do most of your household's non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Brent Cross	5.8%	58	1.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.4%	2	11.5%	15	8.1%	11	19.1%	21	17.1%	6
Burnt Oak	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Central London/ West End	4.2%	42	3.6%	2	20.0%	5	1.7%	2	1.2%	1	3.6%	6	5.5%	8	4.6%	6	2.2%	3	6.4%	7	5.7%	2
Edgware	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	3	28.2%	31	11.4%	4
Harrow	35.8%	358	5.5%	3	0.0%	0	18.3%	21	25.9%	22	52.7%	87	57.9%	84	47.7%	62	46.7%	63	10.0%	11	14.3%	5
Kingsbury	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	4.5%	5	0.0%	0
North Harrow	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
Pinner	3.2%	32	5.5%	3	0.0%	0	3.5%	4	12.9%	11	5.5%	9	1.4%	2	0.0%	0	0.7%	1	0.0%	0	5.7%	2
Rayners Lane	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.1%	15	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Stanmore	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	1.8%	2	11.4%	4
Uxbridge	4.3%	43	5.5%	3	36.0%	9	20.9%	24	0.0%	0	3.0%	5	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Watford	17.2%	172	60.0%	33	24.0%	6	26.1%	30	37.6%	32	8.5%	14	16.6%	24	3.1%	4	8.9%	12	10.0%	11	17.1%	6
Wealdstone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Wembley	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	4	13.8%	18	3.0%	4	0.9%	1	0.0%	0
Westfield / White City	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	2.0%	20	0.0%	0	0.0%	0	2.6%	3	1.2%	1	2.4%	4	1.4%	2	3.1%	4	0.7%	1	2.7%	3	5.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Edgware Road, Paddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Amersham, Buckinghamshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Ruislip, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Edgware Road, Colindale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford, Kent	0.0%	0	0.0%	0	0.0%	0	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, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Honeypot Lane, Stanmore	0.0%	0	0.0%	0	0.0%	0	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, Queensbury	0.0%	0	0.0%	0	0.0%	0	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, Western Avenue, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmont, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester, Oxfodshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	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
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway, Worcestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucks Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bushey, Hertfordshire	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
C.J. Electrics, White Hart , Northolt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpenter Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles, Buckinghamshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham, Gloucestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chenies Garden Centre, Rickmansworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorleywood, Rickmansworth	0.0%	0	0.0%	0	0.0%	0	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, Essex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	5.5%	6	0.0%	0
Comet, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Luton Retail Park, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer, Norfolk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Century Park, Dalton Way, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Staples Corner Retail Park, Geron Way, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Stirling Retail Park, Stirling Way, Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducks Hill Garden Centre, Duck's Hill Road, Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Northolt Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Eastcote	0.8%	8	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely, Cambridgeshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	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
Euronics, Field End Road, Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth, Cornwall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golders Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	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
Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Electronics, Station Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Weald	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
Harveys, Colne Valley Retail Park, Lower High Street, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield, Hertfordshire	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
Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park, Uxbridge Rd, Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead, Hertfordshire	0.1%	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
Hendon, Middlesex	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
High Wycombe, Buckinghamshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hillingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin, Hertfordshire	0.0%	0	0.0%	0	0.0%	0	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, Colindale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Victoria Retail Park, Crown Road, Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyde	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Harlequin Centre, Station Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kentish Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	3	0.0%	0	0.0%	0
Kilburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Land of Leather, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney, St. Albans	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Manchester	0.1%	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	0.0%	0
Marlow, Buckinghamshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Edgware Road, Colindale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesex	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
Milton Keynes	0.1%	1	0.0%	0	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
Moorpark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, Pinner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norfolk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Finchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.3%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office World, Staples Corner Retail Park, Geron Way, Barnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, White Hart Roundabout, Northolt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth	0.2%	2	3.6%	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
Rivers Retail Park, Mustard Mill Road, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyers Station Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.7%	17	1.8%	1	12.0%	3	9.6%	11	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury, Shropshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxney	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
South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	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
St. Albans	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. John's Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park, Geron Way, Cricklewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford, Shropshire	0.0%	0	0.0%	0	0.0%	0	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, Osterley Park, Syon Lane, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.0%	0	0.0%	0	0.0%	0	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, Glencoe Road, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, Hillingdon, Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Alperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor, Berkshire	0.1%	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	0.0%	0
Worthing, West Sussex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading	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
Comet, Hendon, (Silk Bridge Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Mill Hill, (Pentavia Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Watford, (Century Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys Digital, Edgware, (Station 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	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Currys, Alperton, (Ealing 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	0.0%	0
Currys, Ruislip, (Stonefield Way)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, St Anns Centre, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Wembley Stadium Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Pinner Road, Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, South Ruislip, (Victoria 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	0.0%	0
Allied Carpets, Wembley, (The Junction Wembley Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Right, Colindale, (Edgware 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	0.0%	0
Carpet Right, Harrow, (Station 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	0.0%	0
Carpet Right, Hayes, Springfield 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	0.0%	0
Carpet Right, Ruislip, Victoria 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	0.0%	0
Carpet Right, Stanmore, (The Broadway)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Right, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brent Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, South Ruislip, (Victoria Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watford, (Colne Valley Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Ruislip Retail Park, (Victoria Rd)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Edgware Road, Colindale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Watford	0.0%	0	0.0%	0	0.0%	0	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, Yeading, Hayes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Hendon	0.0%	0	0.0%	0	0.0%	0	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 buy these goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.5%	85	7.3%	4	8.0%	2	6.1%	7	9.4%	8	6.7%	11	9.0%	13	9.2%	12	10.4%	14	10.0%	11	8.6%	3
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q05 How do you normally travel to do your non-food shopping?
Those who travel to do their non-food shopping at Q04:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car - driver	49.8%	498	67.3%	37	48.0%	12	58.3%	67	67.1%	57	52.1%	86	34.5%	50	41.5%	54	48.9%	66	47.3%	52	48.6%	17
Car - passenger	10.1%	101	12.7%	7	4.0%	1	7.8%	9	8.2%	7	9.7%	16	12.4%	18	8.5%	11	8.9%	12	11.8%	13	20.0%	7
Bus / Coach	17.6%	176	10.9%	6	8.0%	2	6.1%	7	14.1%	12	17.6%	29	18.6%	27	26.2%	34	25.9%	35	18.2%	20	11.4%	4
Train	4.5%	45	5.5%	3	16.0%	4	8.7%	10	4.7%	4	4.2%	7	4.1%	6	3.8%	5	4.4%	6	0.0%	0	0.0%	0
Tube / Underground	2.7%	27	0.0%	0	8.0%	2	5.2%	6	0.0%	0	1.8%	3	2.8%	4	2.3%	3	1.5%	2	5.5%	6	2.9%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Walk	7.8%	78	0.0%	0	8.0%	2	6.1%	7	2.4%	2	7.3%	12	19.3%	28	6.2%	8	5.2%	7	10.0%	11	2.9%	1
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	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	0.0%	0
(Don't know / varies)	4.8%	48	3.6%	2	8.0%	2	3.5%	4	2.4%	2	4.8%	8	5.5%	8	6.9%	9	3.7%	5	4.5%	5	8.6%	3
No response	2.0%	20	0.0%	0	0.0%	0	2.6%	3	1.2%	1	2.4%	4	1.4%	2	3.1%	4	0.7%	1	2.7%	3	5.7%	2
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q06 At which location did your household last buy clothes and shoes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aberdeen	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
Abroad	0.8%	8	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.0%	0	1.5%	2	1.5%	2	0.0%	0	2.9%	1
Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Amersham, Buckinghamshire	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford, Kent	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
Bicester, Oxfordshire	0.2%	2	1.8%	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
Bournemouth	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
Brent Cross	7.6%	76	1.8%	1	4.0%	1	0.9%	1	3.5%	3	0.6%	1	2.1%	3	13.8%	18	10.4%	14	22.7%	25	25.7%	9
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bristol	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway, Worcestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Burnt Oak	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	1.8%	2	0.0%	0
Camberley	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
Central London / West End	7.4%	74	7.3%	4	16.0%	4	8.7%	10	5.9%	5	8.5%	14	4.8%	7	9.2%	12	5.2%	7	5.5%	6	14.3%	5
Clacton-on-Sea, Essex	0.2%	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	0.9%	1	0.0%	0
Colchester	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
Colindale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0
Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Derby	0.1%	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	0.0%	0
Ealing	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.1%	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	0.0%	0
Eastcote	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	12.7%	14	2.9%	1
Gerrards Cross	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
Golders Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Greenford	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Harlesden	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
Harrow	36.5%	365	10.9%	6	0.0%	0	23.5%	27	28.2%	24	50.3%	83	62.1%	90	43.8%	57	43.0%	58	13.6%	15	14.3%	5
Hatfield, Hertfordshire	0.1%	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	0.0%	0
Hayes	0.1%	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	0.0%	0
High Wycombe, Buckinghamshire	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
Hitchin, Hertfordshire	0.2%	2	1.8%	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
Hounslow	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
Internet / Delivered	6.3%	63	3.6%	2	4.0%	1	3.5%	4	7.1%	6	6.7%	11	6.2%	9	9.2%	12	3.7%	5	7.3%	8	14.3%	5
Kensington	0.1%	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	0.0%	0
Kenton	0.1%	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
Kingsbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
London Colney, St. Albans	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	1
Middlesex	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
Milton Keynes	0.2%	2	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	2.9%	1
Norfolk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
North Finchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
North Harrow	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Oxbridge	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.6%	6	0.0%	0	0.0%	0	1.7%	2	1.2%	1	1.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Portsmouth	0.1%	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	0.0%	0
Rayners Lane	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading, Berkshire	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
Richmond, Surrey	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
Rickmansworth	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.0%	10	0.0%	0	8.0%	2	5.2%	6	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	0.1%	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
Shrewsbury, Shropshire	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
South Harrow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	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
St. Albans	0.3%	3	1.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Stafford	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
Stanmore	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Swansea	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
Telford, Shropshire	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	5.6%	56	3.6%	2	40.0%	10	22.6%	26	1.2%	1	4.8%	8	1.4%	2	2.3%	3	2.2%	3	0.9%	1	0.0%	0
Watford	16.1%	161	47.3%	26	24.0%	6	19.1%	22	40.0%	34	9.1%	15	12.4%	18	3.8%	5	12.6%	17	11.8%	13	14.3%	5
Wealdstone	0.1%	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	0.0%	0
Wembley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.1%	4	2.2%	3	0.0%	0	0.0%	0
Westfield / White City	1.0%	10	3.6%	2	0.0%	0	1.7%	2	1.2%	1	1.2%	2	0.0%	0	0.8%	1	1.5%	2	0.0%	0	0.0%	0
Wimbledon	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
Worthing, West Sussex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't buy these goods)	1.6%	16	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	2	2.3%	3	3.0%	4	2.7%	3	0.0%	0
(Don't know / can't remember)	3.9%	39	7.3%	4	0.0%	0	0.9%	1	2.4%	2	1.8%	3	3.4%	5	4.6%	6	3.0%	4	11.8%	13	2.9%	1
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q07 At which store or location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alperton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Amersham, Buckinghamshire	0.1%	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	0.0%	0
Argos, High Street, Ruislip, Hillingdon	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
B & Q, Honeypot Lane, Stanmore	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	1.8%	2	0.0%	0
Borehamwood	0.1%	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
Brent Cross	8.4%	84	0.0%	0	0.0%	0	0.9%	1	3.5%	3	4.2%	7	5.5%	8	11.5%	15	17.0%	23	20.9%	23	11.4%	4
C.J. Electrics, White Hart , Northolt	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
Central London/ West End	1.8%	18	1.8%	1	4.0%	1	0.9%	1	1.2%	1	3.0%	5	0.0%	0	3.8%	5	1.5%	2	0.0%	0	5.7%	2
Colindale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Comet, Hayes Bridge Retail Park, Uxbridge Road, Hayes	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
Comet, Hendon, (Silk Bridge Retail Park)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	3.6%	4	0.0%	0
Comet, Luton Retail Park, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Comet, South Ruislip	3.9%	39	1.8%	1	4.0%	1	7.8%	9	1.2%	1	10.3%	17	3.4%	5	3.1%	4	0.7%	1	0.0%	0	0.0%	0
Comet, Watford, (Century Park)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	2	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Comet, Wembley	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.2%	8	3.7%	5	0.0%	0	0.0%	0
Currys Digital, Edgware, (Station Road)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.0%	0
Currys, Alperton, (Ealing Road)	1.1%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.7%	1	5.4%	7	0.7%	1	0.0%	0	0.0%	0
Currys, Century Park, Dalton Way, Watford	0.2%	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	0.9%	1	0.0%	0
Currys, Hayes Bridge Retail Park, Uxbridge Road, Hayes	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
Currys, Ruislip, (Stonefield Way)	8.8%	88	3.6%	2	16.0%	4	27.8%	32	0.0%	0	22.4%	37	2.8%	4	4.6%	6	1.5%	2	0.9%	1	0.0%	0
Currys, St Anns Centre, Harrow	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	2.8%	4	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Currys, Staples Corner Retail Park, Geron Way, Cricklewood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Currys, Stirling Retail Park, Stirling Way, Borehamwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Currys, Wembley Stadium Retail Park	2.2%	22	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	1	10.0%	13	3.7%	5	0.0%	0	2.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Eastcote	0.5%	5	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	13.6%	15	17.1%	6
Euronics, Field End Road, Ruislip	0.3%	3	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	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
Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	9.5%	95	5.5%	3	4.0%	1	1.7%	2	10.6%	9	12.1%	20	22.8%	33	6.9%	9	10.4%	14	0.9%	1	8.6%	3
Harrow Weald	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Hatch End	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
Hayes	0.1%	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	0.0%	0
High Wycombe, Buckinghamshire	0.5%	5	0.0%	0	12.0%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Homebase, Victoria Retail Park, Crown Road, Ruislip	0.4%	4	1.8%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	7.5%	75	3.6%	2	16.0%	4	6.1%	7	9.4%	8	8.5%	14	7.6%	11	5.4%	7	11.1%	15	4.5%	5	5.7%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Harlequin Centre, Station Road, Watford	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
Kenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kingsbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.6%	4	0.0%	0
Morrisons, Uxbridge Road, Hatch End, Pinner	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
Northolt	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
Northwood	0.2%	2	1.8%	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
Pinner	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
Rayners Lane	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.6%	16	5.5%	3	4.0%	1	5.2%	6	2.4%	2	0.6%	1	0.7%	1	0.8%	1	0.7%	1	0.0%	0	0.0%	0
South Harrow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.9%	1
South Ruislip	0.9%	9	1.8%	1	8.0%	2	3.5%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0	8.6%	3
Staples Corner Retail Park, Geron Way, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sudbury Hill	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
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	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
Uxbridge	0.3%	3	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, Hillingdon, Ruislip	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	13.9%	139	43.6%	24	12.0%	3	14.8%	17	40.0%	34	7.3%	12	18.6%	27	3.8%	5	8.1%	11	1.8%	2	11.4%	4
Wealdstone	1.2%	12	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	2.8%	4	0.0%	0	3.0%	4	0.9%	1	0.0%	0
Wembley	1.1%	11	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.7%	1	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Willesden	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
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Worthing, West Sussex	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
Yeading	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	11.5%	115	10.9%	6	8.0%	2	7.0%	8	12.9%	11	10.9%	18	9.7%	14	16.2%	21	12.6%	17	11.8%	13	14.3%	5
(Don't know / can't remember)	10.4%	104	14.5%	8	4.0%	1	9.6%	11	4.7%	4	7.3%	12	11.7%	17	8.5%	11	10.4%	14	20.9%	23	8.6%	3
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q08 At which store or location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alperton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Borehamwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Brent Cross	8.7%	87	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.8%	3	4.8%	7	16.2%	21	17.8%	24	21.8%	24	17.1%	6
Burnt Oak	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bushey, Hertfordshire	0.1%	1	0.0%	0	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
Cambridge	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
Central London/ West End	2.4%	24	0.0%	0	4.0%	1	1.7%	2	1.2%	1	5.5%	9	3.4%	5	2.3%	3	1.5%	2	0.0%	0	2.9%	1
Chiswick	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
Colchester	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale	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	3.6%	4	0.0%	0
Comet, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	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	0.0%	0
Comet, Hendon, (Silk Bridge Retail Park)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	3.6%	4	0.0%	0
Comet, Mill Hill, (Pentavia Retail Park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Comet, South Ruislip	2.8%	28	0.0%	0	12.0%	3	4.3%	5	1.2%	1	7.3%	12	2.1%	3	2.3%	3	0.7%	1	0.0%	0	0.0%	0
Comet, Watford, (Century Park)	0.4%	4	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wembley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.7%	1	1.8%	2	0.0%	0
Currys Digital, Edgware, (Station Road)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.0%	0
Currys, Alperton, (Ealing Road)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	3	2.2%	3	0.0%	0	0.0%	0
Currys, Century Park, Dalton Way, Watford	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hayes Bridge Retail Park, Uxbridge Road, Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Ruislip, (Stonefield Way)	7.7%	77	1.8%	1	16.0%	4	23.5%	27	4.7%	4	18.2%	30	3.4%	5	3.1%	4	1.5%	2	0.0%	0	0.0%	0
Currys, St Anns Centre, Harrow	1.8%	18	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	2	5.5%	8	1.5%	2	2.2%	3	0.9%	1	0.0%	0
Currys, Staples Corner Retail Park, Geron Way, Cricklewood	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	1.8%	2	0.0%	0
Currys, Wembley Stadium Retail Park	2.0%	20	1.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	1	6.2%	8	5.2%	7	0.9%	1	0.0%	0
Edgware	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	4.5%	5	0.0%	0
Finchley	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
Greenford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	7.8%	78	1.8%	1	4.0%	1	3.5%	4	4.7%	4	7.3%	12	17.2%	25	12.3%	16	8.1%	11	2.7%	3	2.9%	1
Harrow Electronics, Station Road, Harrow	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Hatch End	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
Hayes	0.1%	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	0.0%	0
Hayes Bridge Retail Park, Uxbridge Rd, Hillingdon	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead, Hertfordshire	0.1%	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
Hendon, Middlesex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe, Buckinghamshire	0.6%	6	0.0%	0	4.0%	1	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / Delivered	10.8%	108	9.1%	5	16.0%	4	11.3%	13	7.1%	6	9.7%	16	17.2%	25	7.7%	10	12.6%	17	8.2%	9	8.6%	3
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Harlequin Centre, Station Road, Watford	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
Kenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Kingsbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.5%	5	0.0%	0
Marlow, Buckinghamshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Milton Keynes	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
North Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Northolt	0.3%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Northwood	0.2%	2	3.6%	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
Office World, Staples Corner Retail Park, Geron Way, Barnet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
PC World, White Hart Roundabout, Northolt	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	1.3%	13	5.5%	3	4.0%	1	2.6%	3	5.9%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Rayners Lane	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading, Berkshire	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
Ruislip	0.6%	6	1.8%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	4	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxney	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
South Ruislip	0.5%	5	1.8%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	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
Stanmore	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Staples Corner Retail Park, Geron Way, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco, Frogmoor Wharf, Harefield Road, Rickmansworth	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Glencoe Road, Hayes	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
Uxbridge	0.3%	3	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Hillingdon, Ruislip																						
Watford	14.6%	146	34.5%	19	16.0%	4	18.3%	21	40.0%	34	8.5%	14	14.5%	21	1.5%	2	15.6%	21	2.7%	3	20.0%	7
Wealdstone	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wembley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.6%	6	0.7%	1	0.0%	0	0.0%	0
Westfield / White City	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	16.2%	162	14.5%	8	4.0%	1	13.9%	16	18.8%	16	15.2%	25	13.1%	19	21.5%	28	11.1%	15	20.9%	23	31.4%	11
(Don't know / can't remember)	9.0%	90	18.2%	10	4.0%	1	4.3%	5	5.9%	5	9.1%	15	9.7%	14	7.7%	10	9.6%	13	11.8%	13	11.4%	4
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q09 Which store or location did your household last buy furniture, soft furnishings and floor-coverings?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Abroad	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Allied Carpets, Edgware Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Allied Carpets, Pinner Road, Harrow	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
Allied Carpets, South Ruislip, (Victoria Road)	0.3%	3	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Wembley, (The Junction Wembley Retail Park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Alperton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Edgware Road, Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B & Q, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B & Q, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B & Q, Western Avenue, Greenford	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
Birmingham	0.1%	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	0.0%	0
Brent Cross	4.4%	44	1.8%	1	0.0%	0	0.0%	0	2.4%	2	0.6%	1	2.1%	3	7.7%	10	10.4%	14	10.9%	12	2.9%	1
Burnt Oak	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Carpet Right, Colindale, (Edgware Road)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Carpet Right, Harrow, (Station Road)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Carpet Right, Ruislip, Victoria Road	1.2%	12	0.0%	0	0.0%	0	3.5%	4	2.4%	2	3.0%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Carpet Right, Stanmore, (The Broadway)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Carpet Right, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Central London/ West End	3.2%	32	0.0%	0	12.0%	3	1.7%	2	3.5%	3	1.8%	3	5.5%	8	5.4%	7	0.7%	1	3.6%	4	2.9%	1
Colindale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0
DFS, Brent Cross	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
DFS, South Ruislip, (Victoria Retail Park)	3.5%	35	1.8%	1	0.0%	0	6.1%	7	0.0%	0	8.5%	14	4.8%	7	0.0%	0	4.4%	6	0.0%	0	0.0%	0
DFS, Watford, (Colne Valley Retail Park)	0.8%	8	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	1.5%	2	0.9%	1	2.9%	1
Dreams, Hayes Bridge Retail Park, Uxbridge Road, Hayes	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
Dunelm Mill, Northolt Road, Harrow	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
Ealing	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
Eastcote	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	5.7%	2
Enfield	0.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Exeter	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
Furniture Village, Ruislip Retail Park, (Victoria Rd)	1.3%	13	1.8%	1	0.0%	0	2.6%	3	1.2%	1	3.0%	5	0.7%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Harrow	7.0%	70	1.8%	1	0.0%	0	3.5%	4	4.7%	4	9.1%	15	16.6%	24	10.0%	13	4.4%	6	2.7%	3	0.0%	0
Harrow Weald	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Harveys, Colne Valley Retail Park, Lower High Street, Watford	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
Harveys, Edgware Road, Colindale	0.1%	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
Hatch End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe, Buckinghamshire	0.7%	7	0.0%	0	8.0%	2	2.6%	3	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Harrow	0.1%	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
Homebase, Victoria Retail Park, Crown Road, Ruislip	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ikea, Drury Way, Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	2.7%	27	1.8%	1	4.0%	1	1.7%	2	1.2%	1	3.0%	5	2.8%	4	3.8%	5	2.2%	3	4.5%	5	0.0%	0
Internet / Delivered	3.5%	35	3.6%	2	4.0%	1	4.3%	5	1.2%	1	4.2%	7	4.8%	7	3.8%	5	3.7%	5	0.9%	1	2.9%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.2%	2	1.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kingsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	1.8%	2	0.0%	0
Land of Leather, Victoria Road, South Ruislip	0.1%	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	0.0%	0
London Colney, St. Albans	0.3%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
MFI, Edgware Road, Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Middlesex	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Finchley	0.1%	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	0.0%	0
North Harrow	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	3	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Northwood	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	1.8%	18	5.5%	3	4.0%	1	3.5%	4	8.2%	7	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Rayners Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	2.7%	27	9.1%	5	20.0%	5	5.2%	6	1.2%	1	1.2%	2	1.4%	2	2.3%	3	1.5%	2	0.9%	1	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
South Harrow	1.2%	12	3.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.7%	1	2.3%	3	0.7%	1	0.0%	0	0.0%	0
South Oxney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ruislip	1.4%	14	0.0%	0	8.0%	2	5.2%	6	0.0%	0	3.0%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Stanmore	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	0.9%	1	8.6%	3
Staples Corner Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Geron Way, Cricklewood																						
Uxbridge	0.4%	4	0.0%	0	4.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Watford	10.6%	106	18.2%	10	16.0%	4	16.5%	19	30.6%	26	6.7%	11	10.3%	15	0.8%	1	8.1%	11	4.5%	5	11.4%	4
Wealdstone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wembley	2.7%	27	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	5	10.8%	14	3.0%	4	0.9%	1	2.9%	1
Westfield / White City	0.3%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Alperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.9%	1	0.0%	0
Willesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Windsor, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yeading	0.1%	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	0.0%	0
(Don't buy these goods)	23.9%	239	18.2%	10	4.0%	1	16.5%	19	30.6%	26	23.6%	39	22.1%	32	24.6%	32	25.2%	34	25.5%	28	51.4%	18
(Don't know / can't remember)	15.6%	156	23.6%	13	12.0%	3	11.3%	13	5.9%	5	18.8%	31	10.3%	15	13.8%	18	17.8%	24	28.2%	31	8.6%	3
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q10 Which store or location did your household last buy DIY / hardware and garden items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alperton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.7%	1	0.0%	0	0.0%	0
Argos, High Street, Ruislip, Hillingdon	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
Asda, Edgware Road, Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Acton	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.5%	15	0.0%	0	0.0%	0	0.0%	0
B&Q, Cricklewood	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
B&Q, Stanmore, Honeypot Lane	12.0%	120	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.6%	1	4.8%	7	13.1%	17	43.0%	58	27.3%	30	14.3%	5
B&Q, Watford	7.1%	71	32.7%	18	4.0%	1	3.5%	4	21.2%	18	3.6%	6	6.9%	10	0.8%	1	6.7%	9	2.7%	3	2.9%	1
B&Q, Yeading, Hayes	2.9%	29	0.0%	0	16.0%	4	5.2%	6	0.0%	0	6.7%	11	1.4%	2	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0	1.5%	2	0.0%	0	2.7%	3	0.0%	0
Bucks Hill	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnt Oak	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey, Hertfordshire	0.2%	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	2.9%	1
Carpenter Park	0.2%	2	1.8%	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
Central London/ West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles, Buckinghamshire	0.1%	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	0.0%	0
Chenies Garden Centre, Rickmansworth	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
Chorleywood, Rickmansworth	0.2%	2	1.8%	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
Colindale	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	2	3.6%	4	0.0%	0
Ducks Hill Garden Centre, Duck's Hill Road, Ruislip	0.3%	3	1.8%	1	4.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	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
Eastcote	0.3%	3	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	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	3.6%	4	0.0%	0
Ely, Cambridgeshire	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
Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Harrow	4.8%	48	1.8%	1	0.0%	0	0.0%	0	4.7%	4	6.7%	11	13.8%	20	5.4%	7	2.2%	3	0.0%	0	5.7%	2
Harrow Weald	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Colindale	1.0%	10	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.6%	1	0.0%	0	1.5%	2	0.0%	0	3.6%	4	0.0%	0
Homebase, Hendon	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.7%	1	9.1%	10	0.0%	0
Homebase, High Road, Harrow Weald	11.1%	111	3.6%	2	0.0%	0	1.7%	2	23.5%	20	4.8%	8	31.0%	45	4.6%	6	14.1%	19	0.0%	0	25.7%	9
Homebase, Ruislip, Victoria Retail Park	15.0%	150	7.3%	4	32.0%	8	53.0%	61	10.6%	9	32.7%	54	5.5%	8	3.8%	5	0.7%	1	0.0%	0	0.0%	0
Homebase, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	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
Internet / Delivered	0.9%	9	0.0%	0	0.0%	0	0.9%	1	1.2%	1	1.8%	3	0.7%	1	1.5%	2	0.0%	0	0.9%	1	0.0%	0
Kingsbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	3	0.7%	1	1.8%	2	0.0%	0
London Colney, St. Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

