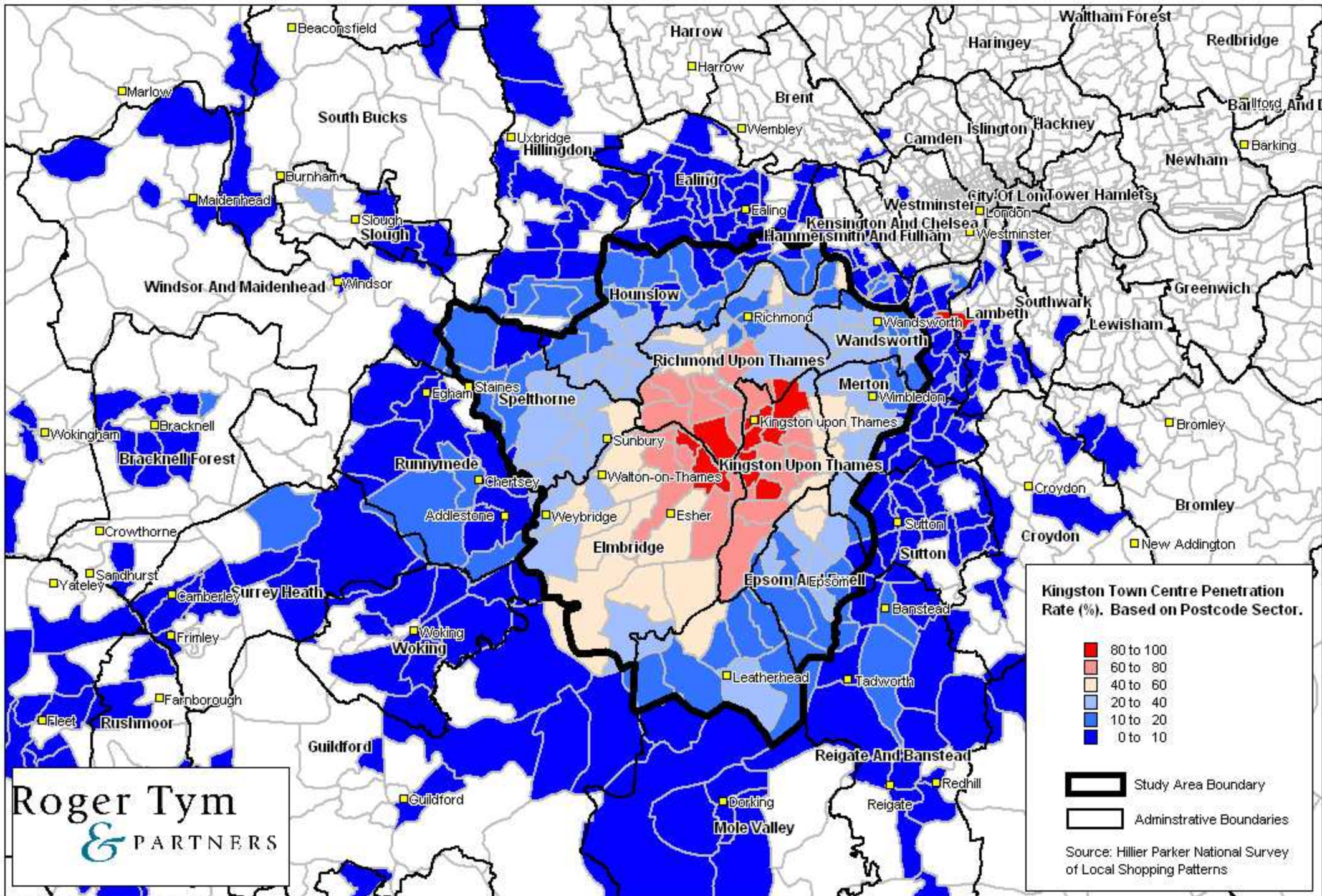


APPENDIX 1

STUDY AREA MAP

Map1: Study Area

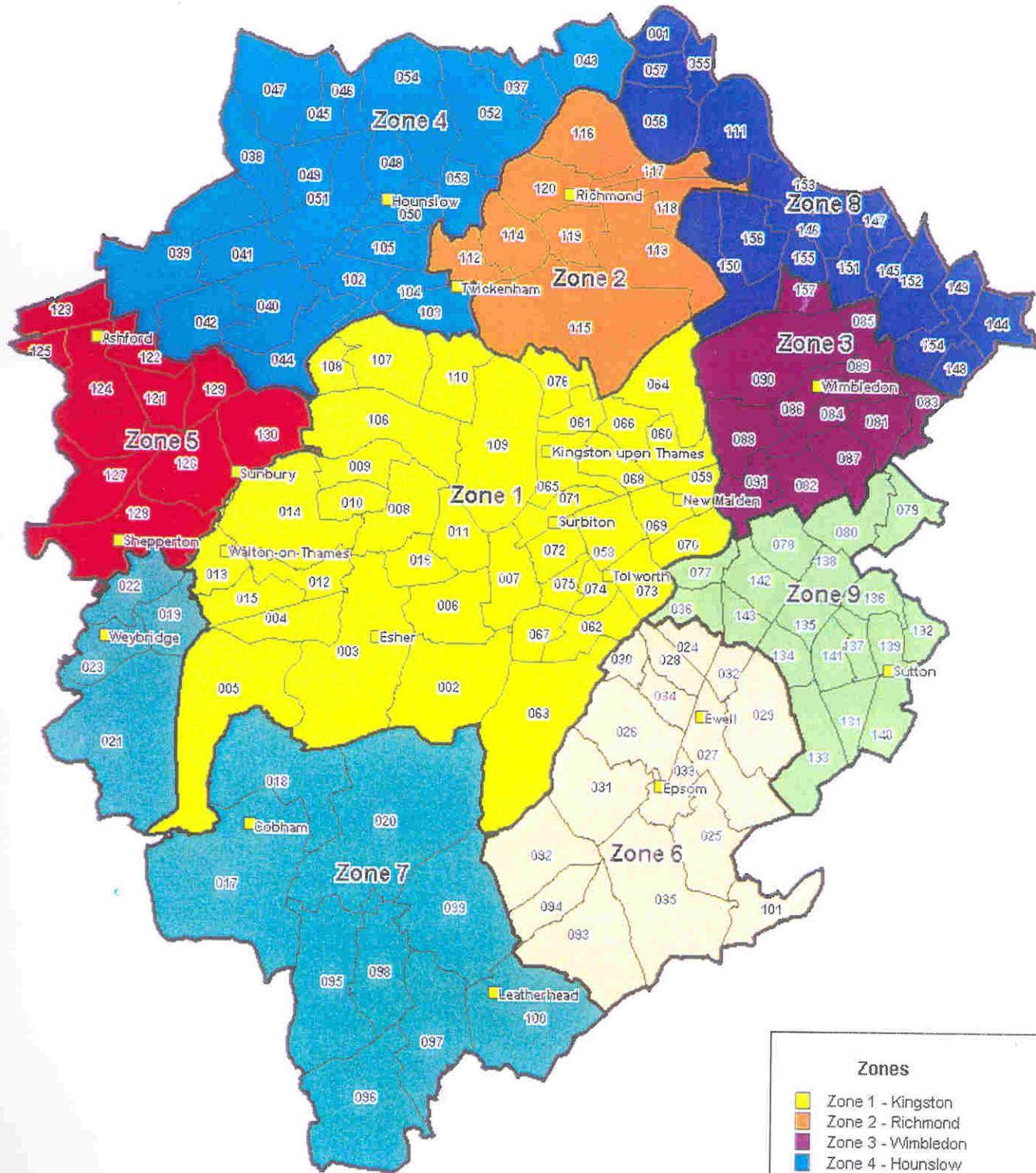


Roger Tym
& PARTNERS

APPENDIX 2

STUDY AREA ZONES MAP
SCHEDULE OF WARDS BY ZONE
HOUSEHOLD SURVEY METHODOLOGY
HOUSEHOLD QUESTIONNAIRE
HOUSEHOLD SURVEY TABULATED RESULTS

Map 2: Kingston Household Survey - Study Area Zones



| Zones | |
|--|---------------------|
| ■ | Zone 1 - Kingston |
| ■ | Zone 2 - Richmond |
| ■ | Zone 3 - Wimbledon |
| ■ | Zone 4 - Hounslow |
| ■ | Zone 5 - West |
| ■ | Zone 6 - Epsom |
| ■ | Zone 7 - South West |
| ■ | Zone 8 - North East |
| ■ | Zone 9 - Sutton |

Wards within the Zones

| Zone | Ward | Map Code |
|--------------------------|--------------------|-----------------|
| Zone 1 - Kingston | Claygate | 2 |
| | Esher | 3 |
| | Hersham North | 4 |
| | Hersham South | 5 |
| | Hinchley Wood | 6 |
| | Long Ditton | 7 |
| | Molesey East | 8 |
| | Molesey North | 9 |
| | Molesey South | 10 |
| | Thames Ditton | 11 |
| | Walton Ambleside | 12 |
| | Walton Central | 13 |
| | Walton North | 14 |
| | Walton South | 15 |
| | Weston Green | 16 |
| | Berrylands | 58 |
| | Burlington | 59 |
| | Cambridge | 60 |
| | Canbury | 61 |
| | Chessington North | 62 |
| | Chessington South | 63 |
| | Coombe | 64 |
| | Grove | 65 |
| | Hill | 66 |
| | Hook | 67 |
| | Norbiton | 68 |
| | Norbiton Park | 69 |
| | St. James | 70 |
| | St. Mark's | 71 |
| | Surbiton Hill | 72 |
| | Tolworth East | 73 |
| | Tolworth South | 74 |
| | Tolworth West | 75 |
| Tudor | 76 | |
| Hampton | 106 | |
| Hampton Hill | 107 | |
| Hampton Nursery | 108 | |
| Hampton Wick | 109 | |
| Teddington | 110 | |
| Zone 2 - Richmond | Central Twickenham | 112 |
| | East Sheen | 113 |
| | East Twickenham | 114 |
| | Ham and Petersham | 115 |
| | Kew | 116 |
| | Mortlake | 117 |
| | Palewell | 118 |
| | Richmond Hill | 119 |

Wards within the Zones

| | | |
|---------------------------|----------------------------|-------------------|
| | Richmond Town | 120 |
| Zone 3 - Wimbledon | Abbey | 81 |
| | Cannon Hill | 82 |
| | Colliers Wood | 83 |
| | Dundonald | 84 |
| | Durnsford | 85 |
| | Hillside | 86 |
| | Merton Park | 87 |
| | Raynes Park | 88 |
| | Trinity | 89 |
| | Village | 90 |
| | West Barnes | 91 |
| | Parkside | 157 |
| | Zone 4 - Hounslow | Brentford Clifden |
| Cranford | | 38 |
| East Bedfont | | 39 |
| Feltham Central | | 40 |
| Feltham North | | 41 |
| Feltham South | | 42 |
| Gunnersbury | | 43 |
| Hanworth | | 44 |
| Heston Central | | 45 |
| Heston East | | 46 |
| Heston West | | 47 |
| Hounslow Central | | 48 |
| Hounslow Heath | | 49 |
| Hounslow South | | 50 |
| Hounslow West | | 51 |
| Isleworth North | | 52 |
| Isleworth South | | 53 |
| Spring Grove | | 54 |
| Heathfield | | 102 |
| South Twickenham | | 103 |
| West Twickenham | | 104 |
| Whitton | | 105 |
| Zone 5 - West | | Ashford Common |
| | Ashford East | 122 |
| | Ashford North | 123 |
| | Ashford Town | 124 |
| | Ashford West | 125 |
| | Halliford and Sunbury West | 126 |
| | Shepperton Green | 127 |
| | Shepperton Town | 128 |
| | Sunbury Common | 129 |
| | Sunbury East | 130 |
| | Zone 6 - Epsom | Auriol |
| College | | 25 |
| Court | | 26 |
| Ewell | | 27 |

Wards within the Zones

| | | |
|----------------------------|-----------------------------|-----|
| | Ewell Court | 28 |
| | Nonsuch | 29 |
| | Ruxley | 30 |
| | Stamford | 31 |
| | Stoneleigh | 32 |
| | Town | 33 |
| | West Ewell | 34 |
| | Woodcote | 35 |
| | Ashtead Common | 92 |
| | Ashtead Park | 93 |
| | Ashtead Village | 94 |
| | Tattenhams | 101 |
| Zone 7 - South West | Cobham and Downside | 17 |
| | Cobham Fairmile | 18 |
| | Oatlands Park | 19 |
| | Oxshott and Stoke D'Abernon | 20 |
| | St. George's Hill | 21 |
| | Weybridge North | 22 |
| | Weybridge South | 23 |
| | Bookham North | 95 |
| | Bookham South | 96 |
| | Fetcham East | 97 |
| | Fetcham West | 98 |
| | Leatherhead North | 99 |
| | Leatherhead South | 100 |
| Zone 8 - North East | Southfield | 1 |
| | Chiswick Homefields | 55 |
| | Chiswick Riverside | 56 |
| | Turnham Green | 57 |
| | Barnes | 111 |
| | Bedford | 144 |
| | Earlsfield | 145 |
| | East Putney | 146 |
| | Fairfield | 147 |
| | Graveney | 148 |
| | Nightingale | 149 |
| | Roehampton | 150 |
| | Southfield | 151 |
| | Springfield | 152 |
| | Thamesfield | 153 |
| | Tooting | 154 |
| | West Hill | 155 |
| | West Putney | 156 |
| Zone 9 - Sutton | Cuddington | 36 |
| | Malden Manor | 77 |
| | Lower Morden | 78 |
| | Ravensbury | 79 |
| | St. Helier | 80 |
| | Belmont | 131 |

Wards within the Zones

| | | |
|--|----------------------|-----|
| | Carshalton North | 132 |
| | Cheam South | 133 |
| | Cheam West | 134 |
| | North Cheam | 135 |
| | Rosehill | 136 |
| | Sutton Central | 137 |
| | Sutton Common | 138 |
| | Sutton East | 139 |
| | Sutton South | 140 |
| | Sutton West | 141 |
| | Worcester Park North | 142 |
| | Worcester Park South | 143 |

METHODOLOGY OF THE HOUSEHOLD SURVEY

The Kingston household survey was prepared by Jordan Research, which has worked with RTP on retail surveys and retail analyses for the past 16 years. Fieldwork was carried out in March and April 2002 by a team of experienced interviewers, yielding a total of 1508 completed interviews.

