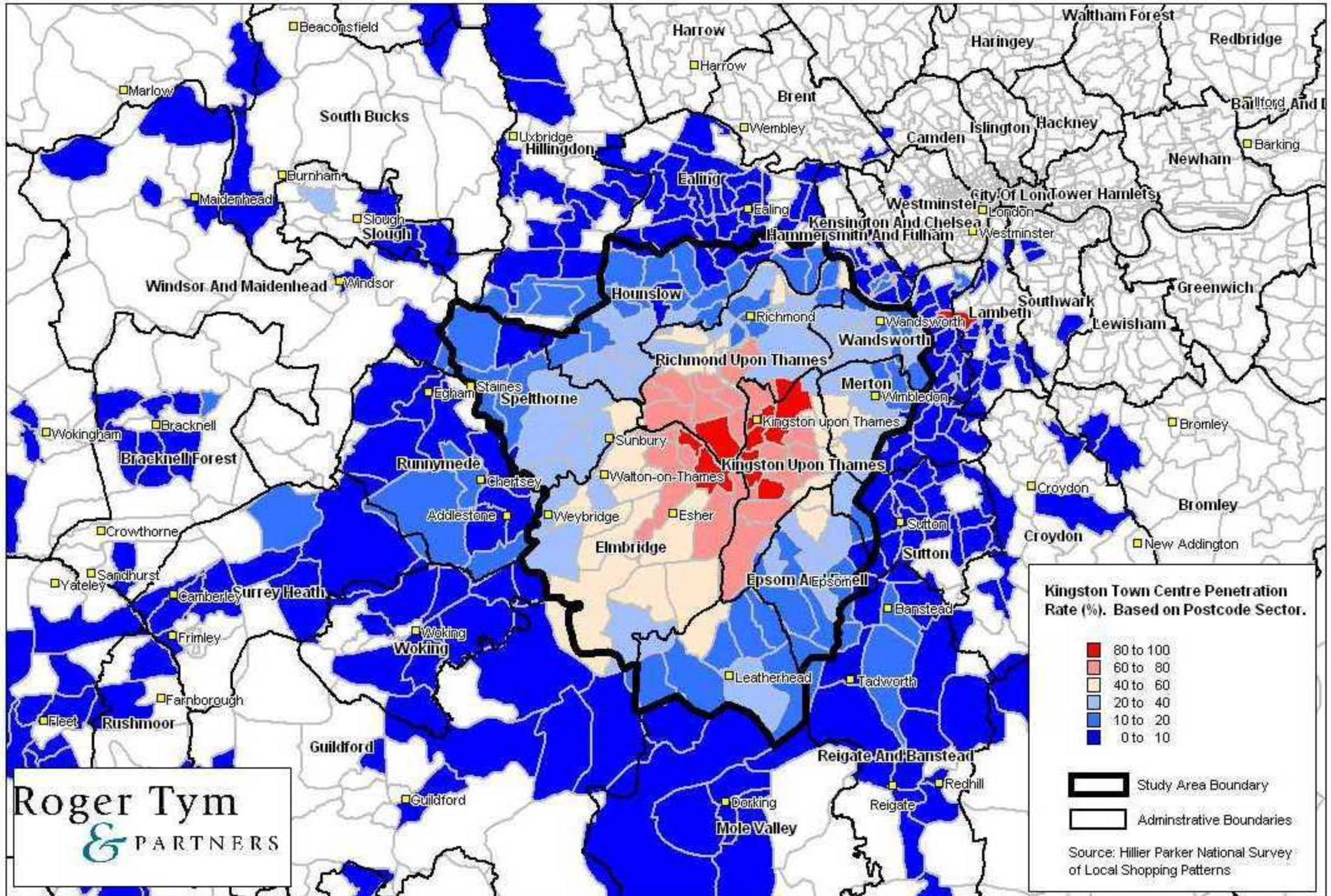


APPENDIX 1

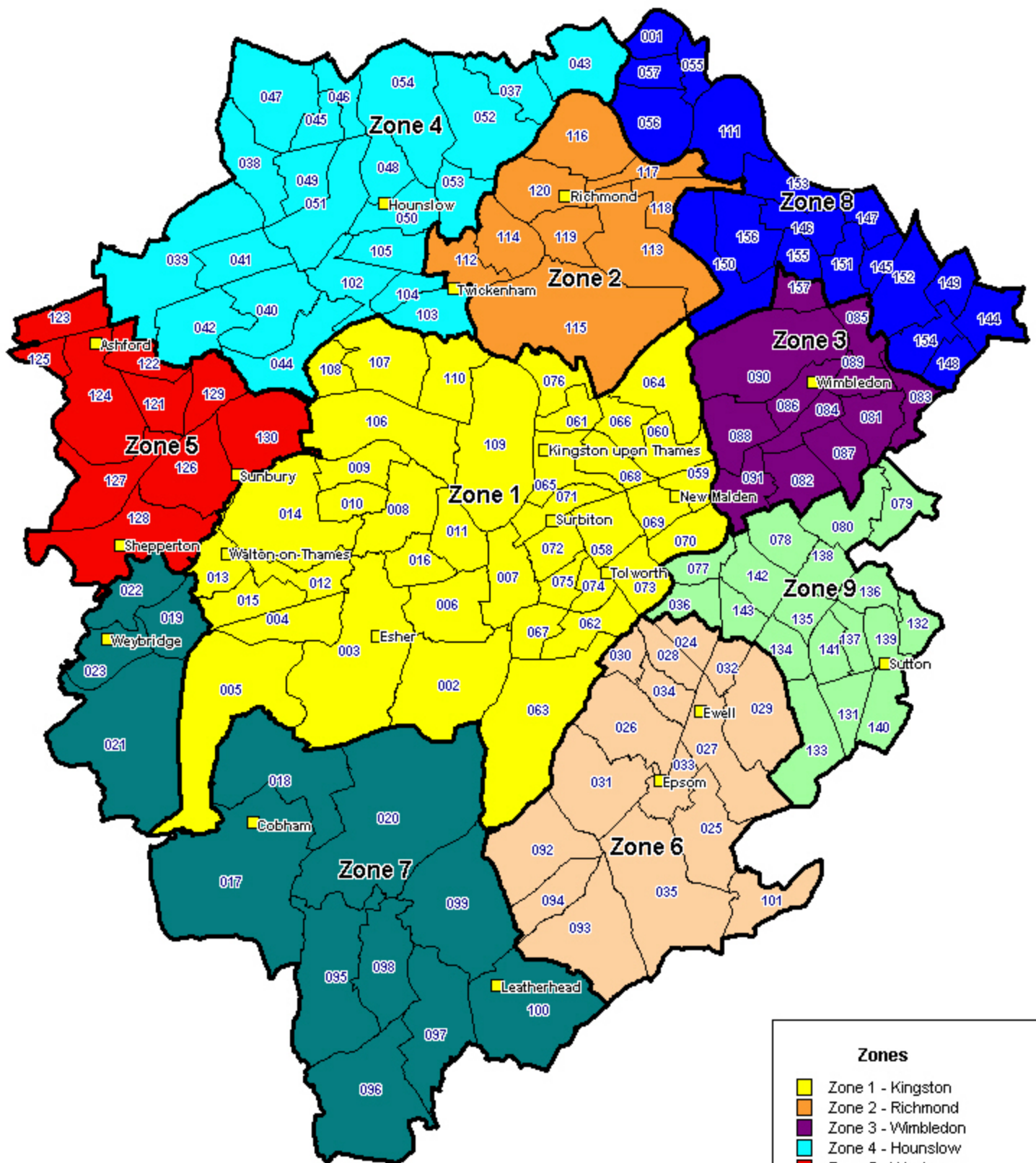
STUDY AREA MAPS

Map1: Study Area



Roger Tym
 & PARTNERS

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
	<i>Worcester Park South</i>	143

APPENDIX 2

HOUSEHOLD SURVEY

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 (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	%
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 (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	%
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 (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	%
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%

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.

APPENDIX 3

STREET-SIDE SHOPPERS' SURVEY

KINGSTON BOROUGH SHOPPERS' SURVEY

Good morning/ afternoon. I am undertaking a town centre survey on behalf of Kingston Borough Council. We are asking people about their shopping habits and what they think of the town centre. Can you spare a few minutes of your time to answer a few questions?

INTERVIEWER (1) _____

TOWN (2) _____

DATE (3) _____

LOCATION (5) _____

<p>1 First, can I ask what is the <u>main</u> purpose of your visit to the Town Centre today? Is it... ..</p> <p>supermarket shopping A</p> <p>shopping for food and groceries at other shops B</p> <p>shopping for clothes/shoes C</p> <p>visit the market D</p> <p>other forms of shopping E</p> <p>visiting pub/ cafe/ restaurant F</p> <p>visiting bank or building society G</p> <p>leisure / recreation H</p> <p>education I</p> <p>work here J</p> <p>other (WRITE IN)</p>	<p>[6]</p>	<p>8 Is the location of the bus stops in the town centre for this service convenient?</p> <p>convenient A</p> <p>adequate B</p> <p>inconvenient C</p> <p>don't know D</p>	<p>[20]</p>
<p>2 How did you travel here today?</p> <p>walk 1</p> <p>cycle 2</p> <p>own car 3</p> <p>other car 4</p> <p>taxi 5</p> <p>bus 6</p> <p>train 7</p> <p>other (WRITE IN)</p>	<p>[8]</p>	<p>9 <i>FOR TRAIN USERS ONLY</i></p> <p>How do you find the FREQUENCY and RELIABILITY of the train service?</p> <p>FREQUENCY good 1</p> <p>adequate 2</p> <p>poor 3</p> <p>don't know 4</p> <p>RELIABILITY good 1</p> <p>adequate 2</p> <p>poor 3</p> <p>don't know 4</p>	<p>[21]</p> <p>[22]</p>
<p>3 How long did your journey take? (door to door)</p> <p>0 - 10 mins A</p> <p>10 - 20 mins B</p> <p>20 - 30 mins C</p> <p>30 - 45 mins D</p> <p>45 mins plus E</p>	<p>[9]</p>	<p>10 (TO ALL) How often do you come to (THIS) Town Centre?</p> <p>more than once a week A</p> <p>once a week B</p> <p>once every 2 to 3 weeks C</p> <p>monthly D</p> <p>less often/not regularly E</p> <p>this is the first time F</p>	<p>[23]</p>
<p>4 Did you experience any problems travelling into the town centre today?</p> <p>Yes 1</p> <p>No 2</p> <p>If yes, what was the MAIN problem?</p> <p>locating a car parking space 3</p> <p>traffic congestion 4</p> <p>other (SPECIFY) 5</p>	<p>[10]</p>	<p>11 How long do you intend to stay in the Town Centre from the time you first arrived?</p> <p>less than 30 minutes</p> <p>31 - 59 minutes 1</p> <p>between 1 - 2 hours 2</p> <p>between 2 - 3 hours 3</p> <p>between 3 - 4 hours 4</p> <p>Over 4 hours 5</p>	<p>[24]</p>
<p>5 IF RESPONDENT TRAVELLED BY CAR (Q2 = 3 OR 4)</p> <p>Where did you park?</p> <p>street name _____</p> <p>or car park name _____</p>	<p>[13]</p>	<p>12 Is this your MAIN centre for clothes/shoe shopping?</p> <p>yes 1</p> <p>no 2</p>	<p>[25]</p>
<p>6 Which bus service did you use to get to the town centre today?</p> <p>Bus no. _____</p>	<p>[15]</p>	<p>13 Which other place do you visit most frequently for clothes/shoe shopping?</p> <p>Kingston 1</p> <p>Richmond 2</p> <p>Wimbledon 3</p> <p>Sutton 4</p> <p>Croydon 5</p> <p>Guildford</p> <p>New Malden 6</p> <p>Surbiton 7</p> <p>West End/Central London 8</p> <p>Other (WRITE IN)</p>	<p>[26]</p>
<p>7 How do you find the FREQUENCY and RELIABILITY of the service?</p> <p>FREQUENCY good 1</p> <p>adequate 2</p> <p>poor 3</p>	<p>[18]</p>	<p>8 Is the location of the bus stops in the town centre for this service convenient?</p> <p>convenient A</p> <p>adequate B</p> <p>inconvenient C</p> <p>don't know D</p>	<p>[20]</p>

	don't know	4	14 How do you rate the shopping experience <u>here</u> compared with that of other centre (in Q13)		
		[19]			
RELIABILITY	good	1		much better	A
	adequate	2		better	B
	poor	3		same	C
	don't know	4	worse	D	
			much worse	E	
				[28]	