London Borough of Harrow Household Survey
For Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.2%	2	1.8%	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
Northwood	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley	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
Pinner	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	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	2.7%	3	0.0%	0
Rayners Lane	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rivers Retail Park, Mustard Mill Road, Staines	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
Robert Dyas Station Road, Harrow	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
Ruislip	1.7%	17	5.5%	3	20.0%	5	2.6%	3	0.0%	0	1.2%	2	1.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.1%	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	0.0%	0
South Harrow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxney	1.7%	17	0.0%	0	0.0%	0	4.3%	5	2.4%	2	4.8%	8	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
St. Albans	0.1%	1	0.0%	0	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
Stanmore	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.6%	1	1.4%	2	0.0%	0	3.7%	5	0.9%	1	5.7%	2
Sudbury Hill	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
Uxbridge	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	2.9%	29	14.5%	8	4.0%	1	3.5%	4	7.1%	6	1.2%	2	3.4%	5	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Wealdstone	0.4%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	2.9%	1
Wembley	1.2%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	6.9%	9	0.0%	0	0.9%	1	0.0%	0
Whittington	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
Wickes, Station Road, Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Ruislip	0.7%	7	0.0%	0	4.0%	1	0.9%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Willesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	17.2%	172	12.7%	7	4.0%	1	6.1%	7	20.0%	17	16.4%	27	17.2%	25	24.6%	32	13.3%	18	22.7%	25	37.1%	13
(Don't know / can't remember)	5.7%	57	5.5%	3	4.0%	1	6.1%	7	0.0%	0	6.1%	10	3.4%	5	5.4%	7	9.6%	13	10.0%	11	0.0%	0
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q11 At which location did your household last buy chemist, health and beauty items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Alperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Belmont, Sutton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Brent Cross	1.9%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1	3.1%	4	3.0%	4	7.3%	8	2.9%	1
Burnt Oak	0.6%	6	0.0%	0	4.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Bushey, Hertfordshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	1
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Central London/ West End	1.4%	14	3.6%	2	4.0%	1	0.0%	0	1.2%	1	0.6%	1	1.4%	2	3.8%	5	0.0%	0	1.8%	2	0.0%	0
Colindale	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8	0.0%	0
Eastcote	2.9%	29	0.0%	0	0.0%	0	22.6%	26	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	5.7%	57	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.7%	1	0.0%	0	6.7%	9	37.3%	41	11.4%	4
Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	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
Great Yarmouth	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
Greenford	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	2.1%	3	6.9%	9	0.0%	0	0.0%	0	0.0%	0
Harefield	0.1%	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	0.0%	0
Harrow	27.1%	271	3.6%	2	0.0%	0	6.1%	7	25.9%	22	33.9%	56	66.9%	97	34.6%	45	26.7%	36	1.8%	2	11.4%	4
Harrow Weald	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hatch End	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead, Hertfordshire	0.1%	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
Hendon, Middlesex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hillingdon	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyde	0.2%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / Delivered	1.3%	13	3.6%	2	0.0%	0	0.9%	1	1.2%	1	1.8%	3	1.4%	2	0.0%	0	0.0%	0	2.7%	3	2.9%	1
Kent	0.1%	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
Kentish Town	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
Kenton	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	12.6%	17	0.0%	0	0.0%	0
Kingsbury	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.4%	10	15.5%	17	0.0%	0
Local shops	2.6%	26	18.2%	10	4.0%	1	3.5%	4	1.2%	1	0.6%	1	0.0%	0	3.1%	4	3.7%	5	0.0%	0	0.0%	0
London Colney, St. Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Middlesex	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
Moorpark	0.1%	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	0.0%	0
North Harrow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	2.1%	21	36.4%	20	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
Osterley	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
Pinner	6.9%	69	5.5%	3	0.0%	0	17.4%	20	31.8%	27	9.7%	16	0.7%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Queensbury	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	4.5%	5	0.0%	0
Rayners Lane	1.1%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Richmond, Surrey	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	3.6%	36	1.8%	1	64.0%	16	16.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	0.1%	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
South Harrow	3.3%	33	0.0%	0	0.0%	0	0.9%	1	0.0%	0	17.0%	28	2.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
South Oxney	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ruislip	1.3%	13	0.0%	0	4.0%	1	6.1%	7	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.6%	13	0.9%	1	51.4%	18
Sudbury Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.4%	14	0.0%	0	12.0%	3	6.1%	7	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	4.5%	45	14.5%	8	4.0%	1	4.3%	5	14.1%	12	3.0%	5	2.8%	4	0.8%	1	3.7%	5	1.8%	2	5.7%	2
Wealdstone	1.8%	18	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.6%	1	6.9%	10	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Wembley	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	28.5%	37	2.2%	3	0.9%	1	0.0%	0
Westfield / White 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	0.7%	1	0.9%	1	0.0%	0
Willesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yeading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	4.9%	49	3.6%	2	0.0%	0	3.5%	4	3.5%	3	4.2%	7	2.8%	4	8.5%	11	3.7%	5	8.2%	9	11.4%	4
(Don't know / can't remember)	3.0%	30	5.5%	3	0.0%	0	6.1%	7	1.2%	1	3.6%	6	2.1%	3	0.8%	1	4.4%	6	2.7%	3	0.0%	0
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q12 Which location did your household last buy other non-food items such as books, CD's, toys and gifts?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Abroad	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
Alperton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Brent Cross	4.6%	46	0.0%	0	0.0%	0	0.9%	1	1.2%	1	2.4%	4	1.4%	2	6.9%	9	7.4%	10	15.5%	17	5.7%	2
Burnt Oak	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
Bushey, Hertfordshire	0.1%	1	0.0%	0	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
Camden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Central London/ West End	3.1%	31	5.5%	3	8.0%	2	4.3%	5	2.4%	2	1.8%	3	1.4%	2	1.5%	2	2.2%	3	5.5%	6	8.6%	3
Cheltenham, Gloucestershire	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	3.6%	4	0.0%	0
Cromer, Norfolk	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
Ealing Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.4%	4	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	5.2%	7	13.6%	15	8.6%	3
Falmouth, Cornwall	0.1%	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	0.0%	0
Greenford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.7%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hampstead	0.1%	1	0.0%	0	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
Harrow	24.1%	241	5.5%	3	8.0%	2	11.3%	13	18.8%	16	31.5%	52	48.3%	70	27.7%	36	28.1%	38	7.3%	8	8.6%	3
Hatch End	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead, Hertfordshire	0.1%	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
Hounslow	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
Internet / Delivered	16.4%	164	14.5%	8	24.0%	6	25.2%	29	15.3%	13	18.8%	31	20.0%	29	11.5%	15	11.9%	16	10.9%	12	14.3%	5
Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Kenton	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.5%	2	0.0%	0	0.0%	0
Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Kings Langley	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
Local shops	0.8%	8	9.1%	5	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Northwood	0.3%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	1.8%	18	0.0%	0	0.0%	0	3.5%	4	10.6%	9	2.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Queensbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Rayners Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth	0.2%	2	3.6%	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
Ruislip	1.1%	11	0.0%	0	20.0%	5	2.6%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ruislip	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	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
St. John's Wood	0.1%	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
Stafford	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
Stanmore	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	8.6%	3
Staples Corner Retail Park, Geron Way, Cricklewood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Uxbridge	2.5%	25	0.0%	0	16.0%	4	12.2%	14	0.0%	0	3.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Watford	9.3%	93	34.5%	19	20.0%	5	13.0%	15	25.9%	22	4.2%	7	4.8%	7	0.0%	0	6.7%	9	6.4%	7	5.7%	2
Wealdstone	0.1%	1	0.0%	0	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
Wembley	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.0%	13	0.7%	1	0.0%	0	0.0%	0
Westfield / White 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	1.5%	2	0.0%	0	0.0%	0
Willesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yeading	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
(Don't buy these goods)	18.8%	188	16.4%	9	0.0%	0	13.9%	16	15.3%	13	14.5%	24	16.6%	24	26.2%	34	23.7%	32	26.4%	29	20.0%	7
(Don't know / can't remember)	5.2%	52	3.6%	2	0.0%	0	3.5%	4	5.9%	5	5.5%	9	2.8%	4	6.2%	8	5.2%	7	8.2%	9	11.4%	4
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q13 Do you regularly visit, once a month or more often, shops or services in any of the following centres?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Harrow	61.8%	618	21.8%	12	16.0%	4	47.8%	55	44.7%	38	80.0%	132	84.1%	122	69.2%	90	79.3%	107	40.0%	44	40.0%	14
Burnt Oak	8.6%	86	0.0%	0	0.0%	0	1.7%	2	1.2%	1	4.2%	7	2.1%	3	3.8%	5	16.3%	22	39.1%	43	8.6%	3
Kingsbury	13.4%	134	0.0%	0	0.0%	0	2.6%	3	2.4%	2	4.2%	7	5.5%	8	16.2%	21	33.3%	45	40.9%	45	8.6%	3
North Harrow	9.8%	98	1.8%	1	0.0%	0	7.0%	8	5.9%	5	21.8%	36	20.0%	29	4.6%	6	4.4%	6	5.5%	6	2.9%	1
Pinner	32.0%	320	65.5%	36	28.0%	7	55.7%	64	64.7%	55	43.0%	71	29.7%	43	5.4%	7	17.0%	23	5.5%	6	22.9%	8
Rayners Lane	11.8%	118	3.6%	2	0.0%	0	16.5%	19	5.9%	5	40.6%	67	9.7%	14	1.5%	2	4.4%	6	1.8%	2	2.9%	1
South Harrow	20.3%	203	9.1%	5	0.0%	0	13.9%	16	7.1%	6	61.2%	101	19.3%	28	22.3%	29	8.1%	11	3.6%	4	8.6%	3
Stanmore	15.3%	153	0.0%	0	0.0%	0	1.7%	2	12.9%	11	4.8%	8	13.8%	20	5.4%	7	36.3%	49	23.6%	26	85.7%	30
Wealdstone	12.8%	128	1.8%	1	0.0%	0	0.9%	1	18.8%	16	7.3%	12	30.3%	44	4.6%	6	21.5%	29	4.5%	5	40.0%	14
(Don't regularly visit any of these centres)	17.6%	176	27.3%	15	64.0%	16	26.1%	30	20.0%	17	6.1%	10	8.3%	12	26.9%	35	8.1%	11	25.5%	28	5.7%	2
Base:		1000		55		25		115		85		165		145		130		135		110		35