The aims of the survey were to establish:

- Where respondents go to undertake their 'main' and 'other' shopping for (i) clothes and shoes and (ii) supermarket shopping. Questions were also asked about day-to-day food shopping and shopping for electrical goods, furniture & carpets, and for DIY items.
- What mode of transport is used to reach the main shopping destinations.
- To what extent shopping facilities meet the needs of shoppers.
- Use of mail order or the internet for retail purchases.
- Visits to key stores in Kingston centre.
- Reasons for choosing the main centre for clothes & shoes, and frequency of visiting this centre.
- Combination of shopping with leisure activities.
- Satisfaction or dissatisfaction with the range of facilities on offer.
- A series of questions on socio-economic characteristics of the respondent's household.

The survey was based on a systematic random sample drawn directly from the residential telephone subscriber listings for the Survey Area. Interviewers were instructed to adhere strictly to this sample and were prohibited from choosing alternatives in the event of non-response. The selected sample included an allowance for refusals, no-contacts and other forms of non-response. They were required to make at least three calls at different times of the day and week before abandoning a sample member. In the event, members of the Kingston sample proved extremely difficult to contact and it was often necessary to make four or more call-backs to obtain an interview. The final response rate was a very creditable 65%.

There was some variation in the response rate from one part of the survey area to another. We therefore weighted the survey results to match estimates of the number of households resident in each postcode district. The survey outputs display this weighting matrix (W1) together with the variable giving postcode district (V10). This weighting system targeted an arbitrary number of 10,000 households, which is the potential grand total for the output tables. Where table totals are lower than this it is because the particular question did not apply to all respondents or because a few respondents failed to answer the question.

Market shares

Following what has now become standard practice in retail surveys to derive market share data for the different types of shopping, respondents were asked to name the main centre/store used together with any secondary centres/stores. These results are then merged using weighting factors devised on the basis of a large number of previous surveys.

In brief, “combined flows” to each centre/store are derived using the formula :

$$C = am + bs$$

where:

a and b are the weighting factors for main and secondary.

m is the number in the sample giving that centre/store as the main centre/store.

s is the number giving that centre/store as the secondary centre/store.

The market share of the centre/store is the percentage that C forms of all such combined flows. We calculate market shares for all the centres/stores from each of the Study Area zones.

The weighting factors used for high street comparison goods (where clothes and shoe shopping is used as a proxy) are :

- $a = 84$ for Kingston town centre and 81 for all other centres, and
- $b = 30$ for all centres.

The weighting factors used for supermarket shopping are :

- $a = 31$ for all centres, and
- $b = 16$ for all centres.

The weighting factors used for RWH-type comparison shopping are :

- $a = 92$ for all centres, and
- $b = 14$ for all centres.

Statement of reliability

All sample surveys are subject to *sample bias* and *sampling errors*. The former result from imperfect sample design and cannot readily be quantified, though in our surveys we make every effort to ensure that samples are as representative as possible. These include taking a random sample over the entire telephone listing (to avoid alphabetical bias), measures to maximise the response rate and prohibition of interviewer discretion in sampling.

Sampling errors, on the other hand, are differences between attributes of the sample and those of the entire population that arise solely through chance. The bigger the sample, the smaller are such errors. The formula for calculating them is :

$$\sqrt{pq(1 - n/N)/n}$$

where:

p is an attribute of the sample

q is $(1-p)$

n is the size of the sample

N is the size of the total population

There is a 95% chance that the “real attribute” of the population is within plus or minus 1.96 times the value of the above expression.

In the Kingston survey the sample size (n) was 1,500 and the population (N) was 511,000 households. As an example of an attribute (p) we can take the percentage of the sample that had cars, which was 80%. Substituting these values into the above formula we find there is a 95% probability that the “real figure” lies between 78% and 82%. On a less exacting test there is a 68% probability that the limits are 79% and 81%. The 95% test is the standard for statistical analyses; the other may be used on occasions where this exacting test is not met but where guidance is sought “on the balance of the evidence.”

It will be seen that the scale of these limits depends primarily on the absolute size of the sample rather than the percentage that the sample forms of the total population. So although the sample represented only 0.3% of the half million-odd households in the survey area it was more than adequate for the analyses carried out.

KINGSTON SURVEY, 2002

Household code (1)

Int (5)

| | supermarket | | day-to-day | clothes/shoes | | elec/furn/ carpets | |
|---------------------------|-------------|-------|------------|---------------|-------|--------------------|-------|
| | main | other | food | main | other | main | other |
| | [6] | [8] | [10] | [12] | [14] | [16] | [18] |
| No place | 01 | 01 | 01 | 01 | 01 | 01 | 01 |
| Kingston centre | 02 | 02 | 02 | 02 | 02 | 02 | 02 |
| Kingston suburbs | 03 | 03 | 03 | 03 | 03 | 03 | 03 |
| | | | | | | | |
| Surbiton centre | 04 | 04 | 04 | 04 | 04 | 04 | 04 |
| Surbiton suburbs | 05 | 05 | 05 | 05 | 05 | 05 | 05 |
| New Malden centre | 06 | 06 | 06 | 06 | 06 | 06 | 06 |
| New Malden suburbs | 07 | 07 | 07 | 07 | 07 | 07 | 07 |
| | | | | | | | |
| Croydon | 08 | 08 | 08 | 08 | 08 | 08 | 08 |
| Epsom | 09 | 09 | 09 | 09 | 09 | 09 | 09 |
| Guildford | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Hampton | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| Hounslow | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| | | | | | | | |
| Putney | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| Richmond | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| Roehampton | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| Sunbury | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| Sutton | 17 | 17 | 17 | 17 | 17 | 17 | 17 |
| | | | | | | | |
| Tolworth | 18 | 18 | 18 | 18 | 18 | 18 | 18 |
| Wimbledon | 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| West End/Cen London | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Mail Order | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| Other Place (WRITE IN) | | | | | | | |
| | | | | | | | |
| name of store | [20] | [22] | | | | [24] | [26] |

| | | | | | | |
|--------------------------|------|--|------|------|--|------|
| | | | | | | |
| | [28] | | [29] | [30] | | [31] |
| car | 1 | | 1 | 1 | | 1 |
| bus/ rail/ taxi | 2 | | 2 | 2 | | 2 |
| walk/bicycle | 3 | | 3 | 3 | | 3 |
| motorcycle/ other | 4 | | 4 | 4 | | 4 |
| meets needs | [32] | | [33] | [34] | | [35] |
| very well | A | | A | A | | A |
| adequately | B | | B | B | | B |
| poorly | C | | C | C | | C |
| use internet/ mail order | [36] | | | [37] | | [38] |
| always/mostly | 1 | | | 1 | | 1 |
| as often as not | 2 | | | 2 | | 2 |
| sometimes | 3 | | | 3 | | 3 |
| never | 4 | | | 4 | | 4 |

| | | | |
|---|-------------|---|-------------|
| <p>Do you shop regularly for DIY items?</p> <p style="text-align: right;">yes 1 no 2</p> | <p>[40]</p> | <p>What activities are these? (<i>MULTICODE, DO NOT PROMPT</i>)</p> <p style="text-align: right;">Restaurants 1 Pubs 2 Cafes 3 Cinema / theatre 4 Business 5 Sports/Health club 6 Other (<i>WRITE IN</i>)</p> | <p>[52]</p> |
| <p><i>IF YES</i></p> <p>What is the main place where you buy these items?</p> <p>name of store _____</p> <p>location _____</p> <p><i>USE CODES FROM PREVIOUS PAGE IF RELEVANT</i></p> | <p>[41]</p> | <p>Are you satisfied with the range of facilities on offer?</p> <p style="text-align: right;">yes 1 no (say what you think is needed below)</p> | <p>[55]</p> |
| <p><i>IF KINGSTON IS IDENTIFIED ON FIRST PAGE</i></p> <p>On your last trip to Kingston did you visit:</p> <p style="text-align: right;">John Lewis Dept Store 1 Bentalls Dept Store 2 Bentalls Centre 3</p> | <p>[45]</p> | <p style="text-align: right;">Restaurants 2 Pubs 3 Cafes 4 Cinema / theatre 5 Business 6 Sports/Health club 7 Other (<i>WRITE IN</i>)</p> | |
| <p>Now, the following questions apply to the main centre that you use for clothes and shoes</p> <p>Just to check, that was _____</p> <p>First, why do you shop in this centre? (<i>MULTICODE, DO NOT PROMPT</i>)</p> <p style="text-align: right;">Close to home 1 Close to work 2 To visit a specific shop (<i>SPECIFY</i>) 3</p> <p style="text-align: right;">Good selection / quality of shops 4 Good prices/ discounts 5 Easy car parking 6 Free car parking 7</p> <p style="text-align: right;">Convenient bus service 8 Convenient rail service 9 Pleasant place to shop A Everything under one roof B Other (<i>WRITE IN</i>)</p> | <p>[46]</p> | <p>Now, I'd like to ask some questions to make sure we have interviewed a good cross section of people.</p> <p>First, what is the occupation of the principal wage earner in your household?</p> | <p>[59]</p> |
| <p>About how often do you visit this centre?</p> <p style="text-align: right;">more than once a week A once a week B once a week to once a month C monthly D not regularly E this is the first time F</p> | <p>[50]</p> | <p>Sex of principal wage earner?</p> <p style="text-align: right;">male 1 female 2</p> | <p>[60]</p> |
| <p>How often do you combine your shopping trips to this centre with other activities?</p> <p style="text-align: right;">Always 1 Quite often 2 Sometimes 3 Infrequently 4 Never 5</p> | <p>[51]</p> | <p>Age of the principal wage earner?</p> <p style="text-align: right;">under 20 1 20 to 39 2 40 to 59 3 60 or over 4</p> | <p>[61]</p> |
| | | <p>Does your household have the use of a car?</p> <p style="text-align: right;">no car 1 one car 2 two or more cars 3</p> | <p>[62]</p> |
| | | <p>Finally, can I check your address? Is it?</p> <p style="text-align: center;">And what is the Postcode?</p> | <p>[63]</p> |

TABLE 2.1: MAIN LOCATION FOR NON-BULKY COMPARISON GOODS SHOPPING?

Columns.....: ZONE (absolutes)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|---|--------------|------------|------------|--------------|------------|------------|------------|--------------|------------|--------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 1640 | 231 | 273 | 529 | 174 | 205 | 156 | 312 | 176 | 3,696 |
| Surbiton District Centre | 10 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 15 |
| New Malden District Centre | 59 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 5 | 74 |
| Tolworth District Centre | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Locations in RB Kingston | 14 | 7 | 9 | 0 | 0 | 0 | 4 | 0 | 0 | 34 |
| RB Kingston Total | 1,723 | 238 | 292 | 529 | 174 | 210 | 160 | 312 | 181 | 3,819 |
| Other Principal Centres | | | | | | | | | | |
| West End/Central London | 43 | 85 | 107 | 118 | 15 | 38 | 32 | 546 | 43 | 1,027 |
| Walton-o-T,E/W Molesey,T Ditton | 83 | 0 | 0 | 10 | 26 | 0 | 51 | 4 | 7 | 181 |
| Guildford | 25 | 4 | 0 | 0 | 15 | 21 | 128 | 40 | 0 | 233 |
| Epsom, Ashtead, Burgh Heath | 46 | 0 | 0 | 0 | 0 | 184 | 33 | 0 | 5 | 268 |
| Hounslow, Osterley, Brentf'd, Isleworth | 31 | 14 | 0 | 636 | 59 | 0 | 26 | 41 | 0 | 807 |
| Richmond, Kew, Sheen, East Sheen | 9 | 252 | 0 | 137 | 6 | 9 | 4 | 162 | 0 | 579 |
| Wimbledon | 25 | 0 | 359 | 9 | 0 | 0 | 7 | 118 | 31 | 549 |
| Staines, Ashford | 14 | 0 | 0 | 65 | 198 | 0 | 6 | 0 | 0 | 283 |
| Sutton, Cheam, North Cheam | 11 | 0 | 47 | 0 | 0 | 102 | 8 | 22 | 609 | 799 |
| Teddington, Ham | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 |
| Sub-total Other Named Centres | 301 | 355 | 513 | 975 | 319 | 354 | 295 | 933 | 695 | 4,740 |
| All Other Centres | 99 | 62 | 99 | 62 | 20 | 61 | 70 | 505 | 78 | 1,056 |
| TOTAL | 2,123 | 655 | 904 | 1,566 | 513 | 625 | 525 | 1,750 | 954 | 9,615 |

TABLE 2.2: OTHER LOCATION FOR NON-BULKY COMPARISON GOODS SHOPPING?