<p><i>IF THIS IS THE MAIN SHOPPING CENTRE</i></p> <p>15 Why do you use this Town Centre? (MULTICODE, DO NOT PROMPT)</p> <p>close to home 1</p> <p>close to work 2</p> <p>easy to get to 3</p> <p>good public transport links 4</p> <p>sufficient car parking 5</p> <p>reasonably priced car parking 6</p> <p>good selection/quality of shops 7</p> <p>good mix of shopping and leisure facilities to visit specific shop(s) (NAME) 8</p> <p>pleasant shopping environment (general ambience) D</p> <p>good standard of street cleanliness E</p> <p>visit the market F</p> <p>safe shopping environment G</p> <p>other (WRITE IN)</p>	<p>[29]</p>	<p>18 Do you have any suggestions for improving this centre? (MULTICODE, DO NOT PROMPT)</p> <p>no nothing 1</p> <p>make the town centre easier to get to 2</p> <p>provide more parking 3</p> <p>more shops 4</p> <p>provide better range of shops 5</p> <p>provide specific shop (NAME) 6</p> <p>provide particular leisure facility (NAME) A</p> <p>improve the cleanliness of the streets F</p> <p>pedestrianise particular street (NAME) G</p> <p>improve the pedestrian environment other (WRITE IN)</p>	<p>[40]</p>
<p>16 Is there anything you particularly <u>dislike</u> about this Town Centre? (MULTICODE, DO NOT PROMPT)</p> <p>no, nothing 1</p> <p>inconvenient to get to public transport links are poor 2</p> <p>inadequate car parking 3</p> <p>expensive car parking 4</p> <p>poor quality shops 8</p> <p>lack of particular type of shops 9</p> <p>lack of leisure facilities A</p> <p>unpleasant shopping environment (general ambience) B</p> <p>poor standard of street cleanliness C</p> <p>unsafe/threatening environment D</p> <p>other (WRITE IN)</p>	<p>[33]</p>	<p>19 Where do you live ? (FULL ADDRESS & POSTCODE)</p>	<p>[44]</p>
<p>17 What non-shopping services/facilities have/will you use today? (MULTICODE, DO NOT PROMPT)</p> <p>tourist information centre 1</p> <p>creche 2</p> <p>shopmobility 4</p> <p>museum 5</p> <p>riverside walk 6</p> <p>library 6</p> <p>other (WRITE IN)</p>	<p>[37]</p>	<p>20 Does your household have the use of a motor car?</p> <p>yes, one car 1</p> <p>yes, two or more cars 2</p> <p>no, no car 3</p>	<p>[54]</p>
		<p>21 What is the occupation of the main income earner in your household?</p>	<p>[55]</p>
		<p>22 Sex (OBSERVE)</p> <p>male 1</p> <p>female 2</p>	<p>[56]</p>
		<p>23 Age (OBSERVE)</p> <p>less than 20 1</p> <p>20 to 39 2</p> <p>40 to 59 3</p> <p>60 or over 4</p>	<p>[57]</p>

Thankyou for your help. Would you have any objection if someone from our office called you back by telephone? This would be just be to check that the interview was carried out properly

telephone number _____

name of respondent _____

INTERVIEWER'S SIGNATURE _____

Kingston Shoppers' Survey

TABLE 1: SEX
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	603		304		168		102	
male	195	32%	99	33%	47	28%	44	43%
female	408	68%	205	67%	121	72%	58	57%

TABLE 2: AGE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	602		305		169		102	
less than 20	58	10%	21	7%	8	5%	8	8%
20 to 39	273	45%	129	42%	48	28%	29	28%
40 to 59	190	32%	91	30%	52	31%	40	39%
60 or over	81	14%	64	21%	61	36%	25	25%

TABLE 3: HAVE USE OF MOTOR CAR
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	600		305		168		102	
yes, one car	271	45%	154	51%	78	46%	55	54%
yes, two or more cars	213	36%	83	27%	48	29%	31	30%
no, no car	116	19%	68	22%	42	25%	16	16%

TABLE 4: RESIDENCE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	604		306		171		102	
KT1	68	11%	12	4%	5	3%	0	0%
KT2	54	9%	5	2%	3	2%	1	1%
KT3	25	4%	1	0%	117	68%	4	4%
KT4	12	2%	2	1%	9	5%	9	9%
KT5	26	4%	60	20%	6	4%	27	26%
KT6	45	7%	134	44%	2	1%	29	28%
KT7	5	1%	21	7%	2	1%	2	2%
KT8	17	3%	2	1%	1	1%	0	0%
KT9	21	3%	27	9%	0	0%	8	8%
KT10	19	3%	13	4%	0	0%	0	0%
KT11	4	1%	1	0%	0	0%	0	0%
KT12	14	2%	1	0%	1	1%	0	0%
KT13	2	0%	0	0%	1	1%	1	1%
KT17	7	1%	0	0%	0	0%	1	1%
KT18	4	1%	0	0%	0	0%	0	0%
KT19	7	1%	5	2%	1	1%	9	9%
KT20	2	0%	0	0%	0	0%	0	0%
KT21	1	0%	0	0%	0	0%	0	0%
KT22	5	1%	0	0%	0	0%	0	0%
KT23	1	0%	0	0%	0	0%	1	1%
TW1	5	1%	0	0%	1	1%	0	0%
TW2	8	1%	0	0%	0	0%	0	0%
TW3	5	1%	0	0%	0	0%	0	0%
TW4	2	0%	0	0%	0	0%	0	0%
TW5	1	0%	0	0%	0	0%	0	0%
TW7	4	1%	0	0%	0	0%	0	0%
TW8	2	0%	0	0%	0	0%	0	0%
TW9	4	1%	0	0%	0	0%	0	0%
TW10	9	1%	1	0%	0	0%	0	0%
TW11	21	3%	1	0%	1	1%	1	1%
TW12	28	5%	0	0%	0	0%	0	0%
TW13	9	1%	1	0%	0	0%	0	0%
TW14	6	1%	0	0%	0	0%	0	0%
TW15	6	1%	0	0%	0	0%	0	0%
TW16	9	1%	2	1%	0	0%	0	0%
TW17	11	2%	0	0%	0	0%	0	0%
TW18	3	0%	1	0%	0	0%	0	0%
TW19	2	0%	0	0%	0	0%	0	0%
SM3	2	0%	0	0%	2	1%	0	0%
SM4	1	0%	0	0%	0	0%	0	0%
SM5	0	0%	1	0%	0	0%	0	0%
SW13	1	0%	0	0%	0	0%	1	1%
SW14	0	0%	1	0%	0	0%	0	0%
SW15	10	2%	1	0%	1	1%	0	0%
SW16	1	0%	0	0%	0	0%	1	1%
SW17	1	0%	0	0%	1	1%	0	0%
SW18	2	0%	1	0%	0	0%	0	0%
SW19	9	1%	0	0%	2	1%	0	0%
SW20	9	1%	0	0%	4	2%	0	0%
GU21	4	1%	0	0%	0	0%	0	0%
Other	90	15%	12	4%	11	6%	7	7%
Total percentage		100%		100%		100%		100%
Percentage in catchment area (bold)		85%		87%		82%		84%

Kingston Shoppers' Survey

TABLE 5: MAIN PURPOSE OF VISIT
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	604		305		171		102	
supermarket shopping	25	4%	96	32%	72	42%	20	20%
other food/grocery shopping	48	8%	34	11%	25	15%	17	17%
shopping for clothes/shoes	198	33%	4	1%	6	4%	0	0%
visit the market	10	2%	0	0%	0	0%	0	0%
other form of shopping	183	30%	50	16%	22	13%	17	17%
visiting pub/cafe/restaurant	8	1%	14	5%	2	1%	3	3%
visiting bank/PO/building society	15	3%	29	10%	13	8%	12	12%
leisure/recreation	28	5%	16	5%	9	5%	7	7%
education	13	2%	0	0%	0	0%	0	0%
work here/live here	55	9%	38	13%	17	10%	18	18%
other	21	4%	24	8%	5	3%	8	8%
"all shopping" from above table	464	77%	184	60%	125	73%	54	53%

TABLE 6: HOW OFTEN TO THIS CENTRE?
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	602		303		168		102	
more than once a week	263	44%	204	67%	140	83%	72	71%
once a week	109	18%	41	14%	14	8%	18	18%
once every 2 to 3 weeks	94	16%	27	9%	7	4%	3	3%
monthly	74	12%	15	5%	4	2%	5	5%
less often/not regularly	53	9%	13	4%	2	1%	3	3%
this is first time	9	2%	3	1%	1	1%	1	1%

TABLE 7: HOW LONG IN THIS CENTRE?
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	603		306		169		102	
less than 30 mins	26	4%	57	19%	27	16%	25	25%
30-59 mins	49	8%	110	36%	55	33%	39	38%
between 1-2 hours	269	45%	97	32%	59	35%	18	18%
between 2-3 hours	148	25%	6	2%	12	7%	1	1%
between 3-4 hours	53	9%	6	2%	2	1%	0	0%
over 4 hours	58	10%	30	10%	14	8%	19	19%

TABLE 8: MODE OF TRAVEL
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	605		306		170		102	
walk	104	17%	111	36%	69	41%	52	51%
cycle	27	5%	8	3%	6	4%	4	4%
own car	246	41%	122	40%	58	34%	30	29%
other car	30	5%	5	2%	3	2%	3	3%
taxi	1	0%	2	1%	0	0%	0	0%
bus	173	29%	43	14%	28	17%	8	8%
train	20	3%	13	4%	3	2%	4	4%
other	4	1%	2	1%	3	2%	1	1%

TABLE 9: HOW LONG TO GET HERE?
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	596		305		171		99	
0-10 mins	142	24%	178	58%	79	46%	56	57%
10-20 mins	237	40%	93	31%	65	38%	25	25%
20-30 mins	129	22%	19	6%	16	9%	7	7%
30-45 mins	50	8%	7	2%	9	5%	3	3%
45 mins plus	38	6%	8	3%	2	1%	8	8%

Kingston Shoppers' Survey

TABLE 10: MODE OF TRAVEL
 Columns.....: HOW LONG TO GET HERE?
 Filter.....: v32=1
 Cells.....: Row %

	Base no.	0-10 mins %	10-20 mins %	20-30 mins %	30-45 mins %	45 mins plus %	Total %
Base	596	23.8%	39.8%	21.6%	8.4%	6.4%	100.0%
walk	104	42.3%	49.0%	7.7%	1.0%	0.0%	100.0%
cycle	21	57.1%	28.6%	14.3%	0.0%	0.0%	100.0%
own car	245	20.4%	38.4%	24.5%	9.8%	6.9%	100.0%
other car	30	16.7%	43.3%	20.0%	16.7%	3.3%	100.0%
taxi	1	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
bus	171	15.8%	36.3%	28.1%	9.9%	9.9%	100.0%
train	20	10.0%	50.0%	15.0%	15.0%	10.0%	100.0%
other	4	50.0%	25.0%	0.0%	0.0%	25.0%	100.0%

TABLE 11: MODE OF TRAVEL
 Columns.....: ZONE
 Filter.....: V32=1
 Cells.....: Row %

	Base no.	Outside core %	Inside core %	Total %
Base	589	45.0%	55.0%	100%
walk, cycle	131	9.2%	90.8%	100%
own car	240	55.8%	44.2%	100%
other car	29	44.8%	55.2%	100%
bus	169	51.5%	48.5%	100%
train	20	100.0%	0.0%	100%

TABLE 12: ANY PROBLEMS GETTING HERE?
 Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	579		303		170		98	
yes	62	11%	22	7%	15	9%	4	4%
no	519	89%	280	93%	155	91%	94	96%
locating a car parking space	12	2%	0	0%	3	2%	1	1%
traffic congestion	41	7%	21	7%	10	6%	3	3%
other	3	1%	2	1%	2	1%	0	0%