Q14 When you visit any of these centres for shopping which other services do you use?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Banks / Building societies	52.2%	430	25.0%	10	22.2%	2	36.5%	31	61.8%	42	52.9%	82	63.2%	84	50.5%	48	55.6%	69	51.2%	42	60.6%	20
Betting shop	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	2.4%	2	0.0%	0
Café / restaurants	24.0%	198	32.5%	13	11.1%	1	29.4%	25	29.4%	20	21.9%	34	21.1%	28	22.1%	21	24.2%	30	22.0%	18	24.2%	8
Estate agent	0.2%	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	1.2%	1	0.0%	0
Health centre / Dentist / Optician	8.0%	66	12.5%	5	0.0%	0	5.9%	5	19.1%	13	9.0%	14	12.8%	17	3.2%	3	4.0%	5	4.9%	4	0.0%	0
Library	7.9%	65	0.0%	0	11.1%	1	4.7%	4	10.3%	7	7.1%	11	9.8%	13	1.1%	1	13.7%	17	9.8%	8	9.1%	3
Post office	19.8%	163	5.0%	2	22.2%	2	14.1%	12	30.9%	21	13.5%	21	24.8%	33	13.7%	13	29.8%	37	18.3%	15	21.2%	7
Pubs/bars	1.8%	15	7.5%	3	0.0%	0	1.2%	1	1.5%	1	1.3%	2	2.3%	3	1.1%	1	1.6%	2	2.4%	2	0.0%	0
Other	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leisure activities (e.g,cinema, swimming etc.)	2.7%	22	2.5%	1	0.0%	0	5.9%	5	1.5%	1	3.2%	5	0.8%	1	4.2%	4	2.4%	3	1.2%	1	3.0%	1
Dry cleaners / launderette	0.5%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Hairdressers / beauty salon	1.5%	12	2.5%	1	0.0%	0	0.0%	0	1.5%	1	3.2%	5	1.5%	2	0.0%	0	0.8%	1	2.4%	2	0.0%	0
Petrol station	1.0%	8	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	9.1%	3
(Don't know / can't remember)	22.3%	184	25.0%	10	22.2%	2	30.6%	26	25.0%	17	21.3%	33	18.8%	25	29.5%	28	14.5%	18	20.7%	17	24.2%	8
(Nothing else / only shopping)	3.2%	26	15.0%	6	22.2%	2	5.9%	5	0.0%	0	3.9%	6	0.8%	1	1.1%	1	3.2%	4	1.2%	1	0.0%	0
Base:		824		40		9		85		68		155		133		95		124		82		33

