

**RESEARCH TABULATIONS**

**WOKING,**

**HOUSEHOLD TELEPHONE SURVEY**

**Prepared for**

**DTZ PEDA Consulting**

July 2004

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## **1. Background**

Q2a Marketing & Research have been commissioned by DTZ Peda Consulting, to undertake a detailed household telephone market research survey covering a pre-defined catchment area in and around Woking.

## **2. Objectives**

The main objectives of the research can be summarised as:

- ◆ To establish responses to a variety of questions relating specifically to respondents shopping/leisure destinations e.g. frequency of shop, mode of travel, average spends.
- ◆ To establish responses to a range of questions seeking views on reasons for selection of shopping destinations and potential improvements to the centre.

## **3. Methodology**

The market research survey has been conducted via a quantitative telephone survey. Research interviews were conducted with the person responsible for the majority of food and non food shopping within their household. Interviews were conducted across 6 pre-defined postal sector zones (see Appendices). Respondents were sampled by Q2a's interviewers from a randomly generated list of telephone numbers. Interviews were conducted using an approved questionnaire, (see Appendices).

1000 respondents were interviewed between Friday 18<sup>th</sup> June and Monday 28<sup>th</sup> June 2004. The sample is representative of the people who are the main household shoppers living in the catchment area and contains a mix of ages, sex and social class. The data has been weighted to reflect the age and population of the catchment area.

## Appendix 1 – Zone Definitions

GU21 2	1
GU21 3	
GU21 4	
GU21 5	
GU21 6	
GU21 7	
GU21 8	
GU22 0	
GU22 7	
GU22 8	
GU22 9	
KT14 6	2
KT14 7	
KT15 3	
GU1 1	3
GU1 2	
GU2 9	
GU3 2	
GU3 3	
GU4 7	
GU23 6	
GU23 7	
GU12 5	4
GU12 6	
GU15 1	
GU15 2	
GU16 6	
GU16 7	
GU16 8	
GU16 9	
GU18 5	5
GU24 0	
GU24 8	
GU24 9	
KT15 1	6
KT15 2	
KT16 0	
KT16 9	

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**FINAL**

**WORKING TELEPHONE SURVEY**  
Job No 2099/34

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ Tel: No. \_\_\_\_\_

Area/Zone Code

Interviewer Name \_\_\_\_\_

Interviewer Tel. Number \_\_\_\_\_ Date of Interview \_\_\_\_\_

**INTRODUCTION**

*Good morning/afternoon/evening. I'm calling from Q2A Marketing & Research and we are conducting a short survey investigating people's shopping and leisure habits. Do you have a few minutes to answer some questions?*

**Q1 Are you the person responsible for the majority of the food/grocery shopping in your household?**

- Yes 1 GO TO Q2
- No 2 Ask to speak to person, if not available thank and close interview

**Q2 As we need to speak to people across a number of areas, could you please tell me your full postcode? Enter full post code ('/' indicates where space falls).**

/

**Check postcode address against quota and check that respondent is eligible for interview – if not, thank and close.**

**FOOD SHOPPING**

**Q3 Where do you normally buy your MAIN food/grocery items?**

**(PROMPT FOR STORE AND LOCATION, FIRST ANSWER ONLY)**

<b>Addlestone</b>	Safeway	Station Road	1	<b>Leatherhead</b>	Sainsbury's	The Swan Centre	30
	Tesco	Station Road	2		Tesco	Oxshott Road	31
<b>Aldershot</b>	Tesco	Wellington Av	3	<b>Sandhurst</b>	Tesco	The Meadows	32
<b>Bagshot</b>	Safeway	London Road	4		Marks and Spencer	The Meadows	33
<b>Bracknell</b>	Sainsbury's	Princess Sq.	5	<b>Staines</b>	Sainsbury's	The Causeway	34
	Sainsbury's	Bagshot Road	6		Tesco	Stanwell	35
	Safeway	Peel Centre	7		Waitrose	Two Rivers RP	36
	Tesco	County Lane	8	<b>Sunbury</b>	Tesco	Staines Rd West	37
	Tesco	Whitton Road	9	<b>Sunningdale</b>	Waitrose	London Road	38
<b>Bracknell</b>	Waitrose	Liscombe	10	<b>Walton on Thames</b>	Sainsbury's	New Zealand Av	39
<b>Camberley</b>	Sainsbury's	Cambridge Wk	11		Safeway	Church Street	40
	Sainsbury's	Watchmoor Pk	12	<b>West Byfleet</b>	Tesco		41
<b>Chertsey</b>	Sainsbury's	White Hart Row	13		Express	Old Woking Road	42
<b>Cobham</b>	Sainsbury's	Bridge Way	14	<b>Weybridge</b>	Waitrose	Station Approach	43
	Waitrose	Between Sts	15		<b>Weybridge/ Brooklands</b>	Tesco	Barnes Wallace
<b>East Molesey</b>	Tesco	Walton Road	16		Waitrose	High Street	44
<b>Egham</b>	Tesco	High Street	17		<b>Woking</b>	Marks and Spencer	
<b>Esher</b>	Waitrose	High Street	18		Safeway	Goldsworth Rd	46
<b>Farnborough</b>	Asda	Princes Mead	19		Sainsbury's	Knaphill / Brookwood	47
	Sainsbury's	Kingsmead C	20	Sainsbury's	Wolseley Walk	48	
	Safeway	Southwood	21	Waitrose	Goldsworth Park	49	
<b>Feltham</b>	Tesco	High Street	22	Maybury Foodstore	Princess Rd	50	
<b>Godalming</b>	Sainsbury's	Woolsack Way	23	Co-op	High St Knaphill	51	
	Waitrose	Bridge Street	24	Costcutters	Dartmouth Av.	52	
<b>Guildford</b>	Sainsbury's	High Street	25	Atif Superstore	Walton Rd	53	
	Sainsbury's	Burpham	26	Co-op	High St Horsell	54	
	Safeway	Merrow	27	Sood Supermkt	Oriental Rd	55	
	Marks and Spencer	Town Centre	28	Budgens	Knaphill	56	
<b>Hersham</b>	Safeway	Hersham Centre	29	Marks and Spencer	Town Centre	57	
				<b>Don't visit (shop via Internet / telephone)</b>		<b>58</b>	