TABLE 13: WHERE DID YOU PARK?
 Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	249		127		60		33	
Bentalls	77	31%	0	0%	0	0%	0	0%
Bittoms	9	4%	0	0%	0	0%	0	0%
Bishops Hall	4	2%	0	0%	0	0%	0	0%
Brook St	0	0%	0	0%	0	0%	0	0%
Cattle Market	10	4%	0	0%	0	0%	0	0%
Drapers/County Ct/Market Place	5	2%	0	0%	0	0%	0	0%
Eden Walk/M & S/Sainsbury	46	19%	28	22%	0	0%	12	36%
Fairfield/NCP market/Kingfisher	13	5%	1	1%	3	5%	0	0%
Guildhall	2	1%	0	0%	0	0%	0	0%
John Lewis/Waitrose	37	15%	51	40%	14	23%	0	0%
Kingston College	0	0%	0	0%	0	0%	0	0%
Kingston University	2	1%	0	0%	0	0%	0	0%
St James Road	1	0%	3	2%	0	0%	0	0%
Somerfield Surbiton	0	0%	11	9%	0	0%	0	0%
Blagdon Rd, New Malden	0	0%	0	0%	10	17%	0	0%
Other car park	14	6%	11	9%	10	17%	8	24%
Street parking	29	12%	22	17%	23	38%	13	39%

Kingston Shoppers' Survey

TABLE 14: BUS SERVICE USED
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	172		42		29		8	
57	5	3%	0	0%	0	0%	0	0%
65	11	6%	0	0%	0	0%	0	0%
71	12	7%	16	38%	0	0%	0	0%
85	6	3%	0	0%	0	0%	0	0%
111	16	9%	0	0%	0	0%	0	0%
131	16	9%	0	0%	6	21%	0	0%
213	8	5%	0	0%	12	41%	0	0%
216	4	2%	0	0%	0	0%	0	0%
218	3	2%	0	0%	0	0%	0	0%
281	22	13%	8	19%	0	0%	1	13%
285	16	9%	0	0%	0	0%	0	0%
371	9	5%	0	0%	0	0%	0	0%
406	3	2%	0	0%	0	0%	0	0%
411	8	5%	0	0%	0	0%	0	0%
418	0	0%	1	2%	0	0%	1	13%
451	1	1%	0	0%	0	0%	0	0%
461	0	0%	0	0%	0	0%	0	0%
465	1	1%	0	0%	0	0%	0	0%
471	1	1%	0	0%	0	0%	0	0%
514	0	0%	0	0%	0	0%	0	0%
515	0	0%	0	0%	0	0%	0	0%
726	2	1%	0	0%	0	0%	0	0%
K1	3	2%	3	7%	2	7%	2	25%
K2	7	4%	8	19%	0	0%	4	50%
K3	8	5%	3	7%	0	0%	0	0%
K4	3	2%	2	5%	0	0%	0	0%
K5	0	0%	0	0%	5	17%	0	0%
K9	0	0%	0	0%	1	3%	0	0%
K10	0	0%	0	0%	0	0%	0	0%
other	7	4%	1	2%	3	10%	0	0%

TABLE 15: FREQUENCY OF BUS SERVICE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	174		43		27		8	
good	97	56%	24	56%	17	63%	4	50%
adequate	55	32%	18	42%	7	26%	4	50%
poor	17	10%	0	0%	3	11%	0	0%
don't know	5	3%	1	2%	0	0%	0	0%

TABLE 16: RELIABILITY OF BUS SERVICE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	174		43		27		8	
good	94	54%	23	54%	17	63%	3	38%
adequate	50	29%	17	40%	8	30%	5	63%
poor	24	14%	2	5%	2	7%	0	0%
don't know	6	3%	1	2%	0	0%	0	0%

Kingston Shoppers' Survey

TABLE 17: BUS SERVICE USED
 Columns.....: FREQUENCY OF BUS SERVICE
 Filter.....: v32=1
 Cells.....: Row %

	Base no.	Good %	Equate %	Poor %	Don't know %	Total %
Base	165	55.2%	32.1%	9.7%	3.0%	100%
57	5	60.0%	40.0%	0.0%	0.0%	100%
65	11	63.6%	27.3%	9.1%	0.0%	100%
71	12	58.3%	41.7%	0.0%	0.0%	100%
85	6	66.7%	33.3%	0.0%	0.0%	100%
111	16	56.3%	25.0%	18.8%	0.0%	100%
131	16	43.8%	31.3%	18.8%	6.3%	100%
213	8	12.5%	75.0%	12.5%	0.0%	100%
216	4	50.0%	25.0%	0.0%	25.0%	100%
218	3	66.7%	0.0%	33.3%	0.0%	100%
281	22	68.2%	18.2%	9.1%	4.5%	100%
285	16	56.3%	31.3%	6.3%	6.3%	100%
371	9	33.3%	44.4%	22.2%	0.0%	100%
406	3	33.3%	33.3%	0.0%	33.3%	100%
411	8	37.5%	62.5%	0.0%	0.0%	100%
418	0	0.0%	0.0%	0.0%	0.0%	0%
451	1	0.0%	0.0%	100.0%	0.0%	100%
461	0	0.0%	0.0%	0.0%	0.0%	0%
465	1	100.0%	0.0%	0.0%	0.0%	100%
471	1	100.0%	0.0%	0.0%	0.0%	100%
514	0	0.0%	0.0%	0.0%	0.0%	0%
515	0	0.0%	0.0%	0.0%	0.0%	0%
726	2	100.0%	0.0%	0.0%	0.0%	100%
K1	3	100.0%	0.0%	0.0%	0.0%	100%
K2	7	85.7%	14.3%	0.0%	0.0%	100%
K3	8	37.5%	50.0%	12.5%	0.0%	100%
K4	3	66.7%	33.3%	0.0%	0.0%	100%
K5	0	0.0%	0.0%	0.0%	0.0%	0%
K9	0	0.0%	0.0%	0.0%	0.0%	0%
K10	0	0.0%	0.0%	0.0%	0.0%	0%

TABLE 18: BUS SERVICE USED
 Columns.....: RELIABILITY OF BUS SERVICE
 Filter.....: v32=1
 Cells.....: Row %

	Base no.	Good %	Equate %	Poor %	Don't Know %	Total %
Base	165	52.7%	29.1%	14.5%	3.6%	100%
57	5	60.0%	20.0%	20.0%	0.0%	100%
65	11	63.6%	18.2%	9.1%	9.1%	100%
71	12	58.3%	41.7%	0.0%	0.0%	100%
85	6	50.0%	50.0%	0.0%	0.0%	100%
111	16	37.5%	31.3%	31.3%	0.0%	100%
131	16	37.5%	25.0%	31.3%	6.3%	100%
213	8	25.0%	62.5%	12.5%	0.0%	100%
216	4	50.0%	25.0%	0.0%	25.0%	100%
218	3	66.7%	0.0%	33.3%	0.0%	100%
281	22	50.0%	27.3%	18.2%	4.5%	100%
285	16	56.3%	25.0%	12.5%	6.3%	100%
371	9	44.4%	33.3%	22.2%	0.0%	100%
406	3	66.7%	0.0%	0.0%	33.3%	100%
411	8	37.5%	62.5%	0.0%	0.0%	100%
418	0	0.0%	0.0%	0.0%	0.0%	0%
451	1	0.0%	0.0%	100.0%	0.0%	100%
461	0	0.0%	0.0%	0.0%	0.0%	0%
465	1	100.0%	0.0%	0.0%	0.0%	100%
471	1	100.0%	0.0%	0.0%	0.0%	100%
514	0	0.0%	0.0%	0.0%	0.0%	0%
515	0	0.0%	0.0%	0.0%	0.0%	0%
726	2	100.0%	0.0%	0.0%	0.0%	100%
K1	3	100.0%	0.0%	0.0%	0.0%	100%
K2	7	85.7%	14.3%	0.0%	0.0%	100%
K3	8	62.5%	25.0%	12.5%	0.0%	100%
K4	3	66.7%	33.3%	0.0%	0.0%	100%
K5	0	0.0%	0.0%	0.0%	0.0%	0%
K9	0	0.0%	0.0%	0.0%	0.0%	0%
K10	0	0.0%	0.0%	0.0%	0.0%	0%

Kingston Shoppers' Survey

TABLE 19: LOCATION OF BUS STOPS
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	175		39		27		8	
convenient	158	90%	36	92%	21	78%	8	100%
adequate	14	8%	2	5%	5	19%	0	0%
inconvenient	3	2%	0	0%	1	4%	0	0%
don't know	0	0%	1	3%	0	0%	0	0%

TABLE 20: FREQUENCY OF TRAIN SERVICE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	19		12		3		3	
good	8	42%	5	42%	2	67%	0	0%
adequate	9	47%	4	33%	1	33%	0	0%
poor	2	11%	2	17%	0	0%	3	100%
don't know	0	0%	1	8%	0	0%	0	0%

TABLE 21: RELIABILITY OF TRAIN SERVICE
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	19		12		3		3	
good	9	47%	3	25%	1	33%	0	0%
adequate	7	37%	5	42%	1	33%	0	0%
poor	3	16%	3	25%	1	33%	3	100%
don't know	0	0%	1	8%	0	0%	0	0%

TABLE 22: IS THIS MAIN CENTRE FOR CLOTHES AND SHOES?
Columns.....: TOWN

	Kingston		Surbiton		New Malden		Tolworth	
	no.	%	no.	%	no.	%	no.	%
Base	604		305		170		101	
yes	430	71%	23	8%	32	19%	5	5%
no	174	29%	282	93%	138	81%	96	95%

TABLE 23: IS KINGSTON YOUR MAIN CENTRE FOR CLOTHES AND SHOES? (KINGSTON RESPONDENTS ONLY)
Columns.....: ZONE
Filter.....: V32=1
Cells.....: Row %

	Base	Outside Core	Inside Core	Total
Base	594	45%	55%	100%
yes	425	34%	66%	100%
no	169	73%	27%	100%

Kingston Shoppers' Survey

TABLE 24: OTHER MOST FREQUENT SHOPPING PLACE
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	424		293		150		101	
West End/Central London	90	21%	21	7%	12	8%	4	4%
Richmond	56	13%	4	1%	2	1%	1	1%
Sutton	38	9%	2	1%	6	4%	4	4%
Wimbledon	36	9%	3	1%	6	4%	1	1%
Guildford	31	7%	1	0%	1	1%	1	1%
Hounslow	21	5%	0	0%	0	0%	0	0%
Staines	21	5%	0	0%	0	0%	0	0%
New Malden	15	4%	1	0%	0	0%	1	1%
Croydon	14	3%	3	1%	2	1%	1	1%
Woking	13	3%	0	0%	0	0%	0	0%
Surbiton	12	3%	0	0%	0	0%	0	0%
Kingston	11	3%	248	85%	115	77%	77	76%
Epsom	5	1%	2	1%	0	0%	4	4%
Other	61	14%	8	3%	6	4%	7	7%

TABLE 25: HOW DO YOU RATE THIS CENTRE?
Columns.....: TOWN

	Kingston no.	%	Surbiton no.	%	New Malden no.	%	Tolworth no.	%
Base	413		286		150		99	
much better	74	18%	4	1%	0	0%	0	0%
better	175	42%	15	5%	7	5%	1	1%
same	120	29%	49	17%	24	16%	6	6%
worse	41	10%	176	62%	75	50%	34	34%
much worse	3	1%	42	15%	44	29%	58	59%

TABLE 26: OTHER MOST FREQUENT SHOPPING PLACE
Columns.....: HOW DO YOU RATE THIS CENTRE?
Filter.....: v32=1
Cells.....: Row %

	Base no.	Much Better %	Better %	Same %	Worse %	Much Worse %	Total %
Base	411	18%	43%	29%	10%	1%	100%
West End/Central London	90	8%	31%	41%	18%	2%	100%
Richmond	56	21%	45%	29%	5%	0%	100%
Sutton	38	16%	40%	37%	8%	0%	100%
Wimbledon	36	14%	72%	11%	3%	0%	100%
Guildford	31	10%	48%	32%	10%	0%	100%
Hounslow	21	29%	43%	14%	14%	0%	100%
Staines	21	52%	24%	24%	0%	0%	100%
New Malden	15	13%	60%	13%	13%	0%	100%
Croydon	14	14%	50%	21%	14%	0%	100%
Woking	12	25%	42%	33%	0%	0%	100%
Surbiton	12	33%	25%	42%	0%	0%	100%
Epsom	5	20%	40%	40%	0%	0%	100%
other	58	21%	45%	21%	14%	0%	100%