Q15 What if anything would make you shop more often in Harrow town centre?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.7%	6	2.5%	1	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.2%	1	0.0%	0
Better choice of cafes / restaurants	1.0%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	3.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	3.3%	27	0.0%	0	0.0%	0	1.2%	1	7.4%	5	3.9%	6	3.8%	5	4.2%	4	3.2%	4	2.4%	2	0.0%	0
Better choice of shops in general	11.0%	91	0.0%	0	11.1%	1	10.6%	9	8.8%	6	14.2%	22	16.5%	22	8.4%	8	12.9%	16	7.3%	6	3.0%	1
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.8%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Better leisure facilities (e.g. Cinema)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	5.9%	49	5.0%	2	0.0%	0	9.4%	8	14.7%	10	5.2%	8	5.3%	7	1.1%	1	8.1%	10	1.2%	1	6.1%	2
Better quality shops	3.8%	31	5.0%	2	0.0%	0	3.5%	3	7.4%	5	1.9%	3	5.3%	7	2.1%	2	6.5%	8	1.2%	1	0.0%	0
Better safety / More police / CCTV	4.1%	34	7.5%	3	0.0%	0	4.7%	4	7.4%	5	3.2%	5	2.3%	3	1.1%	1	4.0%	5	7.3%	6	6.1%	2
Better street market	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cheaper / free car parking	8.0%	66	7.5%	3	11.1%	1	9.4%	8	0.0%	0	7.1%	11	3.0%	4	11.6%	11	13.7%	17	8.5%	7	12.1%	4
Escalator or lift at the tube station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improve the appearance / atmosphere	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improved bus services	1.7%	14	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	0.8%	1	3.2%	3	1.6%	2	4.9%	4	3.0%	1
Indoor shopping centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less food shops	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
Longer opening hours / late-night shopping	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lower prices / cheaper stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilet facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More bicycle-friendly	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	6.7%	55	5.0%	2	11.1%	1	7.1%	6	8.8%	6	3.2%	5	3.0%	4	8.4%	8	8.1%	10	12.2%	10	9.1%	3
More cost effective produce	0.5%	4	2.5%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More disabled parking spaces	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	2.4%	2	0.0%	0
More food supermarkets	2.1%	17	0.0%	0	0.0%	0	1.2%	1	1.5%	1	3.2%	5	3.8%	5	1.1%	1	1.6%	2	2.4%	2	0.0%	0
More large shops	3.5%	29	2.5%	1	0.0%	0	3.5%	3	5.9%	4	3.2%	5	9.0%	12	2.1%	2	0.8%	1	0.0%	0	3.0%	1
More seating / street furniture	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.2%	1	0.0%	0
More traffic free areas /	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
pedestrianisation																						
Nothing	53.4%	440	65.0%	26	66.7%	6	51.8%	44	55.9%	38	56.1%	87	42.1%	56	63.2%	60	44.4%	55	57.3%	47	63.6%	21
Open another department store (e.g. John Lewis)	1.0%	8	0.0%	0	11.1%	1	1.2%	1	0.0%	0	0.6%	1	2.3%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Open the closed shops	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
Rid the town of gangs of youths	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Stop illegal street sellers	0.2%	2	2.5%	1	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
(Don’t know / never shopped there before)	5.0%	41	12.5%	5	0.0%	0	3.5%	3	5.9%	4	3.9%	6	3.8%	5	1.1%	1	6.5%	8	8.5%	7	6.1%	2
Base:		824		40		9		85		68		155		133		95		124		82		33

Q16 What if anything would make you shop more often in Burnt Oak?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	2	6.1%	5	0.0%	0
Better choice of shops in general	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.2%	4	6.5%	8	13.4%	11	6.1%	2
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	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
Better maintenance / cleanliness	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1	4.0%	5	6.1%	5	0.0%	0
Better quality shops	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	3.7%	3	0.0%	0
Better safety / More police / CCTV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Cheaper car parking	0.6%	5	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.4%	2	0.0%	0
Improve the appearance / atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Improved bus services	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Less ethnic food stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Longer opening hours / late-night 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	1.2%	1	0.0%	0
More car parking	2.7%	22	0.0%	0	0.0%	0	1.2%	1	2.9%	2	0.0%	0	0.0%	0	1.1%	1	8.9%	11	6.1%	5	6.1%	2
More chinese restaurants	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
More food supermarkets	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	2.4%	2	0.0%	0
More traffic free areas / pedestrianisation	0.5%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Nothing	47.7%	393	47.5%	19	55.6%	5	42.4%	36	47.1%	32	50.3%	78	51.1%	68	48.4%	46	41.9%	52	42.7%	35	66.7%	22
(Don't know / never shopped there before)	44.2%	364	52.5%	21	44.4%	4	55.3%	47	51.5%	35	45.8%	71	48.1%	64	45.3%	43	42.7%	53	23.2%	19	21.2%	7
Base:		824		40		9		85		68		155		133		95		124		82		33

Q17 What if anything would make you shop more often in Kingsbury?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.9%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1	3.2%	4	0.0%	0	0.0%	0
Better choice of clothing shops	1.2%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.0%	5	3.7%	3	0.0%	0
Better choice of shops in general	5.5%	45	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	2.3%	3	5.3%	5	18.5%	23	11.0%	9	6.1%	2
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	4.8%	6	1.2%	1	0.0%	0
Better quality shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.2%	4	3.7%	3	0.0%	0
Better safety / More police / CCTV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cheaper car parking	1.2%	10	0.0%	0	0.0%	0	1.2%	1	2.9%	2	0.0%	0	0.8%	1	0.0%	0	2.4%	3	3.7%	3	0.0%	0
Improve the appearance / atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Improved bus services	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	2	0.8%	1	1.2%	1	3.0%	1
Less Asian shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More car parking	3.4%	28	0.0%	0	0.0%	0	1.2%	1	4.4%	3	0.6%	1	1.5%	2	1.1%	1	8.9%	11	8.5%	7	6.1%	2
More food supermarkets	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.6%	2	2.4%	2	3.0%	1
More large shops	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.6%	2	1.2%	1	0.0%	0
More seating / street furniture	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	2.4%	3	3.7%	3	3.0%	1
Nothing	49.6%	409	57.5%	23	66.7%	6	43.5%	37	52.9%	36	54.2%	84	54.9%	73	46.3%	44	37.9%	47	50.0%	41	54.5%	18
(Don't know / never shopped there before)	37.0%	305	42.5%	17	33.3%	3	54.1%	46	42.6%	29	43.2%	67	38.3%	51	40.0%	38	23.4%	29	19.5%	16	27.3%	9
Base:		824		40		9		85		68		155		133		95		124		82		33