Columns.....: ZONE (absolutes)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|---|------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 206 | 136 | 163 | 227 | 97 | 87 | 82 | 195 | 143 | 1,336 |
| Surbiton District Centre | 24 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 24 |
| New Malden District Centre | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 10 |
| Tolworth District Centre | 4 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| Other Locations in RB Kingston | 6 | 0 | 0 | 10 | 5 | 0 | 0 | 0 | 0 | 21 |
| RB Kingston Total | 245 | 136 | 172 | 237 | 102 | 87 | 82 | 195 | 148 | 1,404 |
| Other Named Centres | | | | | | | | | | |
| West End/Central London | 171 | 63 | 102 | 60 | 15 | 23 | 13 | 346 | 48 | 841 |
| Walton-o-T,E/W Molesey,T Ditton | 57 | 0 | 0 | 0 | 20 | 0 | 32 | 4 | 0 | 113 |
| Guildford | 104 | 0 | 20 | 32 | 12 | 24 | 83 | 0 | 20 | 295 |
| Epsom, Ashtead, Burgh Heath | 20 | 0 | 0 | 0 | 0 | 122 | 26 | 0 | 25 | 193 |
| Hounslow, Osterley, Brentf'd, Isleworth | 42 | 14 | 0 | 131 | 15 | 0 | 0 | 25 | 0 | 227 |
| Richmond, Kew, Sheen, East Sheen | 87 | 122 | 9 | 170 | 0 | 0 | 0 | 70 | 0 | 458 |
| Wimbledon | 38 | 4 | 201 | 13 | 0 | 8 | 0 | 127 | 50 | 441 |
| Staines, Ashford | 39 | 0 | 0 | 80 | 58 | 0 | 13 | 22 | 0 | 212 |
| Sutton, Cheam, North Cheam | 44 | 0 | 29 | 0 | 0 | 111 | 16 | 0 | 181 | 381 |
| Teddington, Ham | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| Sub-total Other Named Centres | 611 | 203 | 361 | 486 | 120 | 288 | 183 | 594 | 324 | 3,170 |
| All Other Centres | 107 | 35 | 119 | 158 | 51 | 33 | 38 | 317 | 189 | 1,047 |
| TOTAL | 963 | 374 | 652 | 881 | 273 | 408 | 303 | 1,106 | 661 | 5,621 |

TABLE 2.3: MARKET SHARES FOR NON-BULKY COMPARISON GOODS SHOPPING

Columns.....: ZONE (percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | % | % | % | % | % | % | % | % | % | % |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 70.0% | 36.1% | 29.7% | 33.1% | 34.9% | 31.2% | 29.9% | 18.2% | 19.5% | 36.6% |
| Surbiton District Centre | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% | 0.0% | 0.0% | 0.0% | 0.2% |
| New Malden District Centre | 2.4% | 0.0% | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% | 0.7% |
| Tolworth District Centre | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Other Locations in RB Kingston | 0.6% | 0.9% | 0.8% | 0.2% | 0.3% | 0.0% | 0.6% | 0.0% | 0.0% | 0.4% |
| RB Kingston Total | 73.8% | 37.0% | 31.7% | 33.3% | 35.2% | 31.9% | 30.5% | 18.2% | 20.1% | 37.8% |
| Other Named Centres | | | | | | | | | | |
| West End/Central London | 4.2% | 13.5% | 12.5% | 7.3% | 3.3% | 5.9% | 5.7% | 31.0% | 5.0% | 11.3% |
| Walton-o-T,E/W Molesey,T Ditton | 4.1% | 0.0% | 0.0% | 0.5% | 5.4% | 0.0% | 9.8% | 0.3% | 0.6% | 1.9% |
| Guildford | 2.5% | 0.5% | 0.6% | 0.6% | 3.1% | 3.8% | 24.7% | 1.8% | 0.6% | 2.9% |
| Epsom, Ashtead, Burgh Heath | 2.1% | 0.0% | 0.0% | 0.0% | 0.0% | 29.2% | 6.6% | 0.0% | 1.2% | 2.9% |
| Hounslow, Osterley, Brentf'd, Isleworth | 1.8% | 2.4% | 0.0% | 35.8% | 10.4% | 0.0% | 4.0% | 2.3% | 0.0% | 7.5% |
| Richmond, Kew, Sheen, East Sheen | 1.6% | 37.1% | 0.3% | 10.5% | 1.0% | 1.1% | 0.6% | 8.7% | 0.0% | 6.3% |
| Wimbledon | 1.5% | 0.2% | 37.5% | 0.7% | 0.0% | 0.4% | 1.1% | 7.6% | 4.1% | 6.0% |
| Staines, Ashford | 1.1% | 0.0% | 0.0% | 4.9% | 35.4% | 0.0% | 1.7% | 0.4% | 0.0% | 3.1% |
| Sutton, Cheam, North Cheam | 1.1% | 0.0% | 5.0% | 0.0% | 0.0% | 18.3% | 2.2% | 1.0% | 56.1% | 7.9% |
| Teddington, Ham | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Sub-total Other Named Centres | 20.8% | 53.6% | 56.0% | 60.4% | 58.6% | 58.8% | 56.4% | 53.1% | 67.6% | 50.0% |
| All Other Centres | 5.5% | 9.3% | 12.4% | 6.3% | 6.3% | 9.3% | 13.1% | 28.7% | 12.3% | 12.2% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Footnote : The data in this table is derived from the data in Tables 1 and 2 according to the procedure set out in the Methodology of the Household Survey

TABLE 2.4: MAIN LOCATION FOR SUPERMARKET SHOPPING?

Columns.....: ZONE (absolutes)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|-------------------------------------|--------------|------------|------------|--------------|------------|------------|------------|--------------|------------|--------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres/Stores | | | | | | | | | | |
| Kingston Town Centre | | | | | | | | | | |
| Sainsbury, Eden Walk | 72 | 14 | 0 | 0 | 0 | 4 | 0 | 4 | 0 | 94 |
| Waitrose, Wood Street | 93 | 21 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 114 |
| M&S, Clarence Street | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 17 |
| Other | 27 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 36 |
| Sub-total Kingston | 202 | 35 | 9 | 0 | 0 | 4 | 0 | 11 | 0 | 261 |
| Surbiton District Centre | | | | | | | | | | |
| Waitrose, Claremont Road | 208 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 217 |
| Sainsbury, Victoria Road | 99 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 103 |
| Other | 21 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 21 |
| Sub-total Surbiton | 328 | 0 | 0 | 0 | 0 | 9 | 4 | 0 | 0 | 341 |
| New Malden District Centre | | | | | | | | | | |
| Waitrose, High Street | 41 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 51 |
| Safeway, High Street | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 27 |
| Other | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| Sub-total New Malden | 68 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 88 |
| Tolworth District Centre | | | | | | | | | | |
| M&S, Tolworth | 10 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 15 |
| Other | 33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 33 |
| Sub-total Tolworth | 43 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 48 |
| Other in RB Kingston | | | | | | | | | | |
| Sainsbury, Richmond Road | 46 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 46 |
| Asda, Norbiton | 59 | 14 | 19 | 0 | 0 | 7 | 0 | 22 | 0 | 121 |
| Other | 14 | 0 | 29 | 0 | 0 | 0 | 0 | 0 | 0 | 43 |
| Sub-total Other | 119 | 14 | 48 | 0 | 0 | 7 | 0 | 22 | 0 | 210 |
| RB Kingston Total | 760 | 49 | 77 | 0 | 0 | 25 | 4 | 33 | 0 | 948 |
| Other Named Stores | | | | | | | | | | |
| Sainsbury, Hampton | 223 | 11 | 0 | 193 | 20 | 0 | 17 | 0 | 0 | 464 |
| Tescos, Beveley Way, New Malden | 217 | 21 | 215 | 13 | 0 | 44 | 0 | 75 | 105 | 690 |
| Sainsbury, Walton | 198 | 0 | 0 | 0 | 25 | 0 | 4 | 4 | 0 | 231 |
| Safeway, Walton | 134 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 143 |
| Tesco, Teddington | 102 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 108 |
| Sainsbury, Cobham | 101 | 0 | 10 | 0 | 0 | 4 | 78 | 0 | 0 | 193 |
| Sainsbury, Epsom | 48 | 0 | 0 | 0 | 0 | 231 | 0 | 0 | 0 | 279 |
| Asda, Roehampton | 47 | 26 | 19 | 0 | 0 | 0 | 0 | 61 | 5 | 158 |
| Asda, Burgh Heath | 39 | 0 | 0 | 0 | 0 | 88 | 0 | 0 | 24 | 151 |
| Tesco, Leatherhead | 22 | 0 | 0 | 0 | 0 | 60 | 98 | 0 | 0 | 180 |
| Tesco, Sunbury | 14 | 0 | 0 | 0 | 236 | 0 | 0 | 0 | 0 | 250 |
| Sub-total Other Named Stores | 1,145 | 58 | 244 | 206 | 281 | 427 | 212 | 140 | 134 | 2,847 |
| All Other Stores | 315 | 581 | 615 | 1,389 | 275 | 223 | 332 | 1,619 | 842 | 6,191 |
| TOTAL | 2,220 | 688 | 936 | 1,595 | 556 | 675 | 548 | 1,792 | 976 | 9,986 |

TABLE 2.5: OTHER LOCATION FOR SUPERMARKET SHOPPING?

Columns.....: ZONE (absolutes)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|-------------------------------------|--------------|------------|------------|--------------|------------|------------|------------|--------------|------------|--------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres/Stores | | | | | | | | | | |
| Kingston Town Centre | | | | | | | | | | |
| Sainsbury, Eden Walk | 69 | 14 | 0 | 6 | 5 | 5 | 0 | 0 | 0 | 99 |
| Waitrose, Wood Street | 115 | 0 | 38 | 9 | 0 | 0 | 0 | 21 | 0 | 183 |
| M&S, Clarence Street | 45 | 7 | 0 | 9 | 5 | 0 | 0 | 9 | 5 | 80 |
| Other | 14 | 0 | 9 | 0 | 0 | 0 | 0 | 7 | 8 | 38 |
| Sub-total Kingston | 243 | 21 | 47 | 24 | 10 | 5 | 0 | 37 | 13 | 400 |
| Surbiton District Centre | | | | | | | | | | |
| Waitrose, Claremont Road | 87 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 87 |
| Sainsbury, Victoria Road | 103 | 0 | 0 | 0 | 0 | 5 | 0 | 4 | 0 | 112 |
| Other | 42 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 47 |
| Sub-total Surbiton | 232 | 0 | 0 | 0 | 0 | 10 | 0 | 4 | 0 | 246 |
| New Malden District Centre | | | | | | | | | | |
| Waitrose, High Street | 73 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 78 |
| Safeway, High Street | 32 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 5 | 44 |
| Other | 31 | 0 | 9 | 0 | 0 | 5 | 4 | 0 | 11 | 60 |
| Sub-total New Malden | 136 | 0 | 16 | - | - | 5 | 4 | 0 | 21 | 182 |
| Tolworth District Centre | | | | | | | | | | |
| M&S, Tolworth | 39 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 49 |
| Other | 33 | 0 | 0 | 13 | 0 | 0 | 0 | 0 | 0 | 46 |
| Sub-total Tolworth | 72 | 0 | 10 | 13 | 0 | 0 | 0 | 0 | 0 | 95 |
| Other in RB Kingston | | | | | | | | | | |
| Sainsbury, Richmond Road | 14 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 21 |
| Asda, Norbiton | 21 | 7 | 0 | 0 | 0 | 9 | 0 | 9 | 0 | 46 |
| Other | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| Sub-total Other | 41 | 7 | 7 | 0 | 0 | 9 | 0 | 9 | 0 | 73 |
| RB Kingston Total | 724 | 28 | 80 | 37 | 10 | 29 | 4 | 50 | 34 | 996 |
| Other Named Stores | | | | | | | | | | |
| Sainsbury, Hampton | 109 | 8 | 0 | 119 | 10 | 0 | 0 | 0 | 0 | 246 |
| Tescos, Beveley Way, New Malden | 90 | 0 | 67 | 6 | 9 | 11 | 0 | 27 | 21 | 231 |
| Sainsbury, Walton | 46 | 0 | 0 | 0 | 19 | 0 | 13 | 0 | 0 | 78 |
| Safeway, Walton | 132 | 0 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 145 |
| Tesco, Teddington | 64 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 64 |
| Sainsbury, Cobham | 55 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 105 |
| Sainsbury, Epsom | 63 | 0 | 0 | 0 | 0 | 137 | 0 | 0 | 17 | 217 |
| Asda, Roehampton | 25 | 7 | 0 | 9 | 0 | 0 | 0 | 15 | 0 | 56 |
| Asda, Burgh Heath | 5 | 0 | 0 | 0 | 0 | 43 | 0 | 0 | 17 | 65 |
| Tesco, Leatherhead | 25 | 0 | 0 | 0 | 0 | 40 | 34 | 0 | 0 | 99 |
| Tesco, Sunbury | 0 | 0 | 0 | 6 | 31 | 0 | 0 | 0 | 0 | 37 |
| Sub-total Other Named Stores | 614 | 15 | 67 | 140 | 69 | 231 | 110 | 42 | 55 | 1,343 |
| All Other Stores | 383 | 473 | 526 | 924 | 287 | 222 | 264 | 1,278 | 585 | 4,942 |
| TOTAL | 1,721 | 516 | 673 | 1,101 | 366 | 482 | 378 | 1,370 | 674 | 7,281 |