TABLE 27: WHY USE THIS CENTRE?
Columns.....: TOWN

	Kingston no.	Surbiton no.	New Malden no.	Tolworth no.
Base	460	56	68	5
close to home	258	44	55	4
good selection/quality of shops	228	1	4	2
easy to get to	94	4	10	2
close to work/bank	49	5	9	0
safe shopping environment	30	3	3	0
good mix of shopping and leisure	28	1	1	0
to visit specific shops	15	2	0	2
good public transport links	12	1	1	0
sufficient car parking	8	0	1	0
reasonably priced car parking	0	0	2	0
pleasant shopping environment	0	0	0	0
good standard of street clean'ss	0	0	0	0
visit the market	0	0	0	0
other	5	0	0	0

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

Kingston Shoppers' Survey

TABLE 28: DISLIKES ABOUT THIS CENTRE
Columns.....: TOWN

	Kingston no.	Surbiton no.	New Malden no.	Tolworth no.
Base	586	298	166	102
no, nothing	366	153	80	10
expensive car parking	58	1	1	1
inadequate car parking	51	31	17	8
poor standard of street clean'ss	40	20	26	28
unpleasant shopping environment	36	15	11	26
unsafe/threatening environment	35	4	1	19
traffic congestion/1-way system	33	18	5	2
lack of particular type of shop	8	53	21	54
lack of leisure facilities	8	3	2	6
problems for pedestrians	7	3	1	2
poor quality shops	6	18	31	51
public trnsport links are poor	5	1	0	0
inconvenient to get to	3	1	0	0
too many charity shops	0	20	5	7
other	5	4	3	4

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

TABLE 29: NON SHOPPING FACILITIES
Columns.....: TOWN

	Kingston no.	Surbiton no.	New Malden no.	Tolworth no.
Base	148	74	53	42
tourist information centre	7	1	0	0
creche	0	0	1	1
shopmobility	0	0	0	0
museum	2	0	0	0
riverside walk	34	6	0	0
library	6	13	3	11
other	109	55	50	32

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

TABLE 30: SUGGESTIONS FOR IMPROVING CENTRE
Columns.....: TOWN

	Kingston no.	Surbiton no.	New Malden no.	Tolworth no.
Base	595	304	166	101
no, nothing	360	97	56	4
provide more/cheaper parking	75	42	14	13
improve street cleanliness	53	27	23	31
Traffic improvements	29	9	9	0
better range of shops	24	90	49	68
toilets, creches, benches etc	22	4	4	2
provide leisure facility	20	13	4	11
improve pedestrian environment	18	18	6	22
Better policing/security	16	2	5	2
make town centre easier to getto	9	0	1	0
provide specific shop	7	27	22	35
more shops	5	2	5	43
pedestrianise street	5	19	3	0
Other	10	16	7	5

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

APPENDIX 4

SAINSBURY SHOPPERS' SURVEY

J.SAINSBURY SHOPPERS' SURVEY - KINGSTON

Good morning/ afternoon. I am undertaking a town centre survey on behalf of Kingston Borough Council. We are asking people about their shopping habits and what they think of the town centre. Can you spare a few minutes of your time to answer a few questions?

INTERVIEWER (1) _____ LOCATION CODE (2) S DATE (3) _____

<p>1 How did you travel here today?</p> <p>walk 1 cycle 2 own car 3 other car 4</p> <p>taxi 5 bus 6 train 7 Other (WRITE IN) 8</p>	<p>[8]</p>	<p>8 If no, where do you do your main food shopping?</p> <p>Marks & Spencer, Kingston A Sainsbury, Eden Walk, Kingston B Asda, Kingston C Waitrose, Kingston D Waitrose, Surbiton E</p> <p>Sainsbury, Surbiton F Waitrose, New Malden G Safeway, New Malden H Tesco Extra, Beverley Way, New Malden I Tesco, Sunbury J Asda, Roehampton K</p> <p>Sainsbury, Hampton L Sainsbury, Richmond M Other (WRITE IN)</p>	<p>[19]</p>
<p>2 How long did your journey take? (door to door)</p> <p>0 - 10 mins A 10 - 20 mins B 20 - 30 mins C 30 - 45 mins D 45 mins plus E</p>	<p>[10]</p>		
<p>3 Car parking at Sainsbury costs £0.40 per hour. Do you think this is reasonable?</p> <p>yes 1 no 2 no opinion/ don't know 3</p>	<p>[11]</p>	<p>more than once a week 1 once a week 2 once every 2 to 3 weeks 3</p> <p>monthly 4 not regularly 5 this is the first time 6</p>	<p>[23]</p>
<p>4 Did the parking charge influence your mode of transport today?</p> <p>yes 1 no 2</p>	<p>[12]</p>	<p>10 Prior to the opening of the Sainsbury store where did you undertake your <u>main</u> food shop?</p> <p>Marks & Spencer, Kingston A Sainsbury, Eden Walk, Kingston B Asda, Kingston C Waitrose, Kingston D</p> <p>Waitrose, Surbiton E Sainsbury, Surbiton F Waitrose, New Malden G Safeway, New Malden H Tesco Extra, Beverley Way, New Malden I</p> <p>Tesco, Sunbury J Asda, Roehampton K Sainsbury, Hampton L Sainsbury, Richmond M Other (WRITE IN)</p>	<p>[24]</p>
<p>5 Why have you chosen to shop at Sainsbury today? (MULTICODE, DO NOT PROMPT)</p> <p>close to home 1 close to work 2 easy to get to 3 good car parking 4 pleasant shopping environment 5</p> <p>good quality goods 6 good prices/value for money 7 other (WRITE IN)</p>	<p>[13]</p>		
<p>6 How often do you shop at Sainsbury?</p> <p>more than once a week 1 once a week 2 once every 2 to 3 weeks 3 monthly 4 not regularly 5 this is the first time 6</p>	<p>[17]</p>	<p>11 Will you/have you visited Kingston <u>Town Centre</u> on this trip?</p> <p>yes 1 no (GO TO Q15) 2</p>	<p>[25]</p>
<p>7 Do you consider this Sainsbury store is/will be your <u>main</u> store for main food shopping?</p> <p>yes A no B</p>	<p>[18]</p>	<p>12 What will be/was the <u>main</u> purpose of your visit to Kingston <u>Town Centre</u> today?</p> <p>other supermarket shopping A shopping for clothes/shoes B shopping for other goods C visiting pub/ cafe/ restaurant D</p> <p>visiting bank or building society E leisure / recreation F education G work H other (WRITE IN)</p>	<p>[26]</p>
		<p>13 How will you (did you) reach the <u>Town Centre</u>?</p> <p>on foot from Sainsbury 1 on foot from other place 2 by car from Sainsbury 3 by car from other place 4</p> <p>cycle 5 taxi 6 bus 7 train 8 Other (WRITE IN)</p>	<p>[22]</p>

<p>14 Why do you use Kingston? (MULTICODE, DO NOT PROMPT)</p> <p>close to home 1 close to work 2</p> <p>easy to get to 3 good public transport links 4 sufficient car parking 5 reasonably priced car parking 6</p> <p>good selection/quality of shops 7 good mix of shopping and leisure facilities 8 to visit specific shop(s) (NAME) 9</p> <p>pleasant shopping environment (general ambience) A good standard of street cleanliness B visit the market C safe shopping environment D other (WRITE IN)</p>	<p>[23]</p>	<p>19 What non-shopping services/facilities have/will you use today? MULTICODE</p> <p>tourist information centre 1 creche 2</p> <p>shopmobility 3 museum 4 library 5 riverside walk 6</p> <p>cinema 7 sports/leisure facilities 8 none 9 other (WRITE IN)</p>	<p>[34]</p>
<p>15 Is this your MAIN centre for clothes/shoe shopping?</p> <p>yes 1 no 2</p>	<p>[27]</p>	<p>20 Do you have any suggestions for improving Kingston Town Centre? (MULTICODE, DO NOT PROMPT)</p> <p>no nothing 1 make the town centre easier to get to 2 provide more parking 3</p> <p>more shops 4 provide better range of shops 5 provide specific shop (NAME) 6</p> <p>provide particular leisure facility (NAME) A</p> <p>improve the cleanliness of the streets H pedestrianise particular street (NAME) I</p> <p>improve the pedestrian environment J other (WRITE IN)</p>	<p>[37]</p>
<p>16 Which other place do you visit most frequently for shopping?</p> <p>Richmond A Wimbledon B Sutton C Croydon D Guildford E</p> <p>New Malden F Surbiton G West End/Central London H Other (WRITE IN)</p>	<p>[28]</p>	<p>21 Where do you live ? (FULL ADDRESS AND POSTCODE)</p>	<p>[40]</p>
<p>17 How do you rate the shopping experience in Kingston compared to this centre?</p> <p>much better 1 better 2 same 3 worse 4 much worse 5</p>	<p>[29]</p>	<p>22 Does your household have the use of a car?</p> <p>yes, one car 1 yes, two or more cars 2 no, no car 3</p>	<p>[49]</p>
<p>18 Is there anything you particularly dislike about Kingston Town Centre? (MULTICODE, DO NOT PROMPT)</p> <p>no, nothing 1</p> <p>inconvenient to get to 2 public transport links are poor 3 inadequate car parking 4 expensive car parking 5</p> <p>poor range/quality shops 6 lack of particular type of shops 7 lack of leisure facilities 8</p> <p>unpleasant shopping environment (general ambience) 9 poor standard of street cleanliness A unsafe shopping environment B other (WRITE IN)</p>	<p>[30]</p>	<p>23 What is the occupation of the main income earner of your household?</p>	<p>[50]</p>
		<p>24 Sex (OBSERVE)</p> <p>male 1 female 2</p>	<p>[51]</p>
		<p>25 Age (OBSERVE)</p> <p>less than 20 1 20 to 39 2 40 to 59 3 60 or over 4</p>	<p>[52]</p>
<p>Thankyou for your help. Would you have any objection if someone from our office called you back by telephone? This would be just be to check that the interview was carried out properly</p>			



telephone number _____

INTERVIEWER'S SIGNATURE _____

name of respondent _____

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.1: SEX OF RESPONDENT

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	200		120		80	
male	23	12%	10	8%	13	16%
female	177	89%	110	92%	67	84%
		100%		100%		100%

TABLE 4.2: AGE OF RESPONDENT

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	197		119		78	
less than 20	2	1%	0	0%	2	3%
20 to 39	90	46%	52	44%	38	49%
40 to 59	78	40%	54	45%	24	31%
60 or over	27	14%	13	11%	14	18%
		100%		100%		100%

TABLE 4.3: DOES RESPONDENT HAVE THE USE OF A CAR

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	200		120		80	
yes, one car	106	53%	68	57%	38	48%
yes, two or more cars	67	34%	47	39%	20	25%
no, no car	27	14%	5	4%	22	28%
		100%		100%		100%

TABLE 4.4: RESIDENCE OF RESPONDENT

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	197		117		80	
KT1	17	9%	8	7%	9	11%
KT2	121	61%	64	55%	57	71%
KT3	5	3%	5	4%	0	0%
KT4	0	0%	0	0%	0	0%
KT5	3	2%	2	2%	1	1%
KT6	4	2%	2	2%	2	3%
KT7	1	1%	1	1%	0	0%

Sainsbury, Richmond Road Shoppers' Survey

KT8	1	1%	0	0%	1	1%
KT9	3	2%	2	2%	1	1%
TW10	15	8%	10	9%	5	6%
TW11	5	3%	5	4%	0	0%
SW15	4	2%	4	3%	0	0%
SW16	1	1%	0	0%	1	1%
other	17	9%	14	12%	3	4%
		100%		100%		100%

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.5: WHY RESPONDENT CHOSE TO SHOP AT SAINSBURY

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	Car riders no.	Others no.
Base	195	117	78
close to home/friends	135	79	56
close to work/school	18	9	9
easy to get to	13	12	1
good car parking	4	4	0
pleasant shopping environment	35	29	6
good quality goods	32	17	15
good prices/value for money	9	8	1
other	9	6	3

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

TABLE 4.6: HOW OFTEN RESPONDENT SHOPS AT SAINSBURY

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	201		120		81	
more than once a week	74	37%	30	25%	44	54%
once a week	66	33%	45	38%	21	26%
once a week to once a month	21	10%	16	13%	5	6%
monthly	11	5%	9	8%	2	2%
not regularly	17	8%	12	10%	5	6%
this is first time	12	6%	8	7%	4	5%
		100%		100%		100%