Q18 What if anything would make you shop more often in North Harrow?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of cafes / restaurants	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
Better choice of clothing shops	1.5%	12	0.0%	0	0.0%	0	1.2%	1	1.5%	1	5.2%	8	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of shops in general	6.4%	53	7.5%	3	0.0%	0	4.7%	4	7.4%	5	13.5%	21	6.0%	8	5.3%	5	5.6%	7	0.0%	0	0.0%	0
Better maintenance / cleanliness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better quality shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	4	1.5%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0
Better safety / More police / CCTV	0.4%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cheaper car parking	1.2%	10	2.5%	1	0.0%	0	3.5%	3	4.4%	3	0.6%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clearing parked cars from bike lanes	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
Improved 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	1.2%	1	0.0%	0
More car parking	2.9%	24	5.0%	2	0.0%	0	4.7%	4	5.9%	4	3.2%	5	3.8%	5	1.1%	1	1.6%	2	1.2%	1	0.0%	0
More food supermarkets	3.2%	26	0.0%	0	0.0%	0	2.4%	2	1.5%	1	5.8%	9	9.8%	13	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More large shops	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	1	2.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	50.1%	413	52.5%	21	66.7%	6	48.2%	41	57.4%	39	52.3%	81	51.1%	68	51.6%	49	41.1%	51	45.1%	37	60.6%	20
(Don’t know / never shopped there before)	35.9%	296	35.0%	14	33.3%	3	37.6%	32	27.9%	19	22.6%	35	28.6%	38	41.1%	39	49.2%	61	51.2%	42	39.4%	13
Base:		824		40		9		85		68		155		133		95		124		82		33

Q19 What if anything would make you shop more often in Pinner?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	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	2.4%	2	0.0%	0
Better choice of cafes / restaurants	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of clothing shops	2.4%	20	5.0%	2	0.0%	0	5.9%	5	8.8%	6	3.2%	5	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Better choice of shops in general	6.4%	53	15.0%	6	11.1%	1	10.6%	9	20.6%	14	7.7%	12	4.5%	6	4.2%	4	0.8%	1	0.0%	0	0.0%	0
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.7%	6	2.5%	1	0.0%	0	2.4%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Better maintenance / cleanliness	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Better quality shops	1.9%	16	2.5%	1	0.0%	0	1.2%	1	8.8%	6	4.5%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cheaper car parking	3.6%	30	7.5%	3	0.0%	0	10.6%	9	13.2%	9	2.6%	4	1.5%	2	0.0%	0	1.6%	2	1.2%	1	0.0%	0
Improve library	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
Improved bus services	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Indoor shopping centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes / restaurants	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
Longer opening hours / late-night shopping	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
Lower prices / cheaper stores	0.6%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	2.9%	24	2.5%	1	11.1%	1	4.7%	4	10.3%	7	1.9%	3	1.5%	2	3.2%	3	2.4%	3	0.0%	0	0.0%	0
More compact shopping area	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
More cost effective produce	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
More food supermarkets	0.4%	3	0.0%	0	11.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More large shops	1.3%	11	2.5%	1	0.0%	0	3.5%	3	0.0%	0	2.6%	4	0.8%	1	1.1%	1	0.0%	0	0.0%	0	3.0%	1
Nothing	54.9%	452	60.0%	24	66.7%	6	51.8%	44	50.0%	34	60.0%	93	63.2%	84	51.6%	49	46.8%	58	46.3%	38	66.7%	22
Open another department store (e.g. John Lewis)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / never shopped there before)	27.2%	224	10.0%	4	0.0%	0	12.9%	11	8.8%	6	18.7%	29	23.3%	31	38.9%	37	46.0%	57	50.0%	41	24.2%	8
Base:		824		40		9		85		68		155		133		95		124		82		33

Q20 What if anything would make you shop more often in Rayners Lane?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better bank facilities	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
Better choice of cafes / restaurants	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
Better choice of clothing shops	1.0%	8	0.0%	0	0.0%	0	2.4%	2	1.5%	1	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	6.3%	52	5.0%	2	0.0%	0	10.6%	9	2.9%	2	15.5%	24	6.0%	8	3.2%	3	3.2%	4	0.0%	0	0.0%	0
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	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
Better maintenance / cleanliness	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Better quality shops	0.6%	5	0.0%	0	0.0%	0	1.2%	1	1.5%	1	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better safety / More police / CCTV	0.5%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Cheaper car parking	2.1%	17	5.0%	2	0.0%	0	7.1%	6	4.4%	3	3.2%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improve the appearance / atmosphere	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
More activites for children	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
More car parking	4.2%	35	5.0%	2	0.0%	0	7.1%	6	5.9%	4	8.4%	13	3.0%	4	1.1%	1	3.2%	4	1.2%	1	0.0%	0
More food supermarkets	1.3%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	5	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.4%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	50.6%	417	52.5%	21	77.8%	7	48.2%	41	63.2%	43	47.7%	74	58.6%	78	46.3%	44	40.3%	50	42.7%	35	72.7%	24
Open another department store (e.g. John Lewis)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don’t know / never shopped there before)	36.0%	297	40.0%	16	22.2%	2	29.4%	25	27.9%	19	20.6%	32	27.8%	37	49.5%	47	51.6%	64	56.1%	46	27.3%	9
Base:		824		40		9		85		68		155		133		95		124		82		33

Q21 What if anything would make you shop more often in South Harrow?

Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of cafes / restaurants	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
Better choice of clothing shops	2.1%	17	2.5%	1	0.0%	0	1.2%	1	1.5%	1	7.7%	12	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of shops in general	6.3%	52	5.0%	2	0.0%	0	7.1%	6	0.0%	0	15.5%	24	5.3%	7	5.3%	5	4.8%	6	1.2%	1	3.0%	1
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.5%	2	0.0%	0	1.6%	2	1.2%	1	0.0%	0
Better leisure facilities (e.g. Cinema)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	0.7%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	1.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better quality shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	2.1%	2	0.8%	1	0.0%	0	0.0%	0
Better safety / More police / CCTV	0.2%	2	2.5%	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
Cheaper car parking	1.2%	10	5.0%	2	0.0%	0	2.4%	2	1.5%	1	1.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Improve the appearance / atmosphere	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Improved bus services	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Less Pound shops	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
Less cafes / restaurants	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
More English shops	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
More activites for children	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
More bicycle-friendly	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
More car parking	3.3%	27	5.0%	2	0.0%	0	4.7%	4	2.9%	2	6.5%	10	0.0%	0	5.3%	5	2.4%	3	0.0%	0	3.0%	1
More food supermarkets	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More large shops	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	1.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	51.9%	428	50.0%	20	77.8%	7	57.6%	49	61.8%	42	43.9%	68	57.9%	77	53.7%	51	43.5%	54	45.1%	37	69.7%	23
Open a post office	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
Open another department store (e.g. John Lewis)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce market	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
(Don’t know / never shopped there before)	32.9%	271	40.0%	16	22.2%	2	28.2%	24	33.8%	23	18.1%	28	30.1%	40	32.6%	31	45.2%	56	52.4%	43	24.2%	8
Base:		824		40		9		85		68		155		133		95		124		82		33

Q22 What if anything would make you shop more often in Stanmore?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	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
Better bank facilities	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
Better choice of cafes / restaurants	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better choice of clothing shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%	2	6.1%	2
Better choice of shops in general	5.6%	46	5.0%	2	0.0%	0	1.2%	1	4.4%	3	1.9%	3	5.3%	7	3.2%	3	10.5%	13	9.8%	8	18.2%	6
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	9.1%	3
Better layout of stores, more spread out	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better maintenance / cleanliness	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
Better quality shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	1.5%	2	0.0%	0	0.8%	1	2.4%	2	6.1%	2
Better safety / More police / CCTV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Cheaper car parking	1.8%	15	2.5%	1	0.0%	0	2.4%	2	1.5%	1	1.3%	2	0.0%	0	0.0%	0	4.0%	5	2.4%	2	6.1%	2
Escalator or lift at the tube station	0.1%	1	0.0%	0	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%	1
Improved bus services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Lower prices / cheaper stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0
More car parking	4.0%	33	5.0%	2	0.0%	0	2.4%	2	4.4%	3	0.6%	1	1.5%	2	1.1%	1	8.1%	10	8.5%	7	15.2%	5
More disabled parking spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More food supermarkets	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	2.4%	2	6.1%	2
More large shops	0.7%	6	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0	6.1%	2
More traffic free areas / pedestrianisation	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%	2	0.0%	0
Nothing	51.9%	428	52.5%	21	66.7%	6	52.9%	45	67.6%	46	47.7%	74	63.2%	84	42.1%	40	51.6%	64	39.0%	32	48.5%	16
(Don't know / never shopped there before)	36.0%	297	40.0%	16	33.3%	3	41.2%	35	20.6%	14	49.7%	77	29.3%	39	51.6%	49	27.4%	34	36.6%	30	0.0%	0
Base:		824		40		9		85		68		155		133		95		124		82		33

Q23 What if anything would make you shop more often in Wealdstone?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Better accessibility (i.e. improve traffic flow / public transport links)	0.2%	2	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	3.0%	1
Better choice of cafes / restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better choice of clothing shops	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	1.5%	2	0.0%	0	0.8%	1	2.4%	2	3.0%	1
Better choice of shops in general	6.2%	51	5.0%	2	0.0%	0	1.2%	1	7.4%	5	5.2%	8	9.8%	13	3.2%	3	11.3%	14	3.7%	3	6.1%	2
Better choice of specialist shops (e.g. craft shops, haberdashers etc.)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.8%	15	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	5.3%	7	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Better quality shops	1.5%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	3.0%	4	0.0%	0	3.2%	4	1.2%	1	3.0%	1
Better safety / More police / CCTV	1.1%	9	2.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.4%	3	1.2%	1	0.0%	0
Better street market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	1.3%	11	5.0%	2	0.0%	0	3.5%	3	2.9%	2	0.0%	0	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Improve the appearance / atmosphere	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improved bus services	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
Less take away shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More car parking	2.2%	18	5.0%	2	0.0%	0	4.7%	4	4.4%	3	1.9%	3	0.0%	0	0.0%	0	3.2%	4	1.2%	1	3.0%	1
More food supermarkets	2.5%	21	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	7.5%	10	1.1%	1	4.0%	5	1.2%	1	0.0%	0
More large shops	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	49.0%	404	50.0%	20	66.7%	6	48.2%	41	58.8%	40	50.3%	78	51.9%	69	46.3%	44	37.9%	47	43.9%	36	69.7%	23
(Don't know / never shopped there before)	38.0%	313	42.5%	17	33.3%	3	44.7%	38	26.5%	18	42.6%	66	22.6%	30	49.5%	47	38.7%	48	50.0%	41	15.2%	5
Base:		824		40		9		85		68		155		133		95		124		82		33

Q24 Are you aware of major proposals to expand shopping facilities at Brent Cross?
Those who regularly visit shops or services at the centres mentioned at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes	13.0%	107	7.5%	3	22.2%	2	4.7%	4	10.3%	7	5.8%	9	9.8%	13	23.2%	22	15.3%	19	31.7%	26	6.1%	2
No	86.5%	713	90.0%	36	77.8%	7	94.1%	80	89.7%	61	94.2%	146	90.2%	120	76.8%	73	83.9%	104	68.3%	56	90.9%	30
(Don't know)	0.5%	4	2.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.0%	1
Base:		824		40		9		85		68		155		133		95		124		82		33

Q25 Do you think you will regularly shop in Brent Cross when these developments are complete?
Those who were aware of major proposals to expand shopping facilities at Brent Cross at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes	52.3%	56	0.0%	0	0.0%	0	25.0%	1	42.9%	3	55.6%	5	15.4%	2	63.6%	14	68.4%	13	61.5%	16	100.0%	2
No	37.4%	40	100.0%	3	50.0%	1	75.0%	3	28.6%	2	44.4%	4	76.9%	10	27.3%	6	21.1%	4	26.9%	7	0.0%	0
(Don't know)	10.3%	11	0.0%	0	50.0%	1	0.0%	0	28.6%	2	0.0%	0	7.7%	1	9.1%	2	10.5%	2	11.5%	3	0.0%	0
Base:		107		3		2		4		7		9		13		22		19		26		2

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Male	28.0%	280	23.6%	13	28.0%	7	23.5%	27	21.2%	18	27.9%	46	29.0%	42	38.5%	50	19.3%	26	39.1%	43	22.9%	8
Female	72.0%	720	76.4%	42	72.0%	18	76.5%	88	78.8%	67	72.1%	119	71.0%	103	61.5%	80	80.7%	109	60.9%	67	77.1%	27
Base:		1000		55		25		115		85		165		145		130		135		110		35