TABLE 2.6: MARKET SHARES FOR SUPERMARKET SHOPPING

Columns.....: ZONE (percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | % | % | % | % | % | % | % | % | % | % |
| RB Kingston Centres/Stores | | | | | | | | | | |
| Kingston Town Centre | | | | | | | | | | |
| Sainsbury, Eden Walk | 3.5% | 2.2% | 0.0% | 0.2% | 0.4% | 0.7% | 0.0% | 0.2% | 0.0% | 1.1% |
| Waitrose, Wood Street | 5.0% | 2.1% | 1.7% | 0.2% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 1.5% |
| M&S, Clarence Street | 1.1% | 0.4% | 0.0% | 0.2% | 0.4% | 0.0% | 0.0% | 0.5% | 0.2% | 0.4% |
| Other | 1.1% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.3% | 0.4% |
| Sub-total Kingston | 10.6% | 4.8% | 2.7% | 0.6% | 0.8% | 0.7% | 0.0% | 1.3% | 0.5% | 3.5% |
| Surbiton District Centre | | | | | | | | | | |
| Waitrose, Claremont Road | 8.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.9% | 0.0% | 0.0% | 0.0% | 1.9% |
| Sainsbury, Victoria Road | 4.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.5% | 0.1% | 0.0% | 1.2% |
| Other | 1.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.3% |
| Sub-total Surbiton | 14.4% | 0.0% | 0.0% | 0.0% | 0.0% | 1.5% | 0.5% | 0.1% | 0.0% | 3.4% |
| New Malden District Centre | | | | | | | | | | |
| Waitrose, High Street | 2.6% | 0.0% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.7% |
| Safeway, High Street | 1.4% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.4% |
| Other | 0.6% | 0.0% | 1.1% | 0.0% | 0.0% | 0.3% | 0.3% | 0.0% | 0.5% | 0.3% |
| Sub-total New Malden | 4.6% | 0.0% | 2.2% | 0.0% | 0.0% | 0.3% | 0.3% | 0.0% | 0.9% | 1.4% |
| Tolworth District Centre | | | | | | | | | | |
| M&S, Tolworth | 1.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.3% |
| Other | 1.6% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |
| Sub-total Tolworth | 2.6% | 0.0% | 0.4% | 0.3% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.7% |
| Other in RB Kingston | | | | | | | | | | |
| Sainsbury, Richmond Road | 1.7% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |
| Asda, Norbiton | 2.2% | 1.8% | 1.4% | 0.0% | 0.0% | 1.3% | 0.0% | 1.1% | 0.0% | 1.0% |
| Other | 0.5% | 0.0% | 2.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| Sub-total Other | 4.4% | 1.8% | 3.9% | 0.0% | 0.0% | 1.3% | 0.0% | 1.1% | 0.0% | 1.8% |
| RB Kingston Total | 36.6% | 6.6% | 9.3% | 1.0% | 0.8% | 4.4% | 0.8% | 2.4% | 1.4% | 10.7% |
| Other Named Stores | | | | | | | | | | |
| Sainsbury, Hampton | 8.9% | 1.6% | 0.0% | 11.7% | 3.4% | 0.0% | 2.2% | 0.0% | 0.0% | 4.3% |
| Tescos, Beveley Way, New Malden | 8.4% | 2.1% | 19.2% | 0.7% | 0.7% | 5.3% | 0.0% | 3.5% | 8.6% | 5.8% |
| Sainsbury, Walton | 7.0% | 0.0% | 0.0% | 0.0% | 4.7% | 0.0% | 1.5% | 0.2% | 0.0% | 1.9% |
| Safeway, Walton | 6.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.2% | 0.0% | 0.0% | 1.6% |
| Tesco, Teddington | 4.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% | 1.0% |
| Sainsbury, Cobham | 4.1% | 0.0% | 0.8% | 0.0% | 0.0% | 0.4% | 13.9% | 0.0% | 0.0% | 1.8% |
| Sainsbury, Epsom | 2.6% | 0.0% | 0.0% | 0.0% | 0.0% | 32.5% | 0.0% | 0.0% | 0.7% | 2.8% |
| Asda, Roehampton | 1.9% | 3.0% | 1.4% | 0.2% | 0.0% | 0.0% | 0.0% | 2.7% | 0.4% | 1.3% |
| Asda, Burgh Heath | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 11.8% | 0.0% | 0.0% | 2.5% | 1.3% |
| Tesco, Leatherhead | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 8.7% | 15.4% | 0.0% | 0.0% | 1.7% |
| Tesco, Sunbury | 0.4% | 0.0% | 0.0% | 0.2% | 33.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.9% |
| Sub-total Other Named Stores | 46.7% | 6.8% | 21.4% | 12.9% | 41.8% | 58.8% | 36.0% | 6.4% | 12.1% | 25.5% |
| All Other Stores | 16.7% | 86.6% | 69.3% | 86.2% | 57.4% | 36.8% | 63.2% | 91.2% | 86.4% | 63.7% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Footnote : The data in this table is derived from the data in Tables 4 and 5 according to the procedure set out in the Methodology of the Household Survey

TABLE 2.7: MARKET SHARES FOR DAY-TO-DAY CONVENIENCE SHOPPING

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|---------------------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| RB Kingston Centres | | | | | | | | | | | | | | | | | | | | |
| Kingston Town Centre | 199 | 11.1% | 11 | 2.0% | 9 | 1.1% | 13 | 1.1% | 0 | 0.0% | 8 | 1.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 240 | 3.0% |
| Surbiton District Centre | 222 | 12.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 14 | 2.7% | 0 | 0.0% | 4 | 0.3% | 0 | 0.0% | 240 | 3.0% |
| New Malden District Centre | 146 | 8.1% | 0 | 0.0% | 41 | 5.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 13 | 0.9% | 5 | 0.6% | 205 | 2.6% |
| Tolworth District Centre | 71 | 4.0% | 0 | 0.0% | 0 | 0.0% | 13 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 84 | 1.1% |
| Other in RB Kingston | 143 | 8.0% | 7 | 1.3% | 80 | 10.0% | 0 | 0.0% | 0 | 0.0% | 5 | 1.0% | 0 | 0.0% | 22 | 1.5% | 38 | 4.5% | 295 | 3.7% |
| Kingston Total | 781 | 43.5% | 18 | 3.3% | 130 | 16.3% | 26 | 2.2% | 0 | 0.0% | 27 | 5.2% | 0 | 0.0% | 39 | 2.6% | 43 | 5.1% | 1,064 | 13.4% |
| All Other Centres/Stores | 1,013 | 56.5% | 525 | 96.7% | 669 | 83.7% | 1,151 | 97.8% | 384 | 100.0% | 495 | 94.8% | 382 | 100.0% | 1,449 | 97.4% | 803 | 94.9% | 6,871 | 86.6% |
| TOTAL | 1,794 | 100.0% | 543 | 100.0% | 799 | 100.0% | 1,177 | 100.0% | 384 | 100.0% | 522 | 100.0% | 382 | 100.0% | 1,488 | 100.0% | 846 | 100.0% | 7,935 | 100.0% |

TABLE 2.8: MAIN LOCATION FOR BULKY COMPARISON GOODS SHOPPING?

Columns.....: **ZONE (absolutes)**

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 951 | 246 | 275 | 263 | 126 | 166 | 136 | 181 | 105 | 2,449 |
| Surbiton District Centre | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| New Malden District Centre | 68 | 7 | 24 | 0 | 0 | 26 | 6 | 0 | 25 | 156 |
| Tolworth District Centre | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| Other in RB Kingston | 59 | 0 | 9 | 0 | 5 | 5 | 0 | 7 | 5 | 90 |
| RB Kingston Total | 1,097 | 253 | 308 | 263 | 131 | 197 | 142 | 188 | 135 | 2,714 |
| Other Named Centres | | | | | | | | | | |
| Walton-o-T,E/W Molesey,T Ditton | 199 | 5 | 0 | 4 | 36 | 0 | 87 | 16 | 0 | 347 |
| New Malden suburbs | 198 | 7 | 53 | 10 | 5 | 30 | 10 | 44 | 41 | 398 |
| Hampton,Hanworth,Feltham,Bedfont | 91 | 0 | 0 | 131 | 40 | 0 | 13 | 0 | 0 | 275 |
| Croydon | 27 | 8 | 77 | 9 | 0 | 84 | 32 | 144 | 179 | 560 |
| West End/Central London | 23 | 69 | 46 | 58 | 9 | 7 | 13 | 348 | 0 | 573 |
| Esher,Claygate, Hinchley Wood | 18 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 18 |
| Staines, Ashford | 16 | 0 | 0 | 72 | 149 | 0 | 6 | 4 | 0 | 247 |
| Epsom, Ashtead, Burgh Heath | 15 | 0 | 0 | 0 | 0 | 71 | 11 | 0 | 0 | 97 |
| Guildford | 14 | 0 | 0 | 0 | 4 | 12 | 73 | 40 | 7 | 150 |
| Richmond, Kew, Sheen, East Sheen | 14 | 147 | 0 | 29 | 0 | 0 | 0 | 50 | 0 | 240 |
| Twickenham, Whitton | 13 | 25 | 0 | 112 | 5 | 0 | 0 | 6 | 0 | 161 |
| Teddington, Ham | 13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| Ewell, Worcester Park, Stoneleig | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 24 |
| Sub-total Other Named Centres | 651 | 261 | 176 | 425 | 248 | 204 | 245 | 652 | 241 | 3,103 |
| All Other Centres | 102 | 39 | 192 | 674 | 123 | 105 | 77 | 533 | 404 | 2,249 |
| TOTAL | 1,850 | 553 | 676 | 1,362 | 502 | 506 | 464 | 1,373 | 780 | 8,066 |

TABLE 2.9: OTHER LOCATION FOR BULKY COMPARISON GOODS SHOPPING?

Columns.....: **ZONE (absolutes)**

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|
| | Count | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 297 | 107 | 45 | 142 | 69 | 69 | 44 | 67 | 66 | 906 |
| Surbiton District Centre | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| New Malden District Centre | 48 | 0 | 17 | 0 | 0 | 5 | 0 | 0 | 0 | 70 |
| Tolworth District Centre | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Other in RB Kingston | 45 | 0 | 7 | 4 | 0 | 5 | 4 | 0 | 5 | 70 |
| RB Kingston Total | 390 | 107 | 76 | 146 | 69 | 79 | 48 | 67 | 71 | 1,053 |
| Other Named Centres | | | | | | | | | | |
| Walton-o-T,E/W Molesey,T Ditton | 108 | 0 | 0 | 0 | 37 | 4 | 31 | 4 | 0 | 184 |
| New Malden suburbs | 194 | 7 | 7 | 0 | 0 | 29 | 10 | 9 | 56 | 312 |
| Hampton,Hanworth,Feltham,Bedfont | 56 | 5 | 0 | 73 | 20 | 0 | 0 | 0 | 0 | 154 |
| Croydon | 38 | 0 | 35 | 6 | 0 | 69 | 0 | 82 | 128 | 358 |
| West End/Central London | 42 | 71 | 56 | 30 | 0 | 4 | 19 | 181 | 23 | 426 |
| Esher,Claygate, Hinchley Wood | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| Staines, Ashford | 6 | 0 | 0 | 34 | 61 | 0 | 10 | 0 | 0 | 111 |
| Epsom, Ashtead, Burgh Heath | 10 | 0 | 0 | 0 | 0 | 24 | 11 | 0 | 0 | 45 |
| Guildford | 26 | 0 | 10 | 0 | 0 | 4 | 77 | 20 | 0 | 137 |
| Richmond, Kew, Sheen, East Sheen | 24 | 55 | 10 | 10 | 0 | 0 | 4 | 45 | 0 | 148 |
| Twickenham, Whitton | 8 | 8 | 0 | 76 | 0 | 0 | 0 | 6 | 0 | 98 |
| Teddington, Ham | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| Ewell, Worcester Park, Stoneleig | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 13 |
| Sub-total Other Named Centres | 531 | 146 | 118 | 229 | 118 | 134 | 162 | 347 | 216 | 2,001 |
| All Other Centres | 110 | 35 | 204 | 407 | 75 | 74 | 68 | 301 | 153 | 1,427 |
| TOTAL | 1,031 | 288 | 398 | 782 | 262 | 287 | 278 | 715 | 440 | 4,481 |

TABLE 2.10: MARKET SHARES FOR BULKY COMPARISON GOODS SHOPPING

Columns.....: ZONE (percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | % | % | % | % | % | % | % | % | % | % |
| RB Kingston Centres | | | | | | | | | | |
| Kingston Town Centre | 49.6% | 43.9% | 38.3% | 19.2% | 25.2% | 32.1% | 28.2% | 12.9% | 13.6% | 29.6% |
| Surbiton District Centre | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| New Malden District Centre | 3.8% | 1.2% | 3.6% | 0.0% | 0.0% | 4.9% | 1.2% | 0.0% | 3.0% | 1.9% |
| Tolworth District Centre | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Other in RB Kingston | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| RB Kingston Total | 57.6% | 45.1% | 43.4% | 19.3% | 26.1% | 38.0% | 29.5% | 13.4% | 17.2% | 32.9% |
| Other Named Centres | | | | | | | | | | |
| Walton-o-T,E/W Molesey,T Ditton | 10.7% | 0.8% | 0.0% | 0.3% | 7.7% | 0.1% | 18.1% | 1.1% | 0.0% | 4.3% |
| New Malden suburbs | 11.3% | 1.4% | 7.3% | 0.7% | 0.9% | 6.3% | 2.3% | 3.1% | 5.8% | 5.1% |
| Hampton,Hanworth,Feltham,Bedfont | 5.0% | 0.1% | 0.0% | 9.6% | 7.9% | 0.0% | 2.6% | 0.0% | 0.0% | 3.4% |
| Croydon | 1.6% | 1.3% | 11.2% | 0.7% | 0.0% | 17.2% | 6.3% | 10.6% | 23.4% | 7.0% |
| West End/Central London | 1.5% | 13.4% | 7.4% | 4.2% | 1.7% | 1.4% | 3.1% | 25.3% | 0.4% | 7.3% |
| Esher,Claygate, Hinchley Wood | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% |
| Staines, Ashford | 0.8% | 0.0% | 0.0% | 5.2% | 29.2% | 0.0% | 1.5% | 0.3% | 0.0% | 3.0% |
| Epsom, Ashtead, Burgh Heath | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 13.6% | 2.5% | 0.0% | 0.0% | 1.2% |
| Guildford | 0.9% | 0.0% | 0.2% | 0.0% | 0.7% | 2.3% | 16.7% | 2.9% | 0.8% | 2.0% |
| Richmond, Kew, Sheen, East Sheen | 0.9% | 26.0% | 0.2% | 2.1% | 0.0% | 0.0% | 0.1% | 3.8% | 0.0% | 3.0% |
| Twickenham, Whitton | 0.7% | 4.4% | 0.0% | 8.3% | 0.9% | 0.0% | 0.0% | 0.5% | 0.0% | 2.0% |
| Teddington, Ham | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% |
| Ewell, Worcester Park, Stoneleig | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.8% | 0.3% |
| Sub-total Named Centres | 36.5% | 47.5% | 26.3% | 31.0% | 49.1% | 40.8% | 53.3% | 47.6% | 32.3% | 39.0% |
| All Other Centres | 5.9% | 7.4% | 30.3% | 49.7% | 24.8% | 21.2% | 17.3% | 39.1% | 50.4% | 28.2% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Footnote : The data in this table is derived from the data in Tables 8 and 9 according to the procedure set out in the Methodology of the Household Survey