TABLE 4.7: IS SAINSBURY, RICHMOND ROAD, KINGSTON THE RESPONDENT'S MAIN STORE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	200		119		81	
yes	112	56%	68	57%	44	54%
no	88	44%	51	43%	37	46%
		100%		100%		100%

TABLE 4.8: RESPONDENT'S MAIN FOOD SHOP (if not Sainsbury, Richmond Road)

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
--	--------------	---	-------------------	---	---------------	---

Sainsbury, Richmond Road Shoppers' Survey

Base	105		64		41	
Asda, Norbiton	21	20%	6	9%	15	37%
Tesco Extra, Beverley Way, N Malden	17	16%	11	17%	6	15%
Marks & Spencer, Kingston	10	10%	7	11%	3	7%
Sainsbury, Richmond	10	10%	8	13%	2	5%
Other Sainsbury	8	8%	7	11%	1	2%
Waitrose, Kingston	7	7%	5	8%	2	5%
Other supermarket	7	7%	5	8%	2	5%
Sainsbury, Eden Walk, Kingston	6	6%	1	2%	5	12%
Sainsbury, Surbiton	6	6%	4	6%	2	5%
Waitrose, New Malden	4	4%	4	6%	0	0%
Asda, Roehampton	4	4%	1	2%	3	7%
Waitrose, Surbiton	2	2%	2	3%	0	0%
Sainsbury, Hampton	2	2%	2	3%	0	0%
Tesco, Sunbury	1	1%	1	2%	0	0%
Safeway, New Malden	0	0%	0	0%	0	0%
		100%		100%		100%

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.9: HOW OFTEN DOES THE RESPONDENT VISIT THE MAIN SUPERMARKET
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	103		63		40	
more than once a week	29	28%	16	25%	13	33%
once a week	57	55%	35	56%	22	55%
once every 2 to 3 weeks	12	12%	8	13%	4	10%
monthly	4	4%	3	5%	1	3%
not regularly	1	1%	1	2%	0	0%
this is first time	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.10: WHICH WAS THE RESPONDENT'S MAIN FOOD SHOP PRIOR TO SAINSBURY
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	194		114		80	
Asda, Norbiton	35	18%	14	12%	21	26%
Tesco Extra, Beverley Way, N Mal	33	17%	22	19%	11	14%
Sainsbury, Eden Walk, Kingston	20	10%	7	6%	13	16%
Waitrose, Kingston	19	10%	10	9%	9	11%
Sainsbury, Surbiton	17	9%	12	11%	5	6%
Other supermarket	15	8%	10	9%	5	6%
Sainsbury, Hampton	12	6%	10	9%	2	3%
Other Sainsbury	12	6%	9	8%	3	4%
Sainsbury, Richmond	11	6%	7	6%	4	5%
Waitrose, Surbiton	6	3%	5	4%	1	1%
Asda, Roehampton	6	3%	2	2%	4	5%
Waitrose, New Malden	4	2%	4	4%	0	0%
Marks & Spencer, Kingston	3	2%	1	1%	2	3%
Tesco, Sunbury	1	1%	1	1%	0	0%
Safeway, New Malden	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.11: WHAT MODE OF TRAVEL DID THE RESPONDENT USE TO REACH THE STORE
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	201		120		81	
walk	65	32%	0	0%	65	80%
cycle	7	3%	0	0%	7	9%
own car	113	56%	113	94%	0	0%

Sainsbury, Richmond Road Shoppers' Survey

other car	7	3%	7	6%	0	0%
taxi	1	0%	0	0%	1	1%
bus	8	4%	0	0%	8	10%
train	0	0%	0	0%	0	0%
other	0	0%	0	0%	0	0%
		100%		100%		100%

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.12: HOW LONG DID IT TAKE TO GET TO THE STORE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	201		120		81	
0-10 mins	129	64%	76	63%	53	65%
10-20 mins	53	26%	34	28%	19	23%
20-30 mins	16	8%	8	7%	8	10%
30-45 mins	3	1%	2	2%	1	1%
45 mins plus	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.13: RESPONDENT'S MODE OF TRAVEL

Columns.....: CAR PARKING COST REASONABLE?

	Base		Yes		No		No Opinion/ Don't Know		Total	
	no.	%	%	%	%	%	%	%	%	
Base	200		19%		71%		11%		100%	
walk	64		20%		63%		17%		100%	
cycle	7		14%		71%		14%		100%	
own car	113		18%		79%		4%		100%	
other car	7		14%		43%		43%		100%	
taxi	1		0%		0%		100%		100%	
bus	8		38%		50%		13%		100%	
car borne	120		18%		77%		6%		100%	
other	80		21%		61%		18%		100%	

TABLE 4.14: RESPONDENT'S MODE OF TRAVEL

Columns.....: INFLUENCED BY PARKING CHARGE?

	Base		Yes		No		Total	
	no.	%	%	%	%	%	%	
Base	200		18%		82%		100%	
walk	64		36%		64%		100%	
cycle	7		43%		57%		100%	
own car	113		7%		93%		100%	
other car	7		0%		100%		100%	
taxi	1		0%		100%		100%	
bus	8		25%		75%		100%	
car borne	120		7%		93%		100%	
other	80		35%		65%		100%	

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.15: DOES THE RESPONDENT INTEND TO VISIT KINGSTON TOWN CENTRE ON THIS TRIP

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	200		119		81	
yes	49	25%	18	15%	31	38%
no	151	76%	101	85%	50	62%
		100%		100%		100%

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.16: WHAT IS THE RESPONDENT'S MAIN PURPOSE OF THE KINGSTON VISIT

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	45		17		28	
shopping for other goods	19	42%	7	41%	12	43%
shopping for clothes/shoes	12	27%	7	41%	5	18%
visiting bank or building soc	6	13%	1	6%	5	18%
leisure/recreation	3	7%	1	6%	2	7%
other supermarket shopping	2	4%	0	0%	2	7%
visiting pub/cafe/restaurant	2	4%	0	0%	2	7%
work	1	2%	1	6%	0	0%
education	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.17: HOW DID/WILL THE RESPONDENT REACH THE TOWN CENTRE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total		Car riders		Others	
	no.	%	no.	%	no.	%
Base	49		18		31	
on foot from Sainsbury	10	20%	0	0%	10	32%
on foot from other place	15	31%	0	0%	15	48%
by car from Sainsbury	8	16%	8	44%	0	0%
By car from other place	10	20%	10	56%	0	0%
cycle	3	6%	0	0%	3	10%
taxi	1	2%	0	0%	1	3%
bus	2	4%	0	0%	2	6%
train	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.18: WHY DOES/HAS THE RESPONDENT USE KINGSTON TOWN CENTRE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total	Car riders	Others
	no.	no.	no.
Base	48	19	29
close to home	42	16	26
close to work/bank	5	2	3
easy to get to	3	0	3
good public transport links	0	0	0
sufficient car parking	0	0	0
reasonably priced car parking	0	0	0

Sainsbury, Richmond Road Shoppers' Survey

good selection/quality of shops	17	8	9
good mix of shopping and leisure	2	0	2
to visit specific shops	1	1	0
pleasant shopping environment	4	2	2
good standard of street clean'ss	0	0	0
visit the market	1	1	0
safe shopping environment	0	0	0

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.19: WHY DOES/HAS THE RESPONDENT USE KINGSTON TOWN CENTRE
Columns.....: BY PLACE OF RESIDENCE

	Total no.	KT2 no.	Non KT2 no.
Base	44	27	17
close to home	40	26	14
close to work/bank	4	3	1
easy to get to	3	3	0
good public transport links	0	0	0
sufficient car parking	0	0	0
reasonably priced car parking	0	0	0
good selection/quality of shops	15	8	7
good mix of shopping and leisure	2	0	2
to visit specific shops	1	0	1
pleasant shopping environment	4	3	1
good standard of street clean'ss	0	0	0
visit the market	1	0	1
safe shopping environment	0	0	0

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

TABLE 4.20: IS KINGSTON THE RESPONDENT'S MAIN CENTRE FOR CLOTHES SHOPPING
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	200		119		81	
yes	175	88%	103	87%	72	89%
no	25	13%	16	13%	9	11%
		100%		100%		100%

TABLE 4.21: WHAT OTHER PLACE DOES THE RESPONDENT USE FOR CLOTHES SHOPPING
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	142		89		53	
Richmond	76	54%	52	58%	24	45%
West End/Central London	18	13%	8	9%	10	19%
Wimbledon	10	7%	8	9%	2	4%
Guildford	8	6%	5	6%	3	6%
New Malden	8	6%	5	6%	3	6%
Sutton	6	4%	2	2%	4	8%
Other	6	4%	3	3%	3	6%
Croydon	4	3%	2	2%	2	4%

Sainsbury, Richmond Road Shoppers' Survey

Surbiton	2	1%	1	1%	1	2%
Hounslow	2	1%	1	1%	1	2%
Staines	1	1%	1	1%	0	0%
Epsom	1	1%	1	1%	0	0%
Woking	0	0%	0	0%	0	0%
Guildford	0	0%	0	0%	0	0%
		100%		100%		100%

TABLE 4.22: HOW DOES THE RESPONDENT RATE KINGSTON IN RELATION TO THE OTHER CENTRE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	%	Car riders no.	%	Others no.	%
Base	146		91		55	
much better	39	27%	27	30%	12	22%
better	46	32%	27	30%	19	35%
same	43	29%	28	31%	15	27%
worse	16	11%	9	10%	7	13%
much worse	2	1%	0	0%	2	4%
		100%		100%		100%

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.23: HOW DOES THE RESPONDENT RATE KINGSTON IN RELATION TO RICHMOND AND THE WEST END
Columns.....: HOW DO YOU RATE KINGSTON?

	Base no.	Much Better %	Better %	Same %	Worse %	Much Worse %
Richmond	76	22%	38%	32%	8%	0%
West End/Central London	18	17%	28%	28%	22%	6%

TABLE 4.24: RESPONDENT DISLIKES ABOUT KINGSTON TOWN CENTRE
Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	Car riders no.	Others no.
Base	192	113	79
no, nothing	92	44	48
inconvenient to get to	3	3	0
public transport links are poor	3	1	2
inadequate car parking	41	35	6
expensive car parking	35	27	8
poor quality shops	2	2	0
lack of particular type of shop	2	1	1
lack of liesure facilities	4	3	1
unpleasant shopping environment	19	13	6
poor street cleanliness	25	12	13
unsafe/threatening environment	3	2	1
Traffic	8	6	2
Other	0	0	0

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

TABLE 4.25: RESPONDENT DISLIKES ABOUT KINGSTON TOWN CENTRE
Columns.....: BY PLACE OF RESIDENCE

	Total no.	KT2 no.	Non KT2 no.
Base	172	116	56
no, nothing	84	58	26
inconvenient to get to	3	2	1
public transport links are poor	3	3	0
inadequate car parking	37	22	15
expensive car parking	30	16	14
poor quality shops	2	1	1
lack of particular type of shop	2	1	1
lack of leisure facilities	3	3	0
unpleasant shopping environment	17	8	9
poor street cleanliness	23	18	5

Sainsbury, Richmond Road Shoppers' Survey

unsafe/threatening environment	3	3	0
Traffic	6	5	1
Other	0	0	0

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

Sainsbury, Richmond Road Shoppers' Survey

TABLE 4.26: WHAT NON-SHOPPING FACILITIES DOES/WILL THE RESPONDENT USE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	Car riders no.	Others no.
Base	191	113	78
tourist information centre	1	1	0
creche	0	0	0
shopmobility	0	0	0
museum	0	0	0
library	4	3	1
riverside walk	3	2	1
cinema	0	0	0
sports/leisure facility	11	6	5
none	171	101	70
Other	2	0	2

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

TABLE 4.27: WHAT SUGGESTIONS DOES THE RESPONDENT HAVE TO IMPROVE KINGSTON TOWN CENTRE

Columns.....: TOTALS/CAR RIDERS/OTHERS

	Total no.	Car riders no.	Others no.
Base	195	119	76
no, nothing	83	47	36
make town centre easier to get to	14	10	4
provide more/cheaper parking	52	40	12
more shops	0	0	0
better range of shops	5	4	1
provide specific shop	5	4	1
provide leisure facility	10	8	2
better street cleaning	41	23	18
pedestrianise particular street	0	0	0
Improve pedestrian environment	4	2	2
Traffic improvements	14	5	9
Better policing/security	2	1	1
Other	2	1	1

nb this was a multi-choice question, and the figures therefore do not necessarily tally with the base number of respondent. Absolute figures only.