AGE How old are you ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
18-24	3.0%	30	1.8%	1	8.0%	2	1.7%	2	0.0%	0	3.0%	5	6.2%	9	3.1%	4	1.5%	2	4.5%	5	0.0%	0
25-34	5.6%	56	3.6%	2	4.0%	1	2.6%	3	3.5%	3	7.9%	13	8.3%	12	3.8%	5	4.4%	6	8.2%	9	5.7%	2
35-44	16.2%	162	9.1%	5	8.0%	2	20.9%	24	11.8%	10	21.2%	35	20.7%	30	16.2%	21	11.9%	16	13.6%	15	11.4%	4
45-54	24.0%	240	34.5%	19	36.0%	9	30.4%	35	24.7%	21	25.5%	42	29.7%	43	17.7%	23	23.0%	31	11.8%	13	11.4%	4
55-64	14.7%	147	12.7%	7	16.0%	4	11.3%	13	14.1%	12	18.2%	30	7.6%	11	17.7%	23	23.0%	31	13.6%	15	2.9%	1
65+	35.0%	350	34.5%	19	28.0%	7	33.0%	38	42.4%	36	24.2%	40	26.9%	39	40.0%	52	34.8%	47	46.4%	51	60.0%	21
(Refused)	1.5%	15	3.6%	2	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.7%	1	1.5%	2	1.5%	2	1.8%	2	8.6%	3
Base:		1000		55		25		115		85		165		145		130		135		110		35

CAR How many cars are there normally available for use in the household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	18.0%	180	10.9%	6	4.0%	1	8.7%	10	14.1%	12	20.6%	34	26.9%	39	22.3%	29	17.8%	24	17.3%	19	17.1%	6
1	46.6%	466	40.0%	22	52.0%	13	48.7%	56	54.1%	46	42.4%	70	43.4%	63	48.5%	63	43.0%	58	51.8%	57	51.4%	18
2	25.3%	253	34.5%	19	40.0%	10	27.0%	31	22.4%	19	25.5%	42	21.4%	31	22.3%	29	29.6%	40	20.9%	23	25.7%	9
3 or more	8.2%	82	10.9%	6	4.0%	1	14.8%	17	8.2%	7	9.7%	16	6.2%	9	3.8%	5	8.9%	12	8.2%	9	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.9%	19	3.6%	2	0.0%	0	0.9%	1	1.2%	1	1.8%	3	2.1%	3	3.1%	4	0.7%	1	1.8%	2	5.7%	2
Base:		1000		55		25		115		85		165		145		130		135		110		35

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
British	67.0%	670	80.0%	44	96.0%	24	86.1%	99	81.2%	69	60.6%	100	65.5%	95	57.7%	75	61.5%	83	50.0%	55	74.3%	26
Irish	3.9%	39	0.0%	0	0.0%	0	0.0%	0	2.4%	2	6.7%	11	3.4%	5	1.5%	2	5.2%	7	10.9%	12	0.0%	0
Any other white background	4.0%	40	3.6%	2	4.0%	1	3.5%	4	0.0%	0	3.6%	6	2.8%	4	4.6%	6	5.2%	7	7.3%	8	5.7%	2
White & Black Caribbean	2.0%	20	0.0%	0	0.0%	0	0.9%	1	1.2%	1	3.6%	6	2.8%	4	0.8%	1	3.0%	4	2.7%	3	0.0%	0
White & Black African	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	3	0.0%	0	0.8%	1	0.0%	0	2.7%	3	0.0%	0
White & Asian	2.3%	23	1.8%	1	0.0%	0	0.9%	1	3.5%	3	1.8%	3	5.5%	8	3.1%	4	0.0%	0	1.8%	2	2.9%	1
Any other mixed background	1.2%	12	3.6%	2	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.7%	1	1.5%	2	2.2%	3	0.0%	0	0.0%	0
Indian	9.2%	92	0.0%	0	0.0%	0	2.6%	3	7.1%	6	8.5%	14	9.7%	14	11.5%	15	15.6%	21	16.4%	18	2.9%	1
Pakistani	1.2%	12	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	3.8%	5	0.0%	0	2.7%	3	0.0%	0
Bangladeshi	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Any other Asian or Asian British	2.5%	25	0.0%	0	0.0%	0	2.6%	3	2.4%	2	3.6%	6	2.8%	4	4.6%	6	2.2%	3	0.9%	1	0.0%	0
Caribbean	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
African	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	1.5%	2	0.7%	1	0.9%	1	0.0%	0
Any other Black background	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0	0.9%	1	0.0%	0
Chinese	0.4%	4	3.6%	2	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.6%	36	3.6%	2	0.0%	0	1.7%	2	1.2%	1	4.2%	7	2.8%	4	4.6%	6	4.4%	6	2.7%	3	14.3%	5
Base:		1000		55		25		115		85		165		145		130		135		110		35

SEG Socio-economic Grouping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
A	3.5%	35	14.5%	8	8.0%	2	3.5%	4	2.4%	2	3.6%	6	4.1%	6	1.5%	2	2.2%	3	1.8%	2	0.0%	0
B	18.6%	186	27.3%	15	12.0%	3	29.6%	34	16.5%	14	14.5%	24	24.1%	35	17.7%	23	14.1%	19	11.8%	13	17.1%	6
C1	26.0%	260	10.9%	6	32.0%	8	34.8%	40	17.6%	15	29.7%	49	25.5%	37	26.2%	34	20.0%	27	29.1%	32	34.3%	12
C2	15.5%	155	7.3%	4	32.0%	8	12.2%	14	16.5%	14	15.8%	26	15.2%	22	15.4%	20	17.8%	24	17.3%	19	11.4%	4
D	5.9%	59	3.6%	2	0.0%	0	1.7%	2	1.2%	1	9.7%	16	9.7%	14	6.2%	8	7.4%	10	5.5%	6	0.0%	0
E	19.8%	198	20.0%	11	12.0%	3	12.2%	14	34.1%	29	18.2%	30	11.0%	16	18.5%	24	28.9%	39	22.7%	25	20.0%	7
(Refused)	10.7%	107	16.4%	9	4.0%	1	6.1%	7	11.8%	10	8.5%	14	10.3%	15	14.6%	19	9.6%	13	11.8%	13	17.1%	6
Base:		1000		55		25		115		85		165		145		130		135		110		35

QUOTA Postcode

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
HA0 2	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	28	0.0%	0	0.0%	0	0.0%	0
HA0 3	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	27	0.0%	0	0.0%	0	0.0%	0
HA1 1	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 2	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 3	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 4	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 0	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 6	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 7	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 8	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 9	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 0	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	28	0.0%	0	0.0%	0
HA3 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 6	2.1%	21	0.0%	0	0.0%	0	0.0%	0	24.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 7	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 8	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	30	0.0%	0	0.0%	0
HA3 9	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	34	0.0%	0	0.0%	0
HA4 0	2.4%	24	0.0%	0	0.0%	0	20.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 7	2.5%	25	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 8	2.1%	21	0.0%	0	0.0%	0	18.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 9	2.7%	27	0.0%	0	0.0%	0	23.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 1	2.2%	22	0.0%	0	0.0%	0	19.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 2	2.1%	21	0.0%	0	0.0%	0	18.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 3	2.7%	27	0.0%	0	0.0%	0	0.0%	0	31.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 4	2.0%	20	0.0%	0	0.0%	0	0.0%	0	23.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 1	2.1%	21	38.2%	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
HA6 2	2.0%	20	36.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 3	1.4%	14	25.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA7 1	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	15	0.0%	0	0.0%	0
HA7 2	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	28	0.0%	0	0.0%	0
HA7 3	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.3%	19
HA7 4	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	16
HA8 5	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	28	0.0%	0
HA8 6	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	25	0.0%	0
HA8 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	10	0.0%	0
HA9 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	16	0.0%	0	0.0%	0	0.0%	0
HA9 8	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	32	0.0%	0	0.0%	0	0.0%	0
NW9 0	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	24	0.0%	0
NW9 9	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	23	0.0%	0
UB5 4	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 0	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	27	0.0%	0	0.0%	0	0.0%	0
WD196	1.7%	17	0.0%	0	0.0%	0	0.0%	0	20.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		55		25		115		85		165		145		130		135		110		35

ZONE Zone	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1	5.5%	55	100.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	2.5%	25	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.5%	115	0.0%	0	0.0%	0	100.0%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.5%	85	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	16.5%	165	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	165	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	14.5%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	13.0%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%	0	0.0%	0	0.0%	0
Zone 8	13.5%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0
Zone 9	11.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	110	0.0%	0
Zone 10	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	35
Base:		1000		55		25		115		85		165		145		130		135		110		35

Appendix F

Evaluation of Potential Development Sites

SITE H1 – Tesco Store and car park, Station Road, Harrow

The site is currently occupied by a Tesco store and car park. It is within Harrow Metropolitan centre boundary to the north of the centre but it is outside the primary shopping frontage and is therefore defined as an 'Edge of Centre' site in retail terms.
Site occupies an area of 2.17 hectares.

Evaluation Criteria	***Comment***
Availability	Short to medium term
Scale of Development	Large scale (up to 7,000 sq m gross net increase)
Commercial Potential	Edge of Centre site but adjacent to the Secondary Shopping Frontage. Good links to Primary Shopping Frontage, existing retail site.
Likely type of development	Extension to the existing Tesco store or comprehensive redevelopment of the site to provide a larger food store with decked parking. Possible retail parade along Hindes Road. The increase in sales floorspace is likely to be predominantly comparison goods.
Development Constraints	Availability of premises unclear and loss of car parking.
Possible Alternative uses	Retention of existing use.
Access	Existing vehicular access from Hindes Road and Station Road
Overall Development Prospects	**Good**

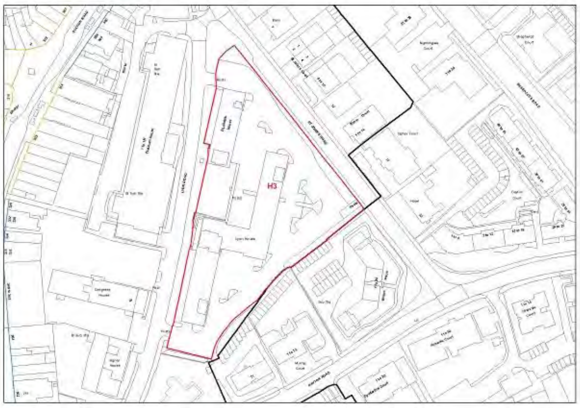
SITE H2 – Debenhams and Car Park off Greenhill Way, Harrow

The site is currently occupied by a Debenhams department store and Greenhill Way car park. It is within Harrow Metropolitan centre boundary and the entrance to the Debenhams store forms part of the centres primary shopping frontage.
Site occupies an area of 1.67 hectares.