TABLE 2.11: MARKET SHARES FOR DIY GOODS SHOPPING

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|----------------------------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| RB Kingston Centres | | | | | | | | | | | | | | | | | | | | |
| Kingston Town Centre | 5 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4 | 1.4% | 0 | 0.0% | 0 | 0.0% | 9 | 0.2% |
| Surbiton District Centre | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| New Malden District Centre | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tolworth District Centre | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Kingston suburbs, Norbiton | 104 | 9.2% | 20 | 6.1% | 10 | 2.0% | 5 | 0.8% | 0 | 0.0% | 0 | 0.0% | 10 | 3.5% | 13 | 1.8% | 5 | 0.9% | 167 | 3.5% |
| Surbiton suburbs | 6 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 6 | 0.1% |
| RB Kingston Total | 115 | 10.2% | 20 | 6.1% | 10 | 2.0% | 5 | 0.8% | 0 | 0.0% | 0 | 0.0% | 14 | 4.9% | 13 | 1.8% | 5 | 0.9% | 182 | 3.8% |
| Other Named Centres | | | | | | | | | | | | | | | | | | | | |
| New Malden suburbs | 416 | 36.8% | 13 | 4.0% | 111 | 22.1% | 13 | 2.1% | 0 | 0.0% | 21 | 5.9% | 4 | 1.4% | 0 | 0.0% | 103 | 17.9% | 681 | 14.3% |
| Walton-o-T,E/W Molesey,T Ditton | 241 | 21.3% | 0 | 0.0% | 0 | 0.0% | 10 | 1.6% | 50 | 19.4% | 0 | 0.0% | 80 | 28.1% | 0 | 0.0% | 0 | 0.0% | 381 | 8.0% |
| Hampton,Hanworth,Feltham,Bedfont | 152 | 13.5% | 15 | 4.6% | 0 | 0.0% | 223 | 35.9% | 50 | 19.4% | 0 | 0.0% | 13 | 4.6% | 0 | 0.0% | 0 | 0.0% | 453 | 9.5% |
| Leatherhead, Fetcham | 80 | 7.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 73 | 20.5% | 108 | 37.9% | 0 | 0.0% | 0 | 0.0% | 261 | 5.5% |
| Twickenham, Whitton | 23 | 2.0% | 8 | 2.4% | 0 | 0.0% | 60 | 9.6% | 6 | 2.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 97 | 2.0% |
| Epsom, Ashtead, Burgh Heath | 19 | 1.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 107 | 30.1% | 0 | 0.0% | 0 | 0.0% | 29 | 5.1% | 155 | 3.3% |
| Teddington, Ham | 18 | 1.6% | 0 | 0.0% | 0 | 0.0% | 8 | 1.3% | 0 | 0.0% | 0 | 0.0% | 6 | 2.1% | 0 | 0.0% | 0 | 0.0% | 32 | 0.7% |
| Richmond, Kew, Sheen, East Sheen | 14 | 1.2% | 243 | 74.3% | 0 | 0.0% | 13 | 2.1% | 0 | 0.0% | 9 | 2.5% | 4 | 1.4% | 57 | 8.0% | 0 | 0.0% | 340 | 7.1% |
| Ewell, Worcester Park, Stoneleig | 14 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 100 | 28.1% | 0 | 0.0% | 0 | 0.0% | 59 | 10.3% | 173 | 3.6% |
| Merton, Morden, Mitcham | 11 | 1.0% | 0 | 0.0% | 38 | 7.6% | 0 | 0.0% | 0 | 0.0% | 5 | 1.4% | 0 | 0.0% | 21 | 2.9% | 11 | 1.9% | 86 | 1.8% |
| Esher,Claygate, Hinchley Wood | 10 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 10 | 0.2% |
| Sub-total Named Centres | 998 | 88.3% | 279 | 85.3% | 149 | 29.6% | 327 | 52.6% | 106 | 41.1% | 315 | 88.5% | 215 | 75.4% | 78 | 10.9% | 202 | 35.2% | 2,669 | 56.0% |
| All Other Centres | 17 | 1.5% | 28 | 8.6% | 344 | 68.4% | 290 | 46.6% | 152 | 58.9% | 41 | 11.5% | 56 | 19.6% | 622 | 87.2% | 367 | 63.9% | 1,917 | 40.2% |
| TOTAL | 1,130 | 100.0% | 327 | 100.0% | 503 | 100.0% | 622 | 100.0% | 258 | 100.0% | 356 | 100.0% | 285 | 100.0% | 713 | 100.0% | 574 | 100.0% | 4,768 | 100.0% |

TABLE 2.12: DOES YOUR HOUSEHOLD HAVE USE OF A CAR?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| no car | 341 | 15.4% | 191 | 27.9% | 194 | 20.7% | 357 | 22.6% | 81 | 14.7% | 88 | 13.1% | 78 | 14.3% | 486 | 27.1% | 155 | 16.1% | 1,971 | 19.8% |
| one car | 1062 | 47.9% | 327 | 47.8% | 471 | 50.3% | 848 | 53.7% | 281 | 51.0% | 318 | 47.3% | 185 | 33.9% | 962 | 53.7% | 475 | 49.3% | 4,929 | 49.6% |
| two or more cars | 813 | 36.7% | 166 | 24.3% | 272 | 29.0% | 375 | 23.7% | 189 | 34.3% | 266 | 39.6% | 283 | 51.8% | 345 | 19.2% | 334 | 34.6% | 3,043 | 30.6% |
| TOTALS | 2,216 | 100.0% | 684 | 100.0% | 937 | 100.0% | 1,580 | 100.0% | 551 | 100.0% | 672 | 100.0% | 546 | 100.0% | 1,793 | 100.0% | 964 | 100.0% | 9,943 | 100.0% |

TABLE 2.13: MEANS OF TRANSPORT TO MAIN NON-BULKY COMPARISON GOODS CENTRE?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| car | 1264 | 60.5% | 265 | 41.1% | 436 | 50.2% | 897 | 58.6% | 355 | 69.6% | 436 | 71.8% | 410 | 78.4% | 760 | 43.8% | 516 | 55.0% | 5,339 | 56.8% |
| bus/rail/taxi | 494 | 23.6% | 266 | 41.2% | 295 | 34.0% | 538 | 35.2% | 127 | 24.9% | 133 | 21.9% | 75 | 14.3% | 847 | 48.8% | 267 | 28.5% | 3,042 | 32.4% |
| walk/bicycle | 326 | 15.6% | 114 | 17.7% | 128 | 14.7% | 95 | 6.2% | 28 | 5.5% | 30 | 4.9% | 32 | 6.1% | 109 | 6.3% | 155 | 16.5% | 1,017 | 10.8% |
| motorcycle/other | 5 | 0.2% | 0 | 0.0% | 9 | 1.0% | 0 | 0.0% | 0 | 0.0% | 8 | 1.3% | 6 | 1.1% | 18 | 1.0% | 0 | 0.0% | 46 | 0.5% |
| TOTALS | 2,089 | 100.0% | 645 | 100.0% | 868 | 100.0% | 1,530 | 100.0% | 510 | 100.0% | 607 | 100.0% | 523 | 100.0% | 1,734 | 100.0% | 938 | 100.0% | 9,398 | 100.0% |

TABLE 2.14: TRANSPORT TO MAIN NON-BULKY COMPARISON GOODS CENTRE?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Car | | Public Transport | | Walk /Bicycle | | Mcycle /Other | | Total | |
|--|-------|-------|------------------|-------|---------------|-------|---------------|------|-------|--------|
| | Count | % | Count | % | Count | % | Count | % | Count | % |
| Kingston town centre | 2,418 | 66.4% | 969 | 26.6% | 248 | 6.8% | 7.28 | 0.2% | 3,641 | 100.0% |
| Croydon | 72 | 40.7% | 93 | 52.6% | 12 | 6.7% | 0 | 0.0% | 178 | 100.0% |
| Epsom, Ashtead, Burgh Heath | 177 | 68.2% | 46 | 17.8% | 36 | 14.0% | 0 | 0.0% | 260 | 100.0% |
| Guildford | 199 | 87.4% | 29 | 12.6% | 0 | 0.0% | 0 | 0.0% | 228 | 100.0% |
| Hounslow,Osterley, Brentford,Isleworth | 383 | 47.4% | 329 | 40.7% | 95 | 11.8% | 0 | 0.0% | 807 | 100.0% |
| Putney, Mortlake, Barnes | 60 | 36.8% | 61 | 37.5% | 33 | 20.0% | 9.13 | 5.6% | 163 | 100.0% |
| Richmond, Kew, Sheen, East Sheen | 322 | 55.5% | 153 | 26.4% | 105 | 18.1% | 0 | 0.0% | 580 | 100.0% |
| Sutton, Cheam, North Cheam | 432 | 54.0% | 211 | 26.4% | 157 | 19.6% | 0 | 0.0% | 800 | 100.0% |
| Wimbledon | 264 | 49.7% | 131 | 24.6% | 127 | 23.9% | 9.03 | 1.7% | 530 | 100.0% |
| West End/Central London | 217 | 21.5% | 765 | 75.7% | 19 | 1.9% | 9.10 | 0.9% | 1,011 | 100.0% |
| Walton-o-T,E/W Molesey,T Ditton | 152 | 88.2% | 8 | 4.9% | 12 | 6.9% | 0 | 0.0% | 172 | 100.0% |
| Other-outside M25 | 160 | 83.5% | 26 | 13.5% | 0 | 0.0% | 5.73 | 3.0% | 191 | 100.0% |
| Other-within M25 | 109 | 33.5% | 163 | 50.2% | 53 | 16.3% | 0 | 0.0% | 324 | 100.0% |
| Staines, Ashford | 245 | 86.7% | 10 | 3.6% | 27 | 9.7% | 0 | 0.0% | 283 | 100.0% |

TABLE 2.15: MEANS OF TRANSPORT TO MAIN SUPERMARKET?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| car | 1715 | 77.5% | 438 | 63.8% | 618 | 66.0% | 1181 | 74.8% | 423 | 76.5% | 574 | 85.0% | 454 | 83.0% | 987 | 55.0% | 754 | 77.3% | 7,144 | 71.7% |
| bus/rail/taxi | 135 | 6.1% | 58 | 8.4% | 83 | 8.9% | 210 | 13.3% | 25 | 4.5% | 36 | 5.3% | 20 | 3.7% | 254 | 14.2% | 90 | 9.2% | 911 | 9.1% |
| walk/bicycle | 354 | 16.0% | 185 | 26.9% | 225 | 24.0% | 184 | 11.7% | 105 | 19.0% | 53 | 7.9% | 73 | 13.3% | 553 | 30.8% | 132 | 13.5% | 1,864 | 18.7% |
| motorcycle/other | 9 | 0.4% | 6 | 0.9% | 10 | 1.1% | 4 | 0.3% | 0 | 0.0% | 12 | 1.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 41 | 0.4% |
| TOTALS | 2,213 | 100.0% | 687 | 100.0% | 936 | 100.0% | 1,579 | 100.0% | 553 | 100.0% | 675 | 100.0% | 547 | 100.0% | 1,794 | 100.0% | 976 | 100.0% | 9,960 | 100.0% |

TABLE 2.16: MEANS OF TRANSPORT FOR DAY-TO-DAY FOOD?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| car | 647 | 37.1% | 127 | 23.8% | 300 | 39.4% | 524 | 44.3% | 162 | 41.6% | 218 | 41.5% | 232 | 59.6% | 370 | 24.9% | 307 | 37.5% | 2,887 | 36.9% |
| bus/rail/taxi | 80 | 4.6% | 50 | 9.4% | 77 | 10.1% | 119 | 10.1% | 6 | 1.5% | 9 | 1.7% | 4 | 1.0% | 210 | 14.1% | 104 | 12.7% | 659 | 8.4% |
| walk/bicycle | 1018 | 58.3% | 357 | 66.9% | 385 | 50.5% | 535 | 45.3% | 216 | 55.5% | 298 | 56.8% | 153 | 39.3% | 908 | 61.0% | 407 | 49.8% | 4,277 | 54.6% |
| motorcycle/other | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4 | 0.3% | 5 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 9 | 0.1% |
| TOTALS | 1,745 | 100.0% | 534 | 100.0% | 762 | 100.0% | 1,182 | 100.0% | 389 | 100.0% | 525 | 100.0% | 389 | 100.0% | 1,488 | 100.0% | 818 | 100.0% | 7,832 | 100.0% |

TABLE 2.17: MEANS OF TRANSPORT TO MAIN BULKY GOODS CENTRE/OUTLET?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|------------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| car | 1304 | 72.5% | 309 | 60.2% | 466 | 72.8% | 930 | 71.1% | 376 | 79.7% | 411 | 85.6% | 392 | 85.4% | 769 | 59.4% | 524 | 67.5% | 5,481 | 70.8% |
| bus/rail/taxi | 277 | 15.4% | 159 | 31.0% | 131 | 20.5% | 249 | 19.0% | 64 | 13.6% | 53 | 11.0% | 27 | 5.9% | 378 | 29.2% | 143 | 18.4% | 1,481 | 19.1% |
| walk/bicycle | 213 | 11.8% | 45 | 8.8% | 43 | 6.7% | 129 | 9.9% | 32 | 6.8% | 12 | 2.5% | 40 | 8.7% | 139 | 10.7% | 109 | 14.0% | 762 | 9.8% |
| motorcycle/other | 5 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4 | 0.8% | 0 | 0.0% | 9 | 0.7% | 0 | 0.0% | 18 | 0.2% |
| TOTALS | 1,799 | 100.0% | 513 | 100.0% | 640 | 100.0% | 1,308 | 100.0% | 472 | 100.0% | 480 | 100.0% | 459 | 100.0% | 1,295 | 100.0% | 776 | 100.0% | 7,742 | 100.0% |

TABLE 2.18: WHY SHOP IN MAIN NON-BULKY COMPARISON GOODS CENTRE?