APPENDIX 5

RETAILER/BUSINESS SURVEY

Town Centre Retailer and Business Survey

The information you provide will be treated in a STRICTLY CONFIDENTIAL manner and no data identifying an individual company will be released.

1 Name of Retail Outlet / Business _____

2 Which of the categories below best describes your business? (please select one box)

Independent	<input type="checkbox"/>	1
Local/Regional Multiple	<input type="checkbox"/>	2
National Multiple	<input type="checkbox"/>	3

EMPLOYEE DETAILS

3 How many people are employed at your premises? (please select one box)

1 to 9	<input type="checkbox"/>	1
10 to 19	<input type="checkbox"/>	2
20 to 49	<input type="checkbox"/>	3
50 to 199	<input type="checkbox"/>	4
200 plus	<input type="checkbox"/>	5

4 How long has your outlet/business been trading? (please select one box)

less than a year	<input type="checkbox"/>	1
1 - 2 years	<input type="checkbox"/>	2
3 - 5 years	<input type="checkbox"/>	3
6 - 10 years	<input type="checkbox"/>	4
10+ years	<input type="checkbox"/>	5

TRADING PERFORMANCE

5 Over the last 12 months do you consider that your turnover has: (please select one box)

increased	<input type="checkbox"/>	1
remained the same	<input type="checkbox"/>	2
decreased	<input type="checkbox"/>	3
not trading then	<input type="checkbox"/>	4

6 If turnover has increased are there any local external factors (i.e. not internal business changes) that you think have effected this? (please detail)

7 If turnover has decreased are there any local external factors that have had an adverse effect on your business? (please detail)

8 What do you consider to be the main strengths / weaknesses of the town centre where you trade?

(please select from the list below up to three strengths/weaknesses that you consider to be most important, numbering them 1, 2 & 3, where 1 = the most important)

	Strength	Weakness
ease of access to centre for shoppers	<input type="checkbox"/>	<input type="checkbox"/>
public transport links	<input type="checkbox"/>	<input type="checkbox"/>
car parking - availability	<input type="checkbox"/>	<input type="checkbox"/>
car parking - pricing	<input type="checkbox"/>	<input type="checkbox"/>
range of shops	<input type="checkbox"/>	<input type="checkbox"/>
quality of shops	<input type="checkbox"/>	<input type="checkbox"/>
provision of leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>
general atmosphere of shopping environment	<input type="checkbox"/>	<input type="checkbox"/>
standard of street cleanliness	<input type="checkbox"/>	<input type="checkbox"/>
shopper safety	<input type="checkbox"/>	<input type="checkbox"/>
the image of the centre	<input type="checkbox"/>	<input type="checkbox"/>
servicing arrangements	<input type="checkbox"/>	<input type="checkbox"/>
nothing	<input type="checkbox"/>	<input type="checkbox"/>
other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

9 Should you have particular points you wish to raise in respect of any of the above issues please raise these in the space below.

10 How would you say the general trading performance of the Town Centre has changed over the past 5 years?

(please select one box)

Improved	1
No change	2
Deteriorated	3

11 What changes would you like to see in the Town Centre?

(please select those boxes that apply)

make the town centre easier to get to	1	
provide more parking	2	
more shops	3	
provide better range of shops	4	
provide specific shop/type of shop	5	(NAME/type)
provide particular leisure facility	6	(NAME/ type)
improve the cleanliness of the streets	7	
pedestrianise particular street	8	(NAME /type)
improve the pedestrian environment	9	
more shopper facilities (please specify what)	10	
no, nothing	11	
other (please specify)		

TRANSPORTATION ASPECTS

12 What is the main means of transport that your employees normally use to travel to work?

(please enter the percentages in the boxes)

[if your store/business employs large numbers of staff you may find it easier to make a representative sample]

Car	1
train	2
walk	3
cycle	4
other (please specify)	5
Total	100%
don't know	6

13 How do your suppliers deliver goods to your business and how frequent are the deliveries per week?

(please select those 'means' boxes that apply and enter the number of deliveries in the 'frequency' column)

	Means	Frequency
car	1	1
van	2	2
small lorry	3	3
large articulated lorry	4	4

Please add in the space provided below any other comments that you wish to make in respect of retailing / town centre issues in your town centre?

Thank you for taking the time and trouble to answer this questionnaire. Please return the questionnaire to Roger Tym & Partners by email, FAX 0207 831 7653 or post: 9-10 Sheffield Street, London, WC2A 2EY

If you have any problems or queries or if you would like to discuss this survey or any other aspect of this study, please contact either Kay Jewell or Andrew Lynch by phone: 0207 831 2711 or by email kay.jewell@tymconsult.com

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return date	
data entered	

Town Centre Retailer and Business Survey

The information you provide will be treated in a STRICTLY CONFIDENTIAL manner and no data identifying an individual company will be released.

1 Name of Retail Outlet / Business _____

2 Which of the categories below best describes your business? (please tick one box)

Independent	<input type="checkbox"/>	1
Local/Regional Multiple	<input type="checkbox"/>	2
National Multiple	<input type="checkbox"/>	3

3 How keen would you say you are to gain representation in Kingston town centre? (please tick one box)

Extremely	<input type="checkbox"/>	1
Very	<input type="checkbox"/>	2
Keen	<input type="checkbox"/>	3
Fairly	<input type="checkbox"/>	4
Not interested	<input type="checkbox"/>	5

If you are not interested, we would still value your responses to the questions that follow.

4 What do you consider to be the main strengths / weaknesses of your shopping centre?

(please choose from the list below up to three strength/weaknesses that you consider to be most important, numbering them 1, 2 & 3, where 1 = the most important)

	Strength		Weakness
ease of access to centre for shoppers	<input type="checkbox"/>	1	<input type="checkbox"/>
public transport links	<input type="checkbox"/>	2	<input type="checkbox"/>
car parking - availability	<input type="checkbox"/>	3	<input type="checkbox"/>
car parking - pricing	<input type="checkbox"/>	4	<input type="checkbox"/>
range of shops	<input type="checkbox"/>	5	<input type="checkbox"/>
quality of shops	<input type="checkbox"/>	6	<input type="checkbox"/>
provision of leisure facilities	<input type="checkbox"/>	7	<input type="checkbox"/>
general atmosphere of shopping environment	<input type="checkbox"/>	8	<input type="checkbox"/>
standard of street cleanliness	<input type="checkbox"/>	9	<input type="checkbox"/>
shopper safety	<input type="checkbox"/>	10	<input type="checkbox"/>
the image of the centre	<input type="checkbox"/>	11	<input type="checkbox"/>
servicing arrangements	<input type="checkbox"/>	12	<input type="checkbox"/>
nothing	<input type="checkbox"/>	13	<input type="checkbox"/>
other (WRITE IN)			

5 Should you have particular points you wish to raise in respect of any of the above issues please raise these in the space below.

6 Have you experienced any particular problems in pursuing your search for premises in Kingston?

rents too high	<input type="checkbox"/>	1
insufficient supply of appropriate sized property	<input type="checkbox"/>	2
very competitive market	<input type="checkbox"/>	3

Thank you for taking the time and trouble to answer this questionnaire. Please return the questionnaire in the s.a.e provided to: Roger Tym & Partners, 9-10 Sheffield Street, London, WC2A 2EY

If you have any problems or queries or if you would like to discuss this survey or any other aspect of this study, please contact either Kay Jewell or Andrew Lynch by phone: 0207 831 2711 or by email kay.jewell@tymconsult.com

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return date	<input type="text"/>
data entered	<input type="text"/>

Kingston Retailers' Survey

Table 5.1: Type of business

Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
Independent	25	37%	13	76%	21	100%	6	67%
Local/regional multiple	7	10%	1	6%	0	0%	1	11%
National multiple	35	52%	3	18%	0	0%	2	22%
Total	67	100%	17	100%	21	100%	9	100%

Table 5.2: Number of employees

Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
1 to 9	35	52%	13	76%	17	77%	7	78%
10 to 19	15	22%	3	18%	2	9%	2	22%
20 to 49	7	10%	1	6%	2	9%	0	0%
50 to 199	6	9%	0	0%	1	5%	0	0%
200+	4	6%	0	0%	0	0%	0	0%
Total	67	100%	17	100%	22	100%	9	100%

Table 5.3: Length of time trading (in years)

Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
<1	3	4%	0	0%	0	0%	1	11%
1 to 2	1	1%	0	0%	0	0%	1	11%
3 to 5	13	19%	0	0%	1	5%	2	22%
6 to 10	9	13%	1	6%	2	9%	0	0%
10+	41	61%	16	94%	19	86%	5	56%
Total	67	100%	17	100%	22	100%	9	100%

Table 5.4: Change in turnover over past 12 months

Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
Increased	36	54%	9	53%	7	32%	3	33%
Remained same	17	25%	5	29%	9	41%	4	44%
Decreased	12	18%	3	18%	6	27%	0	0%
Not trading then	2	3%	0	0%	0	0%	2	22%
Total	67	100%	17	100%	22	100%	9	100%

Table 5.5: Change in turnover over the past 12 months (Kingston town centre respondents only)

Columns: Shopping frontage

	Primary		Secondary		Tertiary	
	Total	%	Total	%	Total	%
Increased	12	63%	13	52%	11	48%
Remained same	5	26%	5	20%	7	30%
Decreased	2	11%	6	24%	4	17%
Not trading then	0	0%	1	4%	1	4%
Total	19	100%	25	100%	23	100%

Kingston Retailers' Survey

Table 5.6: Strengths of the town centres
Columns: Centre

	Kingston Score	New Malden Score	Surbiton Score	Tolworth Score
ease of access to centre	61	13	22	4
public transport links	57	18	29	11
car parking - availability	27	8	9	9
car parking - pricing	0	0	3	4
range of shops	108	11	16	2
quality of shops	56	7	6	1
provision of leisure facilities	1	9	5	0
atmosphere of shopping environment	26	5	6	0
standard of street cleanliness	7	0	0	4
shopper safety	12	0	2	0
the image of the centre	25	3	1	0
servicing arrangements	1	0	0	0
nothing	2	6	3	0

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

Table 5.7: Weaknesses of the town centres
Columns: Centre

	Kingston Score	New Malden Score	Surbiton Score	Tolworth Score
ease of access to centre	58	1	6	3
public transport links	29	0	6	0
car parking - availability	97	23	24	11
car parking - pricing	91	14	13	0
range of shops	5	7	30	12
quality of shops	2	10	14	8
provision of leisure facilities	19	0	5	1
atmosphere of shopping environment	9	7	4	2
standard of street cleanliness	21	7	5	3
shopper safety	15	1	2	0
the image of the centre	3	6	5	5
servicing arrangements	5	0	2	0
nothing	4	3	0	0

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

Table 5.8: Change in trading performance of town centre over past 5 years
Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
Improved	43	68%	7	47%	14	70%	1	11%
No change	14	22%	2	13%	4	20%	4	44%
Deteriorated	6	10%	6	40%	2	10%	4	44%
Total	63	100%	15	100%	20	100%	9	100%

Table 5.9: Change in trading performance (Kingston town centre respondents only)
Columns: Shopping frontage

	Primary		Secondary		Tertiary	
	Total	%	Total	%	Total	%
Improved	11	65%	17	68%	15	71%
No Change	5	29%	4	16%	5	24%
Deteriorated	1	6%	4	16%	1	5%
Total	17	100%	25	100%	21	100%

Kingston Retailers' Survey

Table 5.10: Suggestions for improvements to the town centres
Columns: Centre

	Kingston Score	New Malden Score	Surbiton Score	Tolworth Score
make the town centre easier to get to	31	4	4	0
provide more parking	47	12	22	5
more shops	5	0	6	2
provide better range of shops	14	9	18	6
provide specific shop/type of shop	8	1	6	2
provide particular leisure facility	11	1	1	2
improve the cleanliness of the streets	23	7	19	6
pedestrianise particular street	11	3	3	1
improve the pedestrian environment	14	1	12	1
more shopper facilities	4	1	3	0
provide cycle lanes	0	1	0	1
provide a general map of the shops	0	0	0	1
new theatre	1	0	0	0
nothing	3	3	1	0