	
Evaluation Criteria	***Comment***
Availability	Long term
Scale of Development	Large scale (up to 10,000 sq m gross net increase)
Commercial Potential	Edge of Centre site designated in the Harrow UDP as a 'Proposal Site' (PS1) for a mixed use scheme that could include, amongst others commercial, leisure or residential use, or other appropriate town centre uses, including replacement parking and the option for a central lending library.
Likely type of development	The site could be redeveloped to provide a mixed use scheme with a covered retail mall at ground floor and office/leisure uses above including replacement parking (either decked or underground).
Development Constraints	Availability of premises unclear. Potential loss of car parking.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Greenhill Way
Overall Development Prospects	**Good**

SITE H3 – Offices and car parking on Lyons Road, Harrow

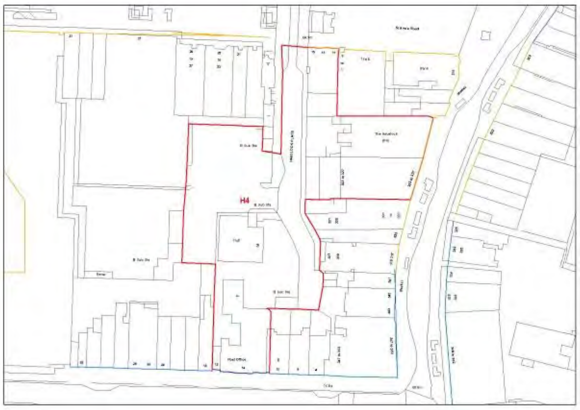
The site is currently occupied by two office buildings, one four storey office and one six storey office. The offices are both on stilts with car parking on the ground floor. The site is within Harrow Metropolitan centre boundary, but it is outside the primary shopping frontage and is therefore an ‘Edge of Centre’ site in retail terms.
Site occupies an area of 0.93 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to long term
Scale of Development	Large scale (up to 5,000 sq m gross)
Commercial Potential	Edge of Centre site with potential retail frontage onto Lyon Road. Relatively good links through to the Primary Shopping Frontage however the car park/offices to the west of Lyons Road act as a barrier.
Likely type of development	The site could be redeveloped to provide a comprehensive mixed use scheme with new retail uses at ground floor and residential/office/leisure uses above or several large format retail uses such as retail warehousing or a food retailer.
Development Constraints	Availability of premises unclear, high density use exists on site.
Possible Alternative uses	Retention of existing use or residential development.
Access	Existing vehicular access from Lyons Road
Overall Development Prospects	**Reasonable/Poor**

SITE H4 – Havelock Place, Harrow

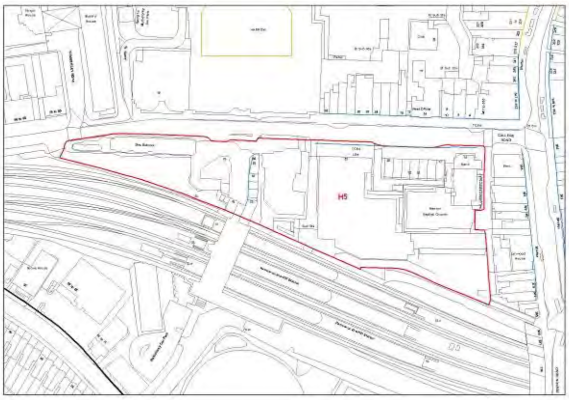
The site is currently occupied by Havelock Place which provides access to one of the service areas for the St Ann's Centre. It also includes several buildings including Fitz Health Club. The site is within Harrow Metropolitan centre boundary and is part of the Primary Shopping Frontage. The closure of Havelock Place is a long standing Council objective to enable complete pedestrianisation of St Ann's Road and the intention is to provide a new access off College Road.
Site occupies an area of 0.6 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to long term
Scale of Development	Large scale (up to 5,000 sq m gross at multiple levels)
Commercial Potential	Edge of Centre site allocated in the Harrow UDP as a 'Potential Site' (PS 9) for a mixed use scheme for retail, leisure or commercial use, including an element of residential.
Likely type of development	Redevelopment of site to provide retail at ground floor and first floor level with one to two storeys of office/residential above. Havelock Place to be closed so that an uninterrupted retail frontage can be provided along St Ann's Road. New access provided from College Road (knocking through the existing Pizza Express unit)
Development Constraints	Availability of premises unclear and providing new access.
Possible Alternative uses	Retention of existing uses and service area.
Access	New access off College Road or alternatively Station Road.
Overall Development Prospects	**Reasonable**

SITE H5 –Station Site/South side of College Road, Harrow

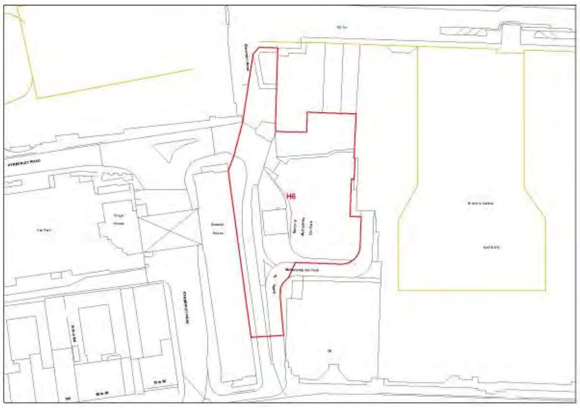
The site is currently occupied by several office buildings with retail units at ground level, a vacant office building, Harrow public transport interchange and Harrow Baptist Church.
The site is within Harrow Metropolitan centre boundary but outside the primary shopping frontage and is therefore an ‘Edge of Centre’ site in retail terms. Some of the site is part of the centres Secondary Shopping Frontage.
Site occupies an area of 1.56 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to long term
Scale of Development	Large scale (up to 10,000 sq m gross)
Commercial Potential	Edge of Centre site allocated in the Harrow UDP as a ‘Proposal Site’ (PS 6) for public transport improvements and mixed use development for office, education, civic, residential, leisure and retail use and open space.
Likely type of development	Comprehensive redevelopment of the site to provide a mixed use development surrounding the improved public transport hub. Retail at ground floor level and a mix of office, leisure and residential above.
Development Constraints	Availability of premises unclear.
Possible Alternative uses	Retention of existing use or part redevelopment for residential/office development.
Access	Existing vehicular access from College Road
Overall Development Prospects	**Good**

SITE H6 –St Ann's Centre Service Yard West, Clarenden Road, Harrow

The site is currently used as a service area for St Ann's Centre. To the south is the access to St Ann's Centre car park. The site is within Harrow Metropolitan centre boundary, but outside the primary shopping frontage and is therefore an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.34 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to long term
Scale of Development	Medium scale (up to 2,000 sq m gross)
Commercial Potential	Edge of Centre site with potential retail frontage onto Clarenden Road. Good access to Harrow bus and train station.
Likely type of development	Extension to St Ann's Centre with retail units fronting onto Clarenden Road frontage.
Development Constraints	Availability of site unclear and loss of service area.
Possible Alternative uses	Retention of existing service area.
Access	Existing access from Clarenden Road.
Overall Development Prospects	**Good**

SITE H7 –132-176 College Road, Harrow

The site is currently occupied by two buildings, both of which are four storey office buildings with retail along the College road frontage and stilts at the rear to allow for car parking at ground floor level.
The site is within Harrow Metropolitan centre boundary, but outside the primary shopping frontage and is therefore an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.51 hectares.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Large scale (up to 3,000 sq m gross)
Commercial Potential	Edge of Centre site with good frontage onto College Road and within close proximity to the Primary Shopping Centre and Harrow train and bus station.
Likely type of development	Comprehensive redevelopment to provide retail at ground floor along both the College Road and Clarenden Road with office/residential uses above.
Development Constraints	Availability of premises unclear. Redevelopment unlikely to provide a significant increase in retail floorspace.
Possible Alternative uses	Retention of existing use.
Access	Existing vehicular access College Road
Overall Development Prospects	**Reasonable**

SITE W1 – Corner of Canning Road and George Gange Way, Wealdstone

An Edge of Centre site to the east of Wealdstone town centre on the junction of Canning Road and George Gange Way, currently occupied by Rabi Motors.
Site occupies an area of 450 sq m.

	
Evaluation Criteria	***Comment***
Availability	Short to Medium term
Scale of Development	Small scale (up to 300 sq m gross)
Commercial Potential	Edge of Centre site with potential retail frontage onto George Gange Way.
Likely type of development	Retail/other Class A units with residential/offices above.
Development Constraints	Availability of premises unclear and busy road is a barrier between the site and the primary shopping frontages.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Canning Road and George Gange Way.
Overall Development Prospects	**Reasonable/Poor**

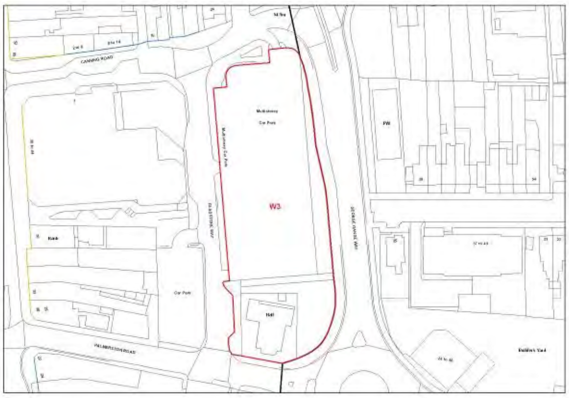
SITE W2 – Land to north of Canning Road, Wealdstone

Land including Construction Solutions Ltd to the north of Canning Road. Within Wealdstone District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage and therefore could be designated as an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.13 hectare.

Evaluation Criteria	***Comment***
Availability	Short to Medium term
Scale of Development	Small scale (up to 800 sq m gross)
Commercial Potential	Edge of Centre site with potential retail frontage onto Canning Road and good links with primary and secondary shopping frontages.
Likely type of development	A mixed use scheme to include residential and retail development or a large format retail use such as a retail warehouse or food retailer.
Development Constraints	Availability of premises unclear.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Canning Road and George Gange Way.
Overall Development Prospects	**Good**

SITE W3 – Peel House Car Park and hall to south of Canning Road, Wealdstone

The site includes Peel House car park and hall to the south of Canning Road and west of George Gange Way. The site is within Wealdstone District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage, and therefore could be an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.39 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to Long term
Scale of Development	Medium scale (up to 2,000 sq m gross)
Commercial Potential	Edge of Centre site located on a busy main road but with good access to the primary shopping frontage.
Likely type of development	A mixed use scheme to include residential and retail development or a large format retail use such as a retail warehouse or food retailer with decked car parking.
Development Constraints	Availability of premises unclear and loss of car parking.
Possible Alternative uses	Retention of existing car park or residential/office development.
Access	Existing vehicular access from Canning Road and Gladstone Way
Overall Development Prospects	**Reasonable/Poor**

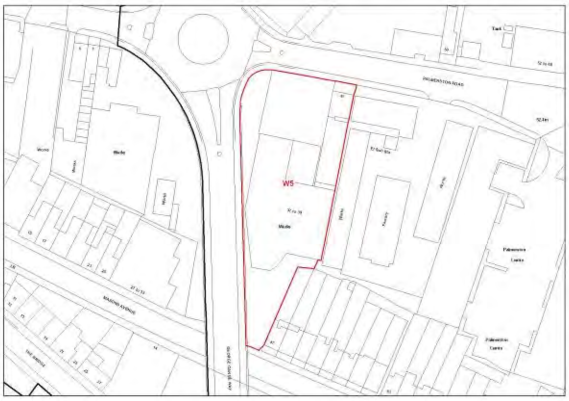
SITE W4 – Land to south of Palmerston Road and west of George Gange Way, Wealdstone

The site includes Dellers Car Care to the south of Palmerston Road and west of George Gange Way. The site is within Wealdstone District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage and therefore is an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.27 hectares.

	
Evaluation Criteria	***Comment***
Availability	Medium to Long term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site with good links to the town centre.
Likely type of development	Large format retail use such as a retail warehouse unit or a discount food store. Alternatively a commercial leisure use could be provided such as a health and fitness facility.
Development Constraints	Availability of premises unclear and limited retail frontage on Palmerston Road. George Gange Way is a busy road which would restrict retail frontage along the eastern boundary of the site.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Palmerston Road.
Overall Development Prospects	**Good**

SITE W5 – Land to south of Palmerston Road and east of George Gange Way, Wealdstone

The site includes Nationwide Autocentre and area to the rear on the junction of Palmerston Road and George Gange Way. The site is outside the district centre and is therefore an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.27 hectares.



Evaluation Criteria	*Comment*
Availability	Medium to Long term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site but with reasonable links to the town centre.
Likely type of development	Large format retail use such as a retail warehouse unit or a discount food store. Alternatively a commercial leisure use could be provided such as a health and fitness facility.
Development Constraints	Availability of premises unclear and busy road is a barrier between the site and the primary shopping frontages.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Palmerston Road.
Overall Development Prospects	**Reasonable**

SITE W6 – Harrow & Wealdstone Car Park, Ellen Web Drive, Wealdstone

Harrow and Wealdstone Car Park on Ellen Web Drive in Wealdstone is within Wealdstone District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage and therefore is an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.3 hectares.