Columns.....: INDEXED SCORES

Weight.....: w1(v10)

| | Close to home | Close to work | To visit specific shop | Good selection/ quality of shops | Good prices/ discounts | Easy car parking | Free car parking |
|--|---------------|---------------|------------------------|----------------------------------|------------------------|------------------|------------------|
| Kingston town centre | 38.7 | 1.7 | 12.3 | 75.3 | 2.3 | 10.9 | 0.0 |
| Hounslow, Osterley, Brentford, Isleworth | 74.6 | 3.6 | 10.2 | 34.0 | 2.6 | 3.2 | 0.0 |
| Richmond, Kew, Sheen, East Sheen | 58.6 | 3.2 | 15.6 | 45.2 | 0.0 | 4.8 | 0.7 |
| Sutton, Cheam, North Cheam | 79.5 | 1.4 | 2.9 | 25.6 | 2.5 | 11.1 | 0.6 |
| Wimbledon | 77.8 | 2.6 | 4.2 | 28.9 | 1.3 | 4.0 | 0.0 |
| West End/Central London | 11.5 | 24.0 | 12.5 | 71.7 | 2.6 | 1.9 | 0.0 |

TABLE CONTINUES BELOW....

.....CONTINUATION

| | Convenient bus service | Convenient rail service | Pleasant place to shop | Everything under one roof | Familiar/ family live here |
|--|------------------------|-------------------------|------------------------|---------------------------|----------------------------|
| Kingston town centre | 7.1 | 2.2 | 16.1 | 10.3 | 2.4 |
| Hounslow, Osterley, Brentford, Isleworth | 15.7 | 0.0 | 4.6 | 0.0 | 2.7 |
| Richmond, Kew, Sheen, East Sheen | 4.8 | 0.0 | 24.1 | 0.7 | 1.1 |
| Sutton, Cheam, North Cheam | 7.2 | 1.0 | 10.7 | 1.0 | 0.8 |
| Wimbledon | 1.9 | 0.0 | 8.1 | 5.8 | 0.0 |
| West End/Central London | 1.9 | 12.0 | 3.4 | 0.9 | 5.0 |

nb this was a multi-choice question, and the figures are therefore an index rather than percentages.

TABLE 2.19: WHICH OF THESE STORES DO YOU VISIT REGULARLY ON SHOPPING TRIPS TO KINGSTON?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|---------------------|------------|---------------|------------|---------------|------------|---------------|------------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| John Lewis | 210 | 44.5% | 117 | 70.9% | 99 | 60.7% | 60 | 42.0% | 31 | 62.0% | 31 | 47.7% | 43 | 58.1% | 53 | 35.6% | 22 | 19.1% | 666 | 47.7% |
| Bentalls dept store | 58 | 12.3% | 4 | 2.4% | 28 | 17.2% | 27 | 18.9% | 9 | 18.0% | 7 | 10.8% | 4 | 5.4% | 20 | 13.4% | 16 | 13.9% | 173 | 12.4% |
| Bentalls Centre | 204 | 43.2% | 44 | 26.7% | 36 | 22.1% | 56 | 39.2% | 10 | 20.0% | 27 | 41.5% | 27 | 36.5% | 76 | 51.0% | 77 | 67.0% | 557 | 39.9% |
| TOTALS | 472 | 100.0% | 165 | 100.0% | 163 | 100.0% | 143 | 100.0% | 50 | 100.0% | 65 | 100.0% | 74 | 100.0% | 149 | 100.0% | 115 | 100.0% | 1,396 | 100.0% |

TABLE 2.20: HOW OFTEN DO YOU VISIT THIS CENTRE?

Columns.....: FREQUENCY

Weight.....: w1(v10)

| | More than once a week | | Once a week | | Once a week to | | Monthly | | Less often/ not regularly | | Total | |
|--|-----------------------|-------|-------------|-------|----------------|-------|---------|-------|---------------------------|-------|-------|--------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| Kingston town centre | 184 | 5.0% | 361 | 9.8% | 795 | 21.6% | 983 | 26.7% | 1359 | 36.9% | 3,682 | 100.0% |
| Hounslow, Osterley, Brentford, Isleworth | 28 | 3.5% | 77 | 9.6% | 122 | 15.2% | 134 | 16.7% | 440 | 54.9% | 801 | 100.0% |
| Richmond, Kew, Sheen, East Sheen | 63 | 10.8% | 88 | 15.2% | 93 | 16.1% | 102 | 17.5% | 234 | 40.4% | 580 | 100.0% |
| Sutton, Cheam, North Cheam | 83 | 10.4% | 99 | 12.5% | 83 | 10.4% | 180 | 22.7% | 349 | 44.0% | 794 | 100.0% |
| Wimbledon | 81 | 15.2% | 52 | 9.7% | 82 | 15.3% | 63 | 11.9% | 255 | 47.9% | 533 | 100.0% |
| West End/Central London | 46 | 4.5% | 70 | 6.8% | 127 | 12.4% | 284 | 27.7% | 499 | 48.6% | 1,026 | 100.0% |

TABLE 2.21: COMBINE SHOPPING WITH OTHER ACTIVITIES IN THIS CENTRE?

Columns.....: FREQUENCY

Weight.....: w1(v10)

| | Always | | Quite often | | Sometimes | | Infrequently | | Never | | Total | |
|--|--------|------|-------------|-------|-----------|-------|--------------|-------|-------|-------|-------|--------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| Kingston town centre | 242 | 6.6% | 590 | 16.1% | 898 | 24.5% | 114 | 3.1% | 1821 | 49.7% | 3,664 | 100.0% |
| Hounslow, Osterley, Brentford, Isleworth | 8 | 1.1% | 75 | 9.3% | 165 | 20.6% | 34 | 4.3% | 518 | 64.7% | 801 | 100.0% |
| Richmond, Kew, Sheen, East Sheen | 32 | 5.5% | 87 | 15.2% | 99 | 17.3% | 41 | 7.1% | 315 | 54.9% | 574 | 100.0% |
| Sutton, Cheam, North Cheam | 55 | 6.9% | 176 | 22.4% | 126 | 16.0% | 41 | 5.2% | 389 | 49.4% | 787 | 100.0% |
| Wimbledon | 13 | 2.5% | 93 | 16.9% | 143 | 26.0% | 62 | 11.3% | 238 | 43.4% | 549 | 100.0% |
| West End/Central London | 70 | 7.0% | 238 | 23.8% | 217 | 21.7% | 24 | 2.4% | 451 | 45.1% | 1,000 | 100.0% |

TABLE 2.22: NATURE OF OTHER ACTIVITIES IN THIS CENTRE?

Columns.....: ACTIVITY (Indexed scores)

Weight.....: w1(v10)

| | Restaurants | Pubs | Cafes | Cinema/ theatre | Businesses | Sports/ Health Club | Other |
|--|-------------|------|-------|-----------------|------------|---------------------|-------|
| Kingston town centre | 45.7 | 17.2 | 66.9 | 3.2 | 3.3 | 1.3 | 2.1 |
| Hounslow, Osterley, Brentford, Isleworth | 35.0 | 25.8 | 60.4 | 0.0 | 3.0 | 0.0 | 1.9 |
| Richmond, Kew, Sheen, East Sheen | 35.1 | 37.4 | 58.8 | 14.7 | 0.0 | 6.0 | 3.4 |
| Sutton, Cheam, North Cheam | 27.3 | 15.5 | 81.5 | 9.2 | 0.0 | 4.4 | 4.6 |
| Wimbledon | 22.7 | 20.0 | 74.1 | 8.4 | 3.0 | 0.0 | 13.0 |
| West End/Central London | 74.1 | 22.5 | 26.7 | 33.2 | 16.5 | 0.0 | 5.2 |

nb this was a multi-choice question, and the figures are therefore an index rather than percentages.

TABLE 2.23: SATISFACTION WITH RANGE OF NON-SHOPPING FACILITIES?

Columns.....: SATISFACTION WITH PROVISION

Weight.....: w1(v10)

| | Yes | | No | |
|--|-------|--------|-------|-------|
| | Count | % | Count | % |
| Kingston town centre | 2,350 | 92.6% | 188 | 7.4% |
| Hounslow, Osterley, Brentford, Isleworth | 413 | 78.8% | 111 | 21.2% |
| Richmond, Kew, Sheen, East Sheen | 325 | 98.5% | 5 | 1.5% |
| Sutton, Cheam, North Cheam | 522 | 98.5% | 8 | 1.5% |
| Wimbledon | 351 | 100.0% | 0 | 0.0% |
| West End/Central London | 676 | 100.0% | 0 | 0.0% |

TABLE 2.24: MAIN NON-BULKY COMPARISON GOODS CENTRE MEETS NEEDS?

Columns.....: ADEQUACY OF PROVISION

Weight.....: w1(v10)

| | Very well | | Adequately | | Poorly | | Total | |
|--|-----------|-------|------------|-------|--------|------|-------|--------|
| | Count | % | Count | % | Count | % | Count | % |
| Kingston town centre | 3,092 | 86.5% | 468 | 13.1% | 14 | 0.4% | 3,574 | 100.0% |
| Croydon | 161 | 90.4% | 17 | 9.6% | - | 0.0% | 178 | 100.0% |
| Epsom, Ashtead, Burgh Heath | 171 | 67.0% | 63 | 24.6% | 21 | 8.4% | 255 | 100.0% |
| Guildford | 196 | 89.1% | 20 | 8.9% | 4 | 2.0% | 220 | 100.0% |
| Hounslow, Osterley, Brentford, Isleworth | 427 | 54.0% | 316 | 40.0% | 47 | 6.0% | 790 | 100.0% |
| Putney, Mortlake, Barnes | 114 | 73.2% | 42 | 26.8% | - | 0.0% | 156 | 100.0% |
| Richmond, Kew, Sheen, East Sheen | 374 | 67.3% | 166 | 29.8% | 16 | 2.9% | 556 | 100.0% |
| Sutton, Cheam, North Cheam | 555 | 69.9% | 232 | 29.2% | 7 | 0.9% | 794 | 100.0% |
| Wimbledon | 362 | 65.9% | 168 | 30.6% | 19 | 3.5% | 549 | 100.0% |
| West End/Central London | 806 | 82.8% | 149 | 15.3% | 18 | 1.9% | 973 | 100.0% |
| Mail Order/Internet | 75 | 81.9% | 16 | 18.1% | - | 0.0% | 91 | 100.0% |
| Walton-o-T,E/W Molesey,T Ditton | 83 | 52.3% | 64 | 40.2% | 12 | 7.5% | 158 | 100.0% |
| Other-outside M25 | 162 | 94.6% | 9 | 5.4% | - | 0.0% | 171 | 100.0% |
| Other-within M25 | 222 | 68.5% | 91 | 28.1% | 11 | 3.4% | 324 | 100.0% |
| Staines, Ashford | 198 | 71.4% | 79 | 28.6% | - | 0.0% | 277 | 100.0% |

TABLE 2.25: DOES THE MAIN SUPERMARKET MEET YOUR SHOPPING NEEDS?

Columns.....: ZONE (absolute and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|---------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| very well | 1722 | 78.4% | 521 | 75.7% | 720 | 77.7% | 1171 | 74.1% | 390 | 72.6% | 529 | 79.1% | 419 | 78.0% | 1331 | 73.9% | 750 | 77.2% | 7,553 | 76.3% |
| adequately | 413 | 18.8% | 151 | 21.9% | 200 | 21.6% | 394 | 24.9% | 142 | 26.4% | 140 | 20.9% | 118 | 22.0% | 439 | 24.4% | 201 | 20.7% | 2,198 | 22.2% |
| poorly | 61 | 2.8% | 16 | 2.3% | 7 | 0.8% | 15 | 0.9% | 5 | 0.9% | 0 | 0.0% | 0 | 0.0% | 30 | 1.7% | 20 | 2.1% | 154 | 1.6% |
| TOTALS | 2,196 | 100.0% | 688 | 100.0% | 927 | 100.0% | 1,580 | 100.0% | 537 | 100.0% | 669 | 100.0% | 537 | 100.0% | 1,800 | 100.0% | 971 | 100.0% | 9,905 | 100.0% |

TABLE 2.26: DOES THE DAY-TO-DAY FOOD PROVISION MEET YOUR SHOPPING NEEDS?

Columns.....: ZONE (absolute and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|---------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| very well | 1139 | 66.2% | 397 | 75.2% | 557 | 75.4% | 700 | 60.7% | 255 | 67.5% | 342 | 68.1% | 267 | 69.4% | 988 | 69.2% | 527 | 64.3% | 5,172 | 67.6% |
| adequately | 479 | 27.8% | 124 | 23.5% | 173 | 23.4% | 397 | 34.4% | 123 | 32.5% | 138 | 27.5% | 112 | 29.1% | 407 | 28.5% | 267 | 32.6% | 2,220 | 29.0% |
| poorly | 103 | 6.0% | 7 | 1.3% | 9 | 1.2% | 57 | 4.9% | 0 | 0.0% | 22 | 4.4% | 6 | 1.6% | 33 | 2.3% | 25 | 3.1% | 262 | 3.4% |
| TOTALS | 1,721 | 100.0% | 528 | 100.0% | 739 | 100.0% | 1,154 | 100.0% | 378 | 100.0% | 502 | 100.0% | 385 | 100.0% | 1,428 | 100.0% | 819 | 100.0% | 7,654 | 100.0% |

TABLE 2.27: DOES THE MAIN BULKY GOODS OUTLET/CENTRE MEET YOUR SHOPPING NEEDS?