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

Table 5.11: Mode of transport used by employees
Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
Car	26	43%	14	88%	16	73%	7	78%
Bus	25	42%	0	0%	0	0%	2	22%
Train	6	10%	1	6%	1	5%	0	0%
Walk	3	5%	1	6%	5	23%	0	0%
Cycle	0	0%	0	0%	0	0%	0	0%
Total	60	100%	16	100%	22	100%	9	100%

Table 5.12: Delivery arrangements
Columns: Centre

	Kingston		New Malden		Surbiton		Tolworth	
	No.	%	No.	%	No.	%	No.	%
Car	7	8%	1	5%	3	10%	1	8%
Van	38	44%	11	58%	15	52%	6	50%
Small Lorry	24	28%	6	32%	10	34%	3	25%
Large Lorry	18	21%	1	5%	1	3%	2	17%
Total	87	100%	19	100%	29	100%	12	100%

Kingston Retailers' Survey

Table 5.13: Frequency of delivery by mode

Columns: Mode of transport

Centre	Delivery Frequency	Car		Van		Small Lorry		Large Lorry	
		no.	%	no.	%	no.	%	no.	%
Kingston	Daily	0	0%	3	9%	0	0%	0	0%
	More than once a week	1	20%	19	54%	12	50%	10	53%
	Weekly	4	80%	13	37%	12	50%	9	47%
	Less than weekly	0	0%	0	0%	0	0%	0	0%
New Malden	Daily	0	0%	0	0%	1	14%	0	0%
	More than once a week	1	33%	7	64%	2	29%	0	0%
	Weekly	1	33%	3	27%	2	29%	1	50%
	Less than weekly	1	33%	1	9%	2	29%	1	50%
Surbiton	Daily	0	0%	1	7%	0	0%	0	0%
	More than once a week	0	0%	4	29%	4	40%	1	100%
	Weekly	2	67%	8	57%	5	50%	0	0%
	Less than weekly	1	33%	1	7%	1	10%	0	0%
Totworth	Daily	0	0%	0	0%	0	0%	0	0%
	More than once a week	1	100%	2	40%	0	0%	1	50%
	Weekly	0	0%	3	60%	3	100%	1	50%
	Less than weekly	0	0%	0	0%	0	0%	0	0%

NON-REPRESENTED TRADERS

Table 5.14: Type of business

	no.	%
Independent	6	40%
Local/Regional Multiple	3	20%
National Multiple	6	40%
Total	15	100%

Table 5.15: Degree of interest in gaining representation in Kingston town centre

	no.	%
Extremely	7	47%
Very	6	40%
Moderately	0	0%
Not Interested	2	13%
Total	15	100%

Table 5.16: Period of search for premises

	no.	%
less than a month	2	13%
1-3 months	0	0%
3-6 months	2	13%
6 months to a year	2	13%
1-2 years	7	47%
more than 2 years	2	13%
Total	15	100%

Kingston Retailers' Survey

Table 5.17: Main strengths of Kingston town centre

	Total
range of shops	21
ease of access to centre for shoppers	15
general atmosphere of shopping environment	14
quality of shops	13
the image of the centre	10
public transport links	6
car parking - availability	4
car parking - pricing	0
provision of leisure facilities	0
standard of street cleanliness	0
shopper safety	0
servicing arrangements	0
nothing	0

Table 5.18: Main weaknesses of Kingston town centre

	Total
ease of access to centre for shoppers	6
public transport links	0
car parking - availability	15
car parking - pricing	8
range of shops	1
quality of shops	3
provision of leisure facilities	8
general atmosphere of shopping environment	0
standard of street cleanliness	7
shopper safety	0
the image of the centre	0
servicing arrangements	2
nothing	3

Table 5.19: Principle detractors in search for premises

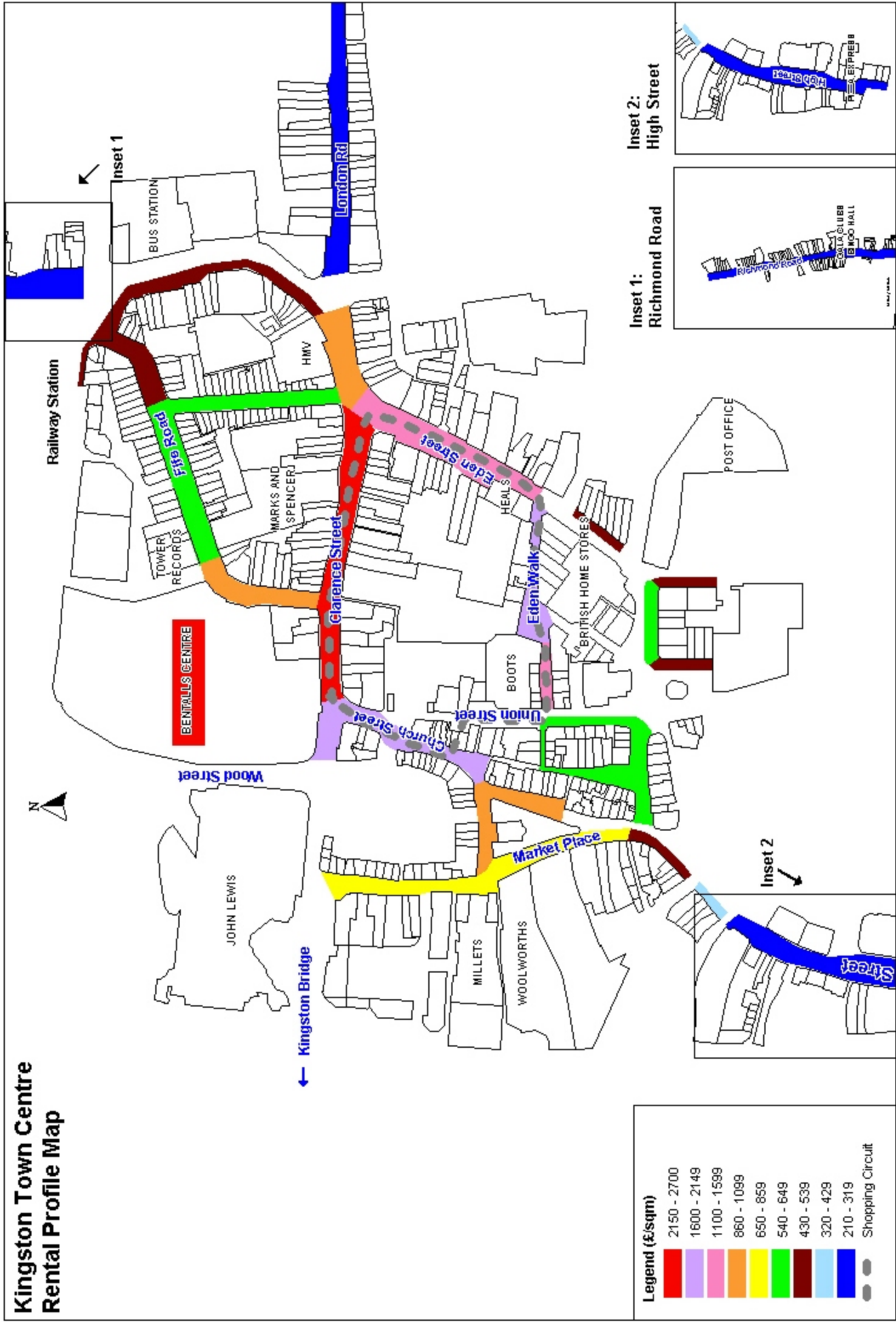
	Total
rents too high	9
lack of appropriately sized property	11
lack of property in the right location	5

APPENDIX 6

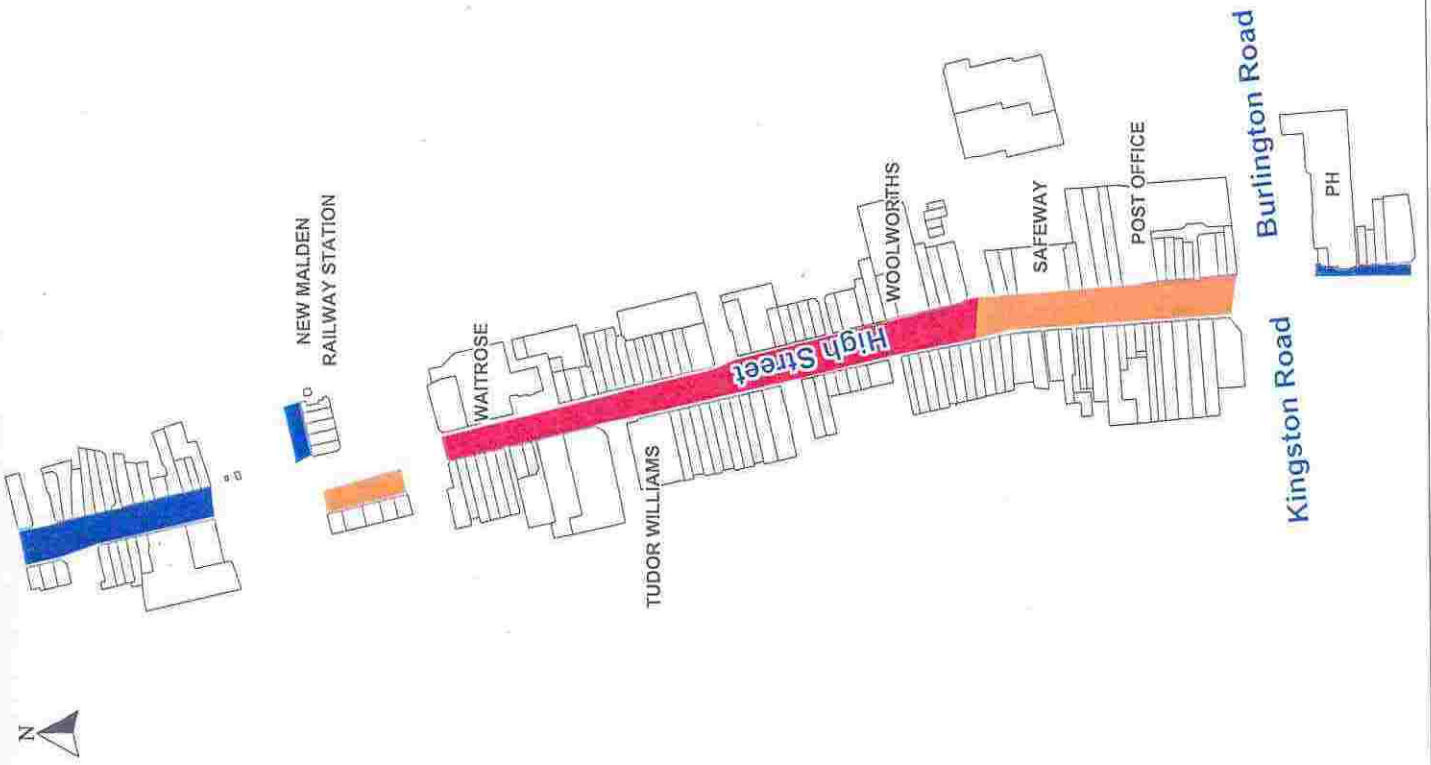
RENTAL PROFILE MAPS /

RETAILER REQUIREMENTS DATA

Kingston Town Centre Rental Profile Map



New Malden District Centre Rental Profile Map



Legend (£/sqm)

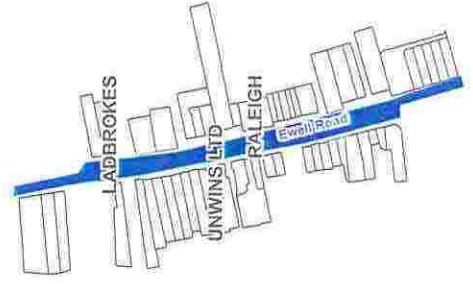
Red	320 - 429
Orange	210 - 319
Blue	160 - 209

Surbiton District Centre Rental Profile Map



Inset 1 ↗

Inset 1 - Ewell Road



Legend (£/sqm)