**Other - please note store and location**

**Q4 On average, how often do you visit ... store named in Q3?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Everyday	1	4 times a week	4	Once a week	7
6 times a week	2	3 times a week	5	Once every two weeks	8
5 times a week	3	Twice a week	6	Once a month	9
				Less often than once a month	10

**Q5 How do you normally travel to (store named in Q3)?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT (RECORD MAIN MODE)**

Drive self in car/van	1	Train	4	Bicycle	7
Passenger in car/van	2	Taxi	5	Motorcycle	8
Bus	3	Walk	6	Don't visit (shop via P.C. Internet or telephone)	9
Other (please note) _____					

**Q6** Where do you normally buy your more frequent daily 'top up' shopping (e.g. bread, milk etc)?

(PROMPT FOR STORE AND LOCATION, FIRST ANSWER ONLY)

<b>Addlestone</b>	Safeway	Station Road	1	<b>Leatherhead</b>	Sainsbury's	The Swan Centre	30
	Tesco	Station Road	2		Tesco	Oxshott Road	31
<b>Aldershot</b>	Tesco	Wellington Av	3	<b>Sandhurst</b>	Tesco	The Meadows	32
<b>Bagshot</b>	Safeway	London Road	4		Marks and Spencer	The Meadows	33
<b>Bracknell</b>	Sainsbury's	Princess Sq.	5	<b>Staines</b>	Sainsbury's	The Causeway	34
	Sainsbury's	Bagshot Road	6		Tesco	Stanwell	35
	Safeway	Peel Centre	7		Waitrose	Two Rivers RP	36
	Tesco	County Lane	8	<b>Sunbury</b>	Tesco	Staines Rd West	37
	Tesco	Whitton Road	9	<b>Sunningdale</b>	Waitrose	London Road	38
<b>Bracknell</b>	Waitrose	Liscombe	10	<b>Walton on Thames</b>	Sainsbury's	New Zealand Av	39
<b>Camberley</b>	Sainsbury's	Cambridge Wk	11		Safeway	Church Street	40
	Sainsbury's	Watchmoor Pk	12	<b>West Byfleet</b>	Tesco Express	Old Woking Road	41
<b>Chertsey</b>	Sainsbury's	White Hart Row	13		Waitrose	Station Approach	42
<b>Cobham</b>	Sainsbury's	Bridge Way	14	<b>Weybridge</b>	Tesco	Barnes Wallace	43
	Waitrose	Between Sts	15	<b>Weybridge/ Brooklands</b>	Waitrose	High Street	44
<b>East Molesey</b>	Tesco	Walton Road	16		Marks and Spencer		45
<b>Egham</b>	Tesco	High Street	17	<b>Woking</b>	Safeway	Goldsworth Rd	46
<b>Esher</b>	Waitrose	High Street	18		Sainsbury's	Knaphill / Brookwood	47
<b>Farnborough</b>	Asda	Princes Mead	19		Sainsbury's	Wolseley Walk	48
	Sainsbury's	Kingsmead C	20		Waitrose	Goldsworth Park	49
	Safeway	Southwood	21		Maybury Foodstore	Princess Rd	50
<b>Feltham</b>	Tesco	High Street	22		Co-op	High St Knaphill	51
<b>Godalming</b>	Sainsbury's	Woolsack Way	23		Costcutters	Dartmouth Av.	52
	Waitrose	Bridge Street	24		Atif Superstore	Walton Rd	53
<b>Guildford</b>	Sainsbury's	High Street	25		Co-op	High St Horsell	54
	Sainsbury's	Burpham	26		Sood Supermkt	Oriental Rd	55
	Safeway	Merrow	27	Budgens	Knaphill	56	
	Marks and Spencer	Town Centre	28	Marks and Spencer	Town Centre	57	
<b>Hersham</b>	Safeway	Hersham Centre	29	<b>Don't visit (shop via Internet / telephone)</b>		58	
				<b>Don't do 'top up' shopping</b>		59	