Columns.....: ZONE (absolute and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|---------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| very well | 1392 | 79.7% | 385 | 78.6% | 537 | 82.9% | 985 | 80.2% | 363 | 80.8% | 405 | 88.0% | 353 | 83.8% | 1013 | 77.1% | 553 | 71.4% | 5,986 | 79.5% |
| adequately | 347 | 19.9% | 92 | 18.8% | 104 | 16.0% | 201 | 16.4% | 81 | 18.0% | 55 | 12.0% | 68 | 16.2% | 301 | 22.9% | 214 | 27.6% | 1,463 | 19.4% |
| poorly | 8 | 0.5% | 13 | 2.7% | 7 | 1.1% | 42 | 3.4% | 5 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 8 | 1.0% | 83 | 1.1% |
| TOTALS | 1,747 | 100.0% | 490 | 100.0% | 648 | 100.0% | 1,228 | 100.0% | 449 | 100.0% | 460 | 100.0% | 421 | 100.0% | 1,314 | 100.0% | 775 | 100.0% | 7,532 | 100.0% |

TABLE 2.28: DO YOU USE INTERNET/MAIL/PHONE FOR NON-BULKY COMPARISON GOODS SHOPPING?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|-----------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| always/mostly | 53 | 2.5% | 20 | 3.0% | 13 | 1.4% | 19 | 1.2% | 21 | 4.1% | 12 | 1.9% | 18 | 3.5% | 22 | 1.2% | 19 | 2.0% | 197 | 12.3% |
| as often as not | 40 | 1.9% | 19 | 2.8% | 18 | 1.9% | 41 | 2.7% | 19 | 3.7% | 4 | 0.6% | 0 | 0.0% | 7 | 0.4% | 0 | 0.0% | 148 | 9.3% |
| sometimes | 323 | 15.0% | 56 | 8.3% | 168 | 17.9% | 121 | 7.9% | 40 | 7.7% | 86 | 13.3% | 74 | 14.3% | 231 | 12.9% | 155 | 16.6% | 1,254 | 78.4% |
| never | 1741 | 80.7% | 582 | 86.0% | 738 | 78.8% | 1359 | 88.2% | 438 | 84.6% | 544 | 84.2% | 424 | 82.2% | 1532 | 85.5% | 757 | 81.3% | 8,115 | 507.5% |
| TOTALS | 2,157 | 100.0% | 677 | 100.0% | 937 | 100.0% | 1,540 | 100.0% | 518 | 100.0% | 646 | 100.0% | 516 | 100.0% | 1,792 | 100.0% | 931 | 100.0% | 1,599 | 100.0% |

TABLE 2.29: DO YOU USE INTERNET/MAIL/PHONE FOR BULK FOOD SHOPPING?

Columns.....: ZONE (absolutes and percentages)

Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|-----------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| always/mostly | 15 | 0.7% | 6 | 0.9% | 19 | 2.1% | 9 | 0.6% | 0 | 0.0% | 4 | 0.6% | 0 | 0.0% | 7 | 0.4% | 0 | 0.0% | 60 | 16.4% |
| as often as not | 11 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 9 | 0.5% | 0 | 0.0% | 20 | 5.5% |
| sometimes | 111 | 5.2% | 39 | 5.8% | 46 | 5.0% | 26 | 1.7% | 4 | 0.8% | 7 | 1.1% | 14 | 2.7% | 18 | 1.0% | 21 | 2.2% | 286 | 78.1% |
| never | 2015 | 93.6% | 630 | 93.3% | 851 | 92.9% | 1496 | 97.7% | 519 | 99.2% | 642 | 98.3% | 502 | 97.3% | 1748 | 98.1% | 926 | 97.8% | 9,329 | 2548.9% |
| TOTALS | 2,152 | 100.0% | 675 | 100.0% | 916 | 100.0% | 1,531 | 100.0% | 523 | 100.0% | 653 | 100.0% | 516 | 100.0% | 1,782 | 100.0% | 947 | 100.0% | 366 | 100.0% |

TABLE 2.30: DO YOU USE INTERNET/MAIL/PHONE FOR BULKY COMPARISON GOODS SHOPPING?

Columns.....: ZONE (absolutes and percentages)

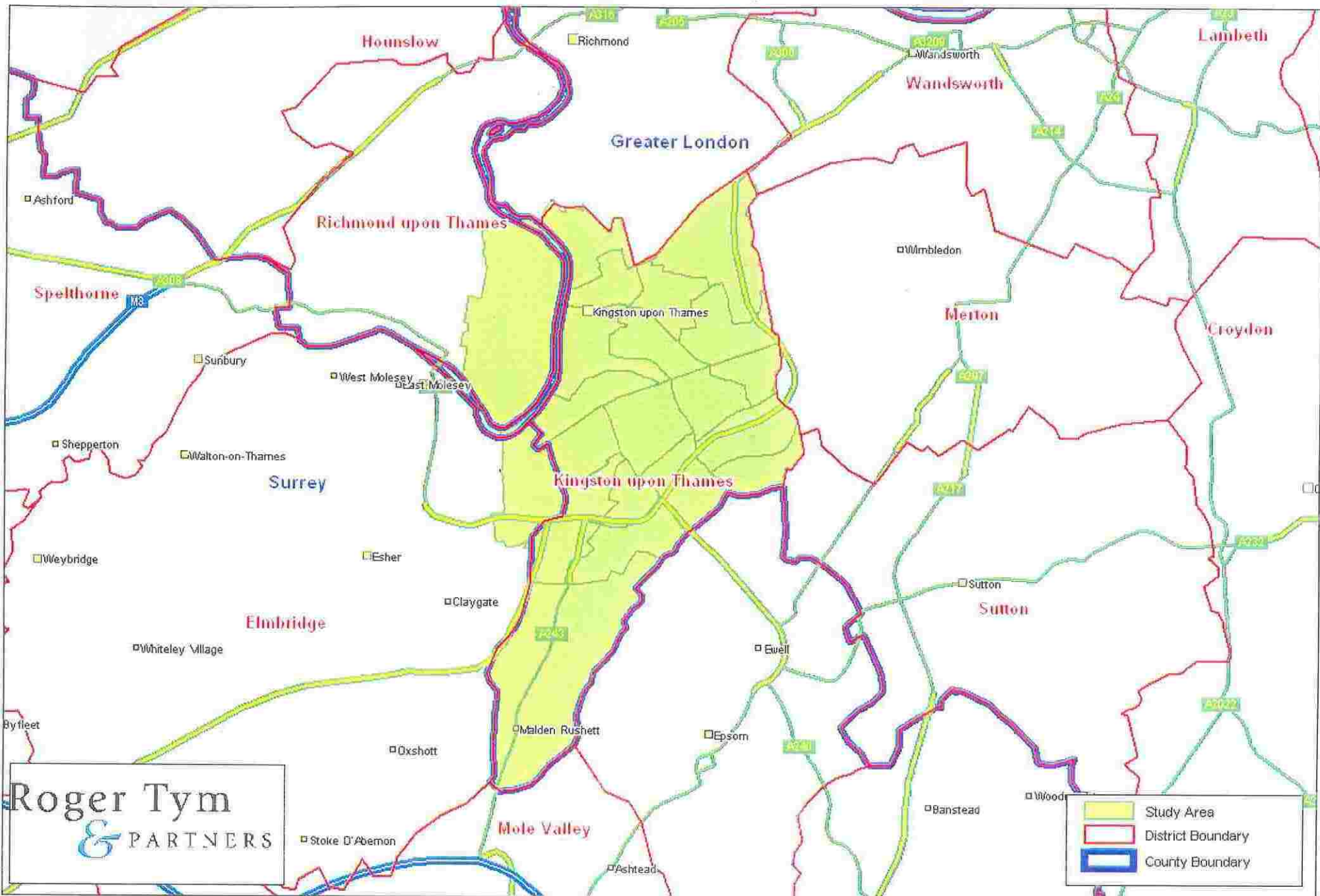
Weight.....: w1(v10)

| Centre | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | All Zones | |
|-----------------|--------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| always/mostly | 37 | 1.7% | 5 | 0.8% | 0 | 0.0% | 37 | 2.4% | 11 | 2.1% | 33 | 5.0% | 6 | 1.1% | 35 | 2.0% | 8 | 0.9% | 172 | 23.0% |
| as often as not | 14 | 0.7% | 16 | 2.4% | 9 | 1.0% | 21 | 1.3% | 5 | 1.0% | 4 | 0.6% | 4 | 0.8% | 7 | 0.4% | 0 | 0.0% | 80 | 10.7% |
| sometimes | 146 | 6.9% | 28 | 4.3% | 74 | 8.2% | 63 | 4.0% | 23 | 4.4% | 24 | 3.7% | 24 | 4.6% | 86 | 4.9% | 28 | 3.0% | 496 | 66.3% |
| never | 1931 | 90.7% | 606 | 92.5% | 816 | 90.8% | 1437 | 92.2% | 487 | 92.6% | 594 | 90.7% | 488 | 93.5% | 1612 | 92.6% | 898 | 96.1% | 8,869 | 1185.7% |
| TOTALS | 2,128 | 100.0% | 655 | 100.0% | 899 | 100.0% | 1,558 | 100.0% | 526 | 100.0% | 655 | 100.0% | 522 | 100.0% | 1,740 | 100.0% | 934 | 100.0% | 748 | 100.0% |

APPENDIX 3

CONVENIENCE GOODS STUDY AREA

Convenience Goods Study Area



Roger Tym
& PARTNERS

APPENDIX 4

RETAIL CAPACITY CALCULATION TABLES

Royal Borough of Kingston: Retail Capacity Assessment

Table 1
Comparison Goods - Base Year Position

| | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|--|---------|--------|---------|---------|--------|--------|--------|---------|---------|------------------|
| Population ^[1] | 286,913 | 92,885 | 113,691 | 231,016 | 55,138 | 83,112 | 62,598 | 216,485 | 129,513 | 1,271,351 |
| Per capita Expenditure (£) ^[2] | 2,600 | 2,911 | 2,697 | 2,231 | 2,466 | 2,525 | 2,682 | 2,687 | 2,532 | |
| Total Comparison Goods Expenditure (£m) ^[3] | 746.1 | 270.4 | 306.7 | 515.5 | 136.0 | 209.9 | 167.9 | 581.6 | 327.9 | 3,261.8 |
| Comparison Goods Expenditure Available for Town Centre Retailing (£m) ^[4] | 596.8 | 216.3 | 245.3 | 412.4 | 108.8 | 167.9 | 134.3 | 465.3 | 262.3 | 2,609.5 |
| Current Market Share for Kingston Town Centre (%) ^[5] | 70.0% | 36.1% | 29.7% | 33.1% | 34.9% | 31.2% | 29.9% | 18.2% | 19.5% | |
| Turnover Derived from Study Area (£m) ^[6] | 417.5 | 78.2 | 72.9 | 136.5 | 37.9 | 52.4 | 40.1 | 84.8 | 51.3 | 971.6 |
| Turnover Derived from Study Area (%) ^[7] | | | | | | | | | | 90% |
| Total Turnover (£m) ^[8] | | | | | | | | | | 1,079.6 |
| Sales Area (sqm net) ^[9] | | | | | | | | | | 164,739 |
| Current Sales Density (£/sqm) ^[10] | | | | | | | | | | 6,553 |

NOTES:

[1] The population projection figures are based on GLA and Surrey County Council ward-level data for 2001, 2006 and 2011 (published May 2001).

[2] Source: All data derived from MapInfo 2000 per capita annual comparison goods expenditure estimates. The 2000 estimates are projected forward to base year using MapInfo ultra-long term expenditure growth rate forecasts of 3.6% per annum (MapInfo Information Brief 99/2). A deduction is made for expenditure via special forms of trading (SFT) such as mail order and internet shopping. For 2002 a deduction of 7.6% is made in accordance with MapInfo estimates. (source : Information Brief 99/2).

[3] The figures in the above table are the sums of the data presented in Tables 2 (population) and 3 (per capita comparison goods expenditure) and are in millions of pounds (£m).

[4] The available expenditure for town centre retail incorporates a deduction of 18% to represent the amount of expenditure currently spent in out-of-centre retail warehousing.

[5] The comparison goods market share for Kingston town centre are derived from the RBK Retail Study Household Survey and Table 3.1 of this report.

[6] The turnover figures are the product of rows 4 and 5.

[7] RTP estimate of proportion of turnover derived from the Study Area.

[8] The total turnover for Kingston town centre.

[9] Source: RBK 2001 Shop Survey data, and applying a 70:30 ratio for net:gross.

[10] The product of total turnover divided by the sales area.

All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 2
Population Forecasts in the Projection Years

| | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|---|---------|---------|---------|---------|--------|--------|--------|---------|---------|-----------------|
| Population 2002 | 286,913 | 92,885 | 113,691 | 231,016 | 55,138 | 83,112 | 62,598 | 216,485 | 129,513 | 1,271,351 |
| Population 2006 | 295,151 | 100,196 | 117,103 | 237,898 | 54,500 | 84,300 | 61,800 | 221,325 | 132,300 | 1,304,572 |
| Population 2011 | 304,337 | 108,046 | 120,640 | 242,788 | 54,200 | 84,100 | 61,100 | 224,472 | 135,941 | 1,335,625 |
| Change in Population 2002 - 2006 | | | | | | | | | | |
| Numeric Change | 8,237 | 7,311 | 3,412 | 6,882 | -638 | 1,188 | -798 | 4,840 | 2,787 | 33,221 |
| Percentage Change | 2.9% | 7.9% | 3.0% | 3.0% | -1.2% | 1.4% | -1.3% | 2.2% | 2.2% | 2.6% |
| Change in Population 2006 - 2011 | | | | | | | | | | |
| Numeric Change | 9,187 | 7,850 | 3,537 | 4,890 | -300 | -200 | -700 | 3,147 | 3,641 | 31,053 |
| Percentage Change | 3.1% | 7.8% | 3.0% | 2.1% | -0.6% | -0.2% | -1.1% | 1.4% | 2.8% | 2.4% |
| Change in Population 2002 - 2011 | | | | | | | | | | |
| Numeric Change | 17,424 | 15,161 | 6,949 | 11,772 | -938 | 988 | -1,498 | 7,987 | 6,429 | 64,274 |
| Percentage Change | 6.1% | 16.3% | 6.1% | 5.1% | -1.7% | 1.2% | -2.4% | 3.7% | 5.0% | 5.1% |

NOTES:

- (1) The population projection figures are based on GLA and Surrey County Council ward-level data for 2001, 2006 and 2011 (published May 2001).
(2) The 2002 figures are based on the 2001 ward-level data and projected forward to 2002 by applying the average annual growth figure for the 2001-06 period.