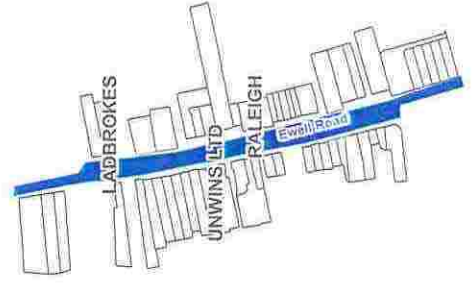
Red	430 - 539
Pink	320 - 429
Orange	270 - 319
Light Orange	210 - 269
Blue	160 - 209

Surbiton District Centre Rental Profile Map



Inset 1

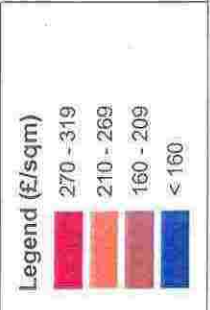
Inset 1 - Ewell Road



Legend (£/sqm)

Red	430 - 539
Pink	320 - 429
Orange	270 - 319
Light Orange	210 - 269
Blue	160 - 209

Tolworth District Centre
Rental Profile Map



Retailers Seeking Representation in Kingston Town Centre

No	Operator	Activity	Location	Retail Category	Floorspace (sq m gross)
1	Ann Harvey	Clothing	In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 209m ² (2,250 ft ²)
2	Ann Summers	Clothing	Shopping Centre, In town	Retail (A1) - General Retail	111m ² (1,195 ft ²)
3	ASK	Restaurants Bars & Cafes	In town	Retail (A3) - Food & Drink/Restaurants	279m ² (3,003 ft ²)
4	Atlantic Clothing	Clothing	In town	Retail (A1) - General Retail	111m ² (1,195 ft ²) - 325m ² (3,498 ft ²)
5	Bagel Factory	Restaurants Bars & Cafes	In town	Retail (A1) - General Retail	23m ² (248 ft ²) - 93m ² (1,001 ft ²)
6	Bay Trading	Clothing	Shopping Centre, In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 209m ² (2,250 ft ²)
7	Beaverbrooks	Accessories & Jewellery	In town, Shopping Centre	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 121m ² (1,302 ft ²)
8	Bodum Homestores and Café	Household Goods	In town, Shopping Centre	Retail (A1) - General Retail	130m ² (1,399 ft ²) - 250m ² (2,691 ft ²)
9	The Book Warehouse	Books Video & Music	In town	Retail (A1) - General Retail	56m ² (603 ft ²) - 167m ² (1,798 ft ²)
10	Café Cadbury	Restaurants Bars & Cafes	In town	Retail (A3) - Food & Drink/Restaurants	163m ² (1,755 ft ²) - 209m ² (2,250 ft ²)
11	Caffe Italia	Restaurants Bars & Cafes	Shopping Centre, In town	Retail (A3) - Food & Drink/Restaurants	139m ² (1,496 ft ²) - 279m ² (3,003 ft ²)
12	Carphone Warehouse	Telecommunications	In town, Shopping Centre	Retail (A1) - General Retail	46m ² (495 ft ²) - 93m ² (1,001 ft ²)
13	CD Warehouse	Books Video & Music	In town	Retail (A1) - General Retail	111m ² (1,195 ft ²) - 186m ² (2,002 ft ²)
14	The Chair Company	Furniture	In town	Retail (A1) - General Retail	74m ² (797 ft ²) - 139m ² (1,496 ft ²)
15	Cook	Non-Supermarket Food Retailer	In town	Retail (A1) - General Retail	46m ² (495 ft ²) - 93m ² (1,001 ft ²)
16	D2	Clothing	Shopping Centre, In town	Retail (A1) - General Retail	200m ² (2,153 ft ²) - 300m ² (3,229 ft ²)
17	The Daily Grind	Restaurants Bars & Cafes	In town, Shopping Centre	Retail (A1) - General Retail	65m ² (700 ft ²) - 116m ² (1,249 ft ²)
18	Daisy and Tom	Clothing	In town	Retail (A1) - General Retail	325m ² (3,498 ft ²) - 1,115m ² (12,002 ft ²)
19	Edwards	Restaurants Bars & Cafes	In town	Retail (A1) - General Retail	557m ² (5,996 ft ²) - 836m ² (8,999 ft ²)
20	Fiorelli	Clothing, Footwear, Accessories & Jewellery	In town, Shopping Centre	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 139m ² (1,496 ft ²)
21	Fopp	Books Video & Music	In town	Retail (A1) - General Retail	232m ² (2,497 ft ²) - 465m ² (5,005 ft ²)
22	Gamleys	Crafts Hobbies & Toys	In town, Shopping Centre	Retail (A1) - General Retail	232m ² (2,497 ft ²) - 465m ² (5,005 ft ²)
23	Goldsmith Jewellers	Accessories & Jewellery	In town	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 139m ² (1,496 ft ²)
24	Greggs	Non-Supermarket Food Retailer	In town	Retail (A1) - General Retail	46m ² (495 ft ²) - 93m ² (1,001 ft ²)
25	Gymboree	Clothing	In town, Shopping Centre	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 186m ² (2,002 ft ²)

Retailers Seeking Representation in Kingston Town Centre

No	Operator	Activity	Location	Retail Category	Floorspace (sq m gross)
26	Herbary Chinese Medicine Centre	Pharmacy Health & Beauty	In town, Shopping Centre	Retail (A1) - General Retail	28m ² (301 ft ²) - 74m ² (797 ft ²)
27	House of Fraser	Department Store and Variety Store	In town	Retail (A1) - General Retail	9,290m ² (99,997 ft ²) - 18,580m ² (199,994 ft ²)
28	Iceland	Supermarket	In town, Edge of town	Retail (A1) - General Retail	279m ² (3,003 ft ²) - 790m ² (8,504 ft ²)
29	J D Wetherspoon	Restaurants Bars & Cafes	In town	Retail (A3) - Licensed Premises (Pub/Bar/Brasserie)	372m ² (4,004 ft ²) - 557m ² (5,996 ft ²)
30	Jim Thompson's	Restaurants Bars & Cafes	Edge of town, In town	Retail (A1) - General Retail	511m ² (5,500 ft ²) - 743m ² (7,998 ft ²)
31	Joy	Clothing, Accessories & Jewellery, Gifts & Speciality	In town, Shopping Centre	Retail (A1) - General Retail	167m ² (1,798 ft ²)
32	Julian Graves	Non-Supermarket Food Retailer	Shopping Centre, In town	Retail (A1) - General Retail	37m ² (398 ft ²) - 93m ² (1,001 ft ²)
33	Kipling	Clothing, Accessories & Jewellery	In town, Shopping Centre	Retail (A1) - General Retail	111m ² (1,195 ft ²) - 149m ² (1,604 ft ²)
34	Klick Photopoint	Services - Retailing	In town	Retail (A1) - General Retail	46m ² (495 ft ²) - 74m ² (797 ft ²)
35	Krisp	Clothing	In town	Retail (A1) - General Retail	74m ² (797 ft ²) - 139m ² (1,496 ft ²)
36	L'Occitane en Provence	Pharmacy Health & Beauty	In town	Retail (A1) - General Retail	37m ² (398 ft ²) - 93m ² (1,001 ft ²)
37	Lakeland Limited	Household Goods, Kitchens & Bathrooms, Catalogue Store	In town	Retail (A1) - General Retail	372m ² (4,004 ft ²) - 557m ² (5,996 ft ²)
38	Little Labels	Clothing	In town	Retail (A1) - General Retail	186m ² (2,002 ft ²)
39	Lockeys	Accessories & Jewellery	In town, Shopping Centre	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 111m ² (1,195 ft ²)
40	Lombok	Furniture	In town	Retail (A1) - General Retail	186m ² (2,002 ft ²) - 279m ² (3,003 ft ²)
41	MaxSpielmann	Services - Retailing	In town	Retail (A1) - General Retail	46m ² (495 ft ²) - 74m ² (797 ft ²)
42	MacDonalds	Restaurants Bars & Cafes	Out of town, In town, Edge of town	General - Site Area	2,024m ² (21,786 ft ²)
43	Menkind	Gifts & Speciality	In town, Shopping Centre	Retail (A1) - General Retail	84m ² (904 ft ²) - 139m ² (1,496 ft ²)
44	Mexx	Clothing	Shopping Centre, In town	Retail (A1) - General Retail	232m ² (2,497 ft ²) - 743m ² (7,998 ft ²)
45	MFI	Furniture	In town, Out of town	Retail (A1) - General Retail	307m ² (3,305 ft ²) - 465m ² (5,005 ft ²)
46	Mobile Style	Telecommunications	In town, Shopping Centre	Retail (A1) - General Retail	19m ² (205 ft ²) - 70m ² (753 ft ²)
47	Next	Clothing, Household Goods	In town, Shopping Centre	Retail (A1) - General Retail	465m ² (5,005 ft ²) - 5,574m ² (59,998 ft ²)
48	O'Briens Irish Sandwich Bar	Restaurants Bars & Cafes	Shopping Centre, In town	Retail (A1) - General Retail	28m ² (301 ft ²) - 111m ² (1,195 ft ²)
49	Oliver Bonas	Household Goods, Gifts & Speciality	In town	Retail (A1) - General Retail	70m ² (753 ft ²) - 163m ² (1,755 ft ²)

Retailers Seeking Representation in Kingston Town Centre

No	Operator	Activity	Location	Retail Category	Floorspace (sq m gross)
50	Outdoors	Sports	In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 232m ² (2,497 ft ²)
51	Pizza Hut	Restaurants Bars & Cafes	Edge of town, In town	Retail (A3) - Food & Drink/Restaurants	279m ² (3,003 ft ²) - 372m ² (4,004 ft ²)
52	Republic	Clothing	Shopping Centre, In town	Retail (A1) - General Retail	186m ² (2,002 ft ²) - 279m ² (3,003 ft ²)
53	Rigby & Peller	Clothing	In town	Retail (A1) - General Retail	93m ² (1,001 ft ²)
54	Right Price	Department Store and Variety Store	In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 279m ² (3,003 ft ²)
55	Savannah	Restaurants Bars & Cafes	In town	Retail (A1) - General Retail	325m ² (3,498 ft ²)
56	Schuh	Footwear	Shopping Centre, Out of town, In town	Retail (A1) - General Retail	465m ² (5,005 ft ²)
57	Shoon	Clothing, Footwear, Household Goods, Gifts & Speciality	In town	Retail (A1) - General Retail	372m ² (4,004 ft ²) - 557m ² (5,996 ft ²)
58	Sports Soccer	Sports	In town, Shopping Centre	Retail (A1) - General Retail	697m ² (7,502 ft ²) - 2,323m ² (25,005 ft ²)
59	Springbok Bar	Restaurants Bars & Cafes	In town	Retail (A1) - General Retail	465m ² (5,005 ft ²)
60	STA Travel	Travel Agents & Tour Operator, Services - Retailing	In town	Retail (A1) - General Retail	56m ² (603 ft ²) - 139m ² (1,496 ft ²)
61	Style	Clothing	In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 209m ² (2,250 ft ²)
62	Subway	Restaurants Bars & Cafes	In town	Retail (A3) - Food & Drink/Restaurants	37m ² (398 ft ²) - 93m ² (1,001 ft ²)
63	Tiger of Sweden	Clothing	In town	Retail (A1) - General Retail	139m ² (1,496 ft ²) - 250m ² (2,691 ft ²)
64	Tim Little	Footwear	In town	Retail (A1) - General Retail	46m ² (495 ft ²) - 93m ² (1,001 ft ²)
65	T J Hughes	Department Store and Variety Store	In town	Retail (A1) - General Retail	3,252m ² (35,004 ft ²) - 13,935m ² (149,996 ft ²)
66	Trump	Cards & Stationery	In town	Retail (A1) - General Retail	121m ² (1,302 ft ²) - 186m ² (2,002 ft ²)
67	UNIQLO	Clothing	In town	Retail (A1) - General Retail	557m ² (5,996 ft ²)
68	The White Company	Household Goods	In town	Retail (A1) - General Retail	93m ² (1,001 ft ²) - 232m ² (2,497 ft ²)
69	Yellow River Café	Restaurants Bars & Cafes	In town	Retail (A1) - General Retail	280m ² (3,014 ft ²) - 560m ² (6,028 ft ²)
70	Zara	Clothing	In town, Shopping Centre	Retail (A1) - General Retail	465m ² (5,005 ft ²) - 1,500m ² (16,146 ft ²)