Evaluation Criteria	***Comment***
Availability	Short term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site but with reasonable links to the primary shopping frontage.
Likely type of development	A mixed use scheme to include residential and retail development or a large format retail use such as a retail warehouse or food retailer.
Development Constraints	Loss of existing car parking, long narrow site.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Ellen Webb Drive.
Overall Development Prospects	**Poor**

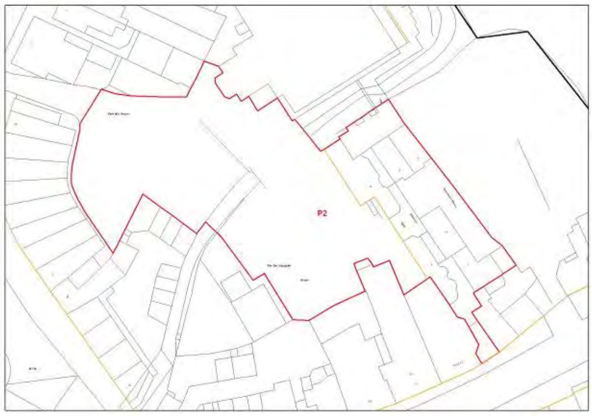
SITE P1 – Sainsbury's Car Park, Station Approach, Pinner

The site is currently occupied by Sainsbury's car park (two storey) and is adjacent to Pinner station and the Sainsbury's supermarket. It is within Pinner district centre boundary, but is outside the primary shopping frontage and is therefore an 'Edge of Centre' site in retail terms. Site occupies an area of 1.3 hectares.

Evaluation Criteria	***Comment***
Availability	Medium to Long term
Scale of Development	Medium scale (up to 2,000 sq m gross net increase)
Commercial Potential	Edge of Centre site located adjacent to Pinner station and Sainsbury's.
Likely type of development	Possible extension to the existing Sainsbury's store or new retail warehousing unit with decked car parking above.
Development Constraints	Availability of premises unclear and potential loss of parking. Some distance from the Primary Shopping Frontage.
Possible Alternative uses	Retention of existing use.
Access	Existing vehicular access from Station Approach.
Overall Development Prospects	**Reasonable/Poor**

SITE P2 – Land between High Street and Love Lane (Bishops Walk/Beaumont Mews), Pinner

The site is currently occupied by small retail units (Beaumont Mews) and a service area/car parking. The site is adjacent to the Marks and Spencer Simply Food store. It is within Pinner district centre boundary and the units form part of the Primary Shopping Frontage.
Site occupies an area of 0.31 hectares.



Evaluation Criteria	***Comment***
Availability	Medium to Long term
Scale of Development	Medium scale (up to 1,500 sq m gross net increase)
Commercial Potential	Within the town centre with part of the site on a Primary Shopping Frontage.
Likely type of development	Redevelopment to provide mixed use scheme with retail at ground floor and two/three stories of residential/office above.
Development Constraints	Part of the site is the existing service area for units on Bridge St. Loss of parking. Poor access to the site – no main retail frontage. Availability of premises unclear. Part of the flood plain.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Love Lane.
Overall Development Prospects	**Reasonable**

SITE P3 – Marks &Spencer Car Park off Love Lane, Pinner

The site is currently occupied by a Marks & Spencer car park. It is within Pinner district centre boundary, but is outside the primary shopping frontage and is therefore defined as an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.51 hectares.

Evaluation Criteria	***Comment***
Availability	Short to medium term
Scale of Development	Medium scale (up to 1,500 sq m gross)
Commercial Potential	Edge of Centre site adjacent to the existing Marks & Spencer store.
Likely type of development	Large format retail use such as a retail warehouse unit or a food store. Alternatively a commercial leisure use could be provided such as a health and fitness facility.
Development Constraints	Availability of premises unclear and loss of existing car parking. Site is on the flood plain.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access off Love Lane.
Overall Development Prospects	**Poor**

SITE RL1 – Units south of Tube Station on Alexandra Avenue, Rayners Lane

The site includes five single storey units and land at rear on Alexandra Avenue to the south of Rayners Lane tube station. The site is within Rayners Lane District Centre, as designated in the UDP, and is within the Primary Shopping Frontage.
Site occupies an area of 0.11 hectares.

Evaluation Criteria	***Comment***
Availability	Short to medium term
Scale of Development	Small scale (up to 500 sq m gross)
Commercial Potential	Site is within the Rayners Lane Primary Shopping Frontage adjacent to the tube station.
Likely type of development	Redevelopment to provide mixed use scheme with retail at ground floor and two/three stories of residential/office above.
Development Constraints	Availability of premises unclear.
Possible Alternative uses	Retention of existing use.
Access	Existing vehicular access from Alexandra Avenue.
Overall Development Prospects	**Good**

SITE RL2 – Harrow West Conservative Association and Hallmark Cars, Village Way, Rayners Lane

The site is located just outside Rayners Lane District Centre and is therefore an 'Edge of Centre' site. Current uses on the site include Harrow West Conservative Association inc. Curves Fitness and Hallmark Cars.
Site occupies an area of 0.19 hectares.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site with good frontage onto Village Way and adjacent to Secondary Shopping Frontage.
Likely type of development	The site could be re-developed to form several retail units at ground floor with 2/3 storeys of residential and office uses above or for a single retailer such as a discount food retailers with residential/offices uses above.
Development Constraints	Availability of premises unclear.
Possible Alternative uses	Retention of existing use or residential development.
Access	Existing vehicular access from Village Way.
Overall Development Prospects	**Good**

SITE RL3 – Rayners Lane Car Park and former Pub, Village Way East, Rayners Lane

The site is located within Rayners Lane District Centre, but is not within the Primary Shopping Frontage and is therefore an ‘Edge of Centre’ site in retail terms. Site is currently used as Rayners Lane car park and includes the former Rayners Pub.
Site occupies an area of 0.38 hectares.

	
Evaluation Criteria	***Comment***
Availability	Short term
Scale of Development	Medium scale (up to 2,000 sq m gross)
Commercial Potential	Edge of Centre site with good frontage onto Village Way East and Imperial Drive.
Likely type of development	The site could be redeveloped to provide a comprehensive mixed use scheme with new retail uses at ground floor and residential/office/leisure uses above or several large format retail uses such as retail warehousing or a food retailer.
Development Constraints	Availability of premises unclear loss of main car park within the centre.
Possible Alternative uses	Retention and formalisation of existing use or residential/office development.
Access	Existing vehicular access from Village Way East or new access from Imperial Drive.
Overall Development Prospects	**Good**

SITE NH1 – Cambridge Road Car Park and North Harrow Home Guard Club, Off Pinner Road, North Harrow

The site is located between Cambridge Road and Pinner Road within North Harrow district centre. It is within the defined centre boundary but is not within the Primary Shopping Frontage and is therefore defined as an 'Edge of Centre' site in retail terms. Site is currently used as Cambridge Road car park, North Harrow Home Guard Club, Harrow Gateway and St John's Ambulance.
Site occupies an area of 0.8 hectares.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Medium scale (up to 2,500 sq m gross)
Commercial Potential	Edge of Centre site with access through to Primary Shopping Frontage, albeit limited.
Likely type of development	Large format retail use such as a retail warehouse unit or a food store. Alternatively a commercial leisure use could be provided such as a health and fitness facility.
Development Constraints	Availability of premises unclear, poor access and no retail frontage. The site is also on a flood plain. Loss of car parking.
Possible Alternative uses	Retention of existing use and parking or residential development.
Access	Existing vehicular access Pinner Road and Cambridge Road.
Overall Development Prospects	**Reasonable/Poor**

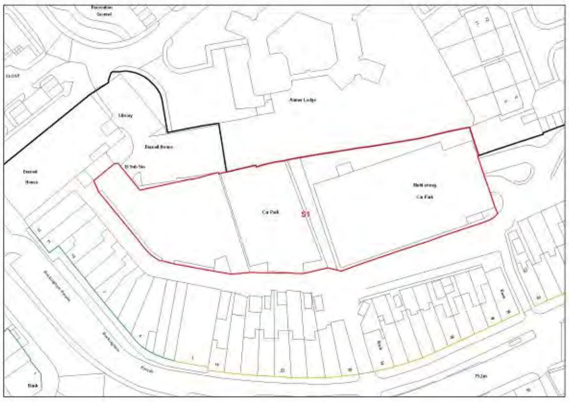
SITE NH2 – North Harrow Methodist Church, Pinner Road, North Harrow

The site is currently occupied by North Harrow Methodist Church. It is just outside the North Harrow district centre boundary to the north of the centre and is an ‘Edge of Centre’ site. Site occupies an area of 0.34 hectares.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Medium scale (up to 2,000 sq m gross)
Commercial Potential	Edge of Centre site with good retail frontage onto George V Avenue and within close proximity to the Secondary Shopping Frontage.
Likely type of development	The site could be re-developed to form several retail units at ground floor with 2/3 storeys of residential and office uses above or for a single retailer such as a discount food retailers with residential/offices uses above.
Development Constraints	Availability of premises unclear.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from George V Avenue.
Overall Development Prospects	**Reasonable**

SITE S1 – Stanmore Broadway Car Park, The Broadway, Stanmore

Stanmore Broadway Car Park is located to the rear of the Primary Shopping Frontage of The Broadway, Stanmore. The site is within Stanmore District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage and is an 'Edge of Centre' site in retail terms. Site occupies an area of 0.49 ha.



Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Medium scale (up to 2,000 sq m gross)
Commercial Potential	Edge of Centre site but with good links and close proximity to the primary shopping frontage.
Likely type of development	A mixed use scheme to include residential and retail development or a large format retail use such as a retail warehouse or food retailer with decked replacement car parking.
Development Constraints	Availability of site unknown and potential loss of existing car parking.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from The Broadway.
Overall Development Prospects	**Reasonable**

SITE S2 – Telephone Exchange, Elm Park, Stanmore

The Telephone Exchange is a one/two storey building located to the south of the Sainsbury's Car Park on Elm Park, Stanmore. The site is located outside, but adjacent to, the Stanmore District Centre, as designated in the UDP, and is therefore an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.19 ha.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site but with reasonable links to the primary shopping frontage.
Likely type of development	The site could be re-developed to form retail units at ground floor with 2/3 storeys of residential and office uses above, or for a single retailer such as a discount food store with residential/offices uses above.
Development Constraints	Availability of site unknown, loss of the telephone exchange may be impractical.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Elm Park.
Overall Development Prospects	**Reasonable/Poor**

SITE SH1 – Roxeth Library and Northolt Road Clinic, Northolt Road, South Harrow

The site includes the one storey Roxeth Library and two storey Northolt Road Clinic adjacent to Sainsbury's on Northolt Road in South Harrow. The site is within South Harrow District Centre, as designated in the UDP, but is not within the Primary Shopping Frontage and is an 'Edge of Centre' site in retail terms.
Site occupies an area of 0.13 hectares.

Evaluation Criteria	***Comment***
Availability	Medium term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site with good retail frontage onto Northolt Road and adjacent to Sainsbury's supermarket.
Likely type of development	A mixed use scheme to include residential/office and retail development or an extension to the existing Sainsbury's store.
Development Constraints	Availability of premises unclear
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Valentine Road.
Overall Development Prospects	**Reasonable**

SITE K1 – Land at Junction of Kenton Road and Honeypot Lane, Kingsbury

The land at the junction of Kenton Road and Honeypot Lane is located within the District Centre of Kingsbury, as designated in the UDP. The site is currently a large ethnic grocery retail unit (VB & Sons) and a car park. The Kingsbury District Centre does not have a Primary Shopping Frontage, and Site K1 is located adjacent to Secondary Frontage, and therefore could be an ‘Edge of Centre’ site in retail terms.
Site occupies an area of 0.18 ha.

Evaluation Criteria	***Comment***
Availability	Short/medium term
Scale of Development	Small scale (up to 1,000 sq m gross)
Commercial Potential	Edge of Centre site but with good links and close proximity to the secondary shopping frontage.
Likely type of development	Redevelopment for a large format supermarket or warehouse or a mixed use scheme to include retail development at ground floor with 3-4 storey residential development above.
Development Constraints	Availability of site unknown.
Possible Alternative uses	Retention of existing use or residential/office development.
Access	Existing vehicular access from Kenton Road.
Overall Development Prospects	**Good**