Royal Borough of Kingston: Retail Capacity Assessment

Table 3

Comparison Goods Expenditure in the Projection Years (per capita)

| Year | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| | £ | £ | £ | £ | £ | £ | £ | £ | £ |
| [2000 | 2,622 | 2,935 | 2,720 | 2,250 | 2,487 | 2,546 | 2,704 | 2,709 | 2,553] |
| [2002 | 2,600 | 2,911 | 2,697 | 2,231 | 2,466 | 2,525 | 2,682 | 2,687 | 2,532] |
| 2006 | 2,971 | 3,325 | 3,082 | 2,549 | 2,818 | 2,885 | 3,064 | 3,069 | 2,893 |
| 2011 | 3,513 | 3,933 | 3,644 | 3,015 | 3,332 | 3,411 | 3,623 | 3,630 | 3,421 |

NOTES:

Source: All data derived from MapInfo 2000 per capita annual comparison goods expenditure estimates.

2000 estimates projected forward to base year and forecast years using MapInfo ultra-long term expenditure growth rate forecasts of 3.6% per annum (MapInfo Information Brief 99/2).

A deduction is made for expenditure via special forms of trading (SFT) such as mail order and internet shopping. For 2002 a deduction of 7.6% is made in accordance with MapInfo estimates. (source : Information Brief 99/2). We build in a further 10% growth in spending on SFT reflecting forecast growth inetailing to the forecast years that equates to a figure of 8.4% in 2006 and 9.2% in 2011.

Royal Borough of Kingston: Retail Capacity Assessment

Table 4
Total Comparison Goods Expenditure and Expenditure Growth in the Projection Years

| | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Year | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m |
| [2002 | 746.1 | 270.4 | 306.7 | 515.5 | 136.0 | 209.9 | 167.9 | 581.6 | 327.9 | 3,261.8] |
| 2006 | 876.8 | 333.2 | 360.9 | 606.5 | 153.6 | 243.2 | 189.3 | 679.3 | 382.7 | 3,825.5 |
| 2011 | 1069.2 | 424.9 | 439.7 | 731.9 | 180.6 | 286.9 | 221.4 | 814.8 | 465.0 | 4,634.3 |
| Growth in Expenditure 2002 - 2006 | 130.8 | 62.8 | 54.2 | 91.0 | 17.6 | 33.3 | 21.5 | 97.7 | 54.8 | 563.7 |
| Growth in Expenditure 2006 - 2011 | 192.3 | 91.7 | 78.8 | 125.5 | 27.0 | 43.7 | 32.0 | 135.4 | 82.3 | 808.8 |
| Growth in Expenditure 2002 - 2011 | 323.1 | 154.5 | 133.0 | 216.4 | 44.6 | 77.0 | 53.5 | 233.2 | 137.1 | 1,372.5 |

NOTES:

The figures in the above table are the sums of the data presented in Tables 2 (population) and 3 (per capita comparison goods expenditure) and are in millions of pounds (£m). All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 5
Comparison Goods Expenditure Growth Available for Town Centre and Non-Town Centre Locations

| | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Year | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m |
| Town Centre | | | | | | | | | | |
| 2006 | 117.7 | 56.6 | 48.8 | 81.9 | 15.8 | 30.0 | 19.3 | 88.0 | 49.3 | 507.3 |
| 2011 | 173.1 | 82.5 | 70.9 | 112.9 | 24.3 | 39.3 | 28.8 | 121.9 | 74.1 | 727.9 |
| 2002 - 2011 | 290.8 | 139.1 | 119.7 | 194.8 | 40.2 | 69.3 | 48.2 | 209.8 | 123.4 | 1,235.3 |
| Non-Town Centre | | | | | | | | | | |
| 2006 | 13.1 | 6.3 | 5.4 | 9.1 | 1.8 | 3.3 | 2.1 | 9.8 | 5.5 | 56.4 |
| 2011 | 19.2 | 9.2 | 7.9 | 12.5 | 2.7 | 4.4 | 3.2 | 13.5 | 8.2 | 80.9 |
| 2002 - 2011 | 32.3 | 15.5 | 13.3 | 21.6 | 4.5 | 7.7 | 5.4 | 23.3 | 13.7 | 137.3 |

NOTES:

The figures in the above table are derived from the growth figures in Table 4 - 90% of the total amount of comparison goods expenditure is forecast to be available for town centre retailing and 10% for retailing that cannot be accommodated within town centres.
All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 6
Kingston Town Centre Comparison Goods Floorspace Growth Potential - 2006 (at current market share by zone)

| Zone | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Total Growth in Expenditure 2002-2006 (£m) ^[1] | 117.7 | 56.6 | 48.8 | 81.9 | 15.8 | 30.0 | 19.3 | 88.0 | 49.3 | 507.3 |
| Current Market Share | 70.0% | 36.1% | 29.7% | 33.1% | 34.9% | 31.2% | 29.9% | 18.2% | 19.5% | |
| Available Expenditure (£m) | 82.3 | 20.4 | 14.5 | 27.1 | 5.5 | 9.4 | 5.8 | 16.0 | 9.6 | 190.7 |
| Deduction for Improved Efficiency of Existing Floorspace (£m) ^[2] | | | | | | | | | | 59.6 |
| Residual Expenditure (£m) ^[3] | | | | | | | | | | 131.1 |
| Assumed Sales Density (£/sqm) ^[4] | | | | | | | | | | 6,500 |
| Floorspace Growth Potential (sqm net) ^[5] | | | | | | | | | | 20,166 |

NOTES:

- [1] The total growth in expenditure is derived from the previous table.
 [2] We build-in a floorspace efficiency of 1.5% per annum throughout the whole period.
 [3] The residual expenditure is that which is available for new floorspace.
 [4] Source : RTP estimate of appropriate sales density for new floorspace.
 [5] The product of the residual expenditure divided by the sales density.
 All figures in the table are in millions of pounds (£m). All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 7
Kingston Town Centre Comparison Goods Floorspace Growth Potential in 2011 (at current market share by zone)

| Zone | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Total Growth in Expenditure 2006-2011 (£m) ^[1] | 173.1 | 82.5 | 70.9 | 112.9 | 24.3 | 39.3 | 28.8 | 121.9 | 74.1 | 727.9 |
| Current Market Share | 70.0% | 36.1% | 29.7% | 33.1% | 34.9% | 31.2% | 29.9% | 18.2% | 19.5% | |
| Available Expenditure (£m) | 121.1 | 29.8 | 21.1 | 37.4 | 8.5 | 12.3 | 8.6 | 22.2 | 14.5 | 275.4 |
| Deduction for Improved Efficiency of Existing Floorspace (£m) ^[2] | | | | | | | | | | 79.7 |
| Residual Expenditure (£m) ^[3] | | | | | | | | | | 195.7 |
| Assumed Sales Density (£/sqm) ^[4] | | | | | | | | | | 7,000 |
| Floorspace Growth Potential (sqm net) ^[5] | | | | | | | | | | 27,962 |

NOTES:

- [1] The total growth in expenditure is derived from the previous table.
 [2] We build-in a floorspace efficiency of 1.5% per annum throughout the whole period.
 [3] The residual expenditure is that which is available for new floorspace.
 [4] Source : RTP estimate of appropriate sales density for new floorspace.
 [5] The product of the residual expenditure divided by the sales density.
 All figures in the table are in millions of pounds (£m). All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 8
Comparison Goods Floorspace Growth Potential in 2006 (at adjusted market share by zone)

| Zone | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Total Growth in Expenditure 2002-2006 (£m) ^[1] | 117.7 | 56.6 | 48.8 | 81.9 | 15.8 | 30.0 | 19.3 | 88.0 | 49.3 | 507.3 |
| Adjusted Market Share | 70.0% | 30.0% | 20.0% | 20.0% | 25.0% | 25.0% | 20.0% | 10.0% | 10.0% | |
| Available Expenditure (£m) | 82.4 | 17.0 | 9.8 | 16.4 | 4.0 | 7.5 | 3.9 | 8.8 | 4.9 | 154.5 |
| Deduction for Improved Efficiency of Existing Floorspace (£m) ^[2] | | | | | | | | | | 59.6 |
| Residual Expenditure (£m) ^[3] | | | | | | | | | | 94.9 |
| Assumed Sales Density (£/sqm) ^[4] | | | | | | | | | | 6,500 |
| Floorspace Growth Potential (sqm net) ^[5] | | | | | | | | | | 14,602 |

NOTES:

- [1] The total growth in expenditure is derived from the previous table.
 [2] We build-in a floorspace efficiency of 1.5% per annum throughout the whole period.
 [3] The residual expenditure is that which is available for new floorspace.
 [4] Source : RTP estimate of appropriate sales density for new floorspace.
 [5] The product of the residual expenditure divided by the sales density.
 All figures in the table are in millions of pounds (£m). All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 9
Comparison Goods Floorspace Growth Potential in 2011 (at adjusted market share by zone)

| Zone | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | All Zones Total |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| Total Growth in Expenditure 2006-2011 (£m) ^[1] | 173.1 | 82.5 | 70.9 | 112.9 | 24.3 | 39.3 | 28.8 | 121.9 | 74.1 | 727.9 |
| Current Market Share | 70.0% | 30.0% | 20.0% | 20.0% | 25.0% | 25.0% | 20.0% | 10.0% | 10.0% | |
| Available Expenditure (£m) | 121.2 | 24.8 | 14.2 | 22.6 | 6.1 | 9.8 | 5.8 | 12.2 | 7.4 | 224.0 |
| Deduction for Improved Efficiency of Existing Floorspace (£m) ^[2] | | | | | | | | | | 79.7 |
| Residual Expenditure (£m) ^[3] | | | | | | | | | | 144.3 |
| Assumed Sales Density (£/sqm) ^[4] | | | | | | | | | | 7,000 |
| Floorspace Growth Potential (sqm net) ^[5] | | | | | | | | | | 20,610 |

NOTES:

[1] The total growth in expenditure is derived from the previous table.

[2] We build-in a floorspace efficiency of 1.5% per annum throughout the whole period.

[3] The residual expenditure is that which is available for new floorspace.

[4] Source : RTP estimate of appropriate sales density for new floorspace.

[5] The product of the residual expenditure divided by the sales density.

All figures in the table are in millions of pounds (£m). All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 10

Total Population and Population Growth in the Convenience Goods Study Area

| Year | 2002 ⁽²⁾ | 2006 | 2011 |
|---------------------------------|---------------------|---------|---------|
| Total Population ⁽¹⁾ | 166,174 | 170,999 | 175,086 |
| Population Growth 2002 - 2006 | | 4,825 | |
| " " " (%) | | 2.9% | |
| Population Growth 2006 - 2011 | | | 4,086 |
| " " " (%) | | | 2.4% |
| Population Growth 2002 - 2011 | | | 8,912 |
| " " " (%) | | | 5.4% |

NOTES:

(1) The total population projection figures are based on GLA and Surrey County Council ward-level data for 2001, 2006 and 2011 (published May 2001).

(2) The 2002 figures are based on the 2001 ward-level data and projected forward to 2002 by applying the average annual growth figure for the 2001-06 period.

Royal Borough of Kingston: Retail Capacity Assessment

Table 11

Convenience Goods Expenditure and Expenditure Growth

| Year | 2002 | 2006 | 2011 |
|--|--------|--------|--------|
| Expenditure (per capita) (£) ^[1] | 1,522 | 1,540 | 1,564 |
| Expenditure Net of SFT (per capita) (£) ^[2] | 1,499 | 1,517 | 1,540 |
| Total Study Area Expenditure (£m) ^[3] | 249.14 | 259.46 | 269.67 |
| Growth in Expenditure 2002 - 2006 (£m) | - | 10.32 | |
| Growth in Expenditure 2006 - 2011 (£m) | | | 10.21 |
| Growth in Expenditure 2002 - 2011 (£m) | | | 20.53 |

NOTES:

(1) Source: Mapinfo 2000 per capita annual expenditure estimates at 2000 prices, projected forward using Mapinfo ultra-long term expenditure growth rate forecasts of 0.1% per annum.

(2) Deduction made to account for forecast expenditure on special forms of trading (SFT) at 1.5%.

(3) Total Study Area Expenditure is the product of the per capita figure (net of SFT) and the total population figures from row one of Table 10.

Royal Borough of Kingston: Retail Capacity Assessment

Table 12

Convenience Goods Expenditure Available for Local Convenience Stores and Supermarkets

| Year | 2002 | 2006 | 2011 |
|---|------|------|------|
| Local Convenience Store Expenditure (£m) ^[2] | - | 3.1 | 3.1 |
| Supermarket Expenditure (£m) ^[2] | - | 7.2 | 7.1 |

NOTES:

(1) The amount of expenditure growth that is available for non-supermarket retailing, based on 30% of the total convenience expenditure.

(2) The amount of expenditure growth that is available for supermarkets, based on 70% of the total convenience expenditure.

All monetary values are held constant at 2000 prices.

Royal Borough of Kingston: Retail Capacity Assessment

Table 13

Supermarket Convenience Goods Floorspace Capacity

| Year | 2002 | 2006 | 2011 |
|--|------|-------|--------|
| Residual Expenditure (£m) | - | 7.2 | 7.1 |
| Assumed Sales Density (£/sqm) ⁽¹⁾ | - | 8,500 | 11,000 |
| Floorspace Capacity (sqm net) | - | 850 | 657 |

NOTES:

(1) Source : RTP estimate of possible range of sales density for new floorspace.
All monetary values are held constant at 2000 prices.