Other - please note store and location

**Q7** Where did you LAST buy clothing and footwear items?

CIRCLE ONE CODE ONLY, DO NOT PROMPT

Addlestone	1	Chertsey	6	Kingston	11	Staines	16
Aldershot	2	Farnborough	7	London (West End)	12	West Byfleet	17
Basingstoke	3	Farnham	8	Portsmouth	13	Walton On Thames	18
Bracknell	4	Guildford	9	Reading	14	Internet	19
Camberley	5	Godalming	10	Southampton	15	Mail Order	20

Other, please specify \_\_\_\_\_

**Q8 On average, how often do you visit ... (centre named in Q7)?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Everyday	1	4 times a week	4	Once a week	7
6 times a week	2	3 times a week	5	Once every two weeks	8
5 times a week	3	Twice a week	6	Once a month	9
				Less often than once a month	10

**Q9 Approximately how much did you spend on clothing and footwear on your LAST shopping trip?**

**CIRCLE AND RECORD AMOUNT £ \_\_\_\_\_**

£1 - £10	1	£51 - £60	6	£101 - £110	11	£150 +	16
£11 - £20	2	£61 - £70	7	£111 - £120	12	Nothing	17
£21 - £30	3	£71 - £80	8	£121 - £130	13		
£31 - £40	4	£81 - £90	9	£131 - £140	14		
£41 - £50	5	£91 - £100	10	£141 - £150	15		

**Q10 Where do you normally undertake most of your Christmas / special occasion shopping?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Addlestone	1	Chertsey	6	Kingston	11	Staines	16
Aldershot	2	Farnborough	7	London (West End)	12	West Byfleet	17
Basingstoke	3	Farnham	8	Portsmouth	13	Walton On Thames	18
Bracknell	4	Guildford	9	Reading	14	Internet	19
Camberley	5	Godalming	10	Southampton	15	Mail Order	20

**Other, please specify \_\_\_\_\_**

**Q11 What is the MAIN reason why you visited this centre in preference to any other?  
UNPROMPTED, RECORD ONE RESPONSE**

Close to home	1	Choice of clothing/fashion shops	12
Close to work	2	Choice of larger chain stores	13
Easy to get to by bus	3	Choice of department stores	14
Easy to get to by train	4	Choice of value/discount stores	15
Easy to get to by car	5	Choice of specialist shops	16
Pedestrianised streets	6	Choice of street/covered markets	17
Easy to find parking	7	Covered shopping centre/s	18
Easy to park near shops	8	Choice of places to eat/drink	19
Free/cheap parking	9	Safe/secure centre	20
High quality shops	10	Don't know	21
Nice shopping environment	11	Nothing in particular	22

**Other, 'named retailers' please note \_\_\_\_\_**

**Other, please note \_\_\_\_\_**

**Q12 Where did you LAST go to buy Furniture/Carpets?**



- Q13 Where did you LAST go to buy Large Electrical Goods (e.g. fridge, freezers) etc?  
 Q14 Where did you LAST go to buy Small Electrical Goods (e.g. TV, hi-fi, video, DVD) etc?  
 Q15 Where did you LAST go to buy bulky DIY goods?

RECORD ONE ANSWER for each question		Q12	Q13	Q14	Q15		
<b>Byfleet</b>	B & Q unit	Royston Rd	1	1	1	1	
	Halfords	Wey RP	2	2	2	2	
	MFI	Wey RP	3	3	3	3	
	Powerhouse	Wey RP	4	4	4	4	
<b>Camberley</b>	Interludes	The Meadows	5	5	5	5	
	Marks and Spencer	The Meadows	6	6	6	6	
<b>Croydon</b>	Ikea	Purley way	7	7	7	7	
<b>Epsom</b>	Halfords	Kiln Lane	8	8	8	8	
	Homebase	Kiln Lane	9	9	9	9	
	Focus DIY	Peel Centre	10	10	10	10	
<b>Farnborough</b>	Homebase	Invincible Rd	11	11	11	11	
	Focus DIY	Solartron Rd	12	12	12	12	
	B&Q Warehouse		13	13	13	13	
	Carpetright	Farnborough Gate RP	14	14	14	14	
	Comet	Farnborough Gate RP	15	15	15	15	
	Courts	Farnborough Gate RP	16	16	16	16	
	Currys	Farnborough Gate RP	17	17	17	17	
	Halfords	Farnborough Gate RP	18	18	18	18	
	Homestyle	Farnborough Gate RP	19	19	19	19	
	Harveys	Farnborough Gate RP	20	20	20	20	
	Wickes	Solartron Road	21	21	21	21	
	Feltham	Focus DIY	Air Park Way,	22	22	22	22
	<b>Godalming</b>	Homebase		23	23	23	23
<b>Guildford</b>	Allied Carpets	Ladymead RP	24	24	24	24	
	Carpetright	Ladymead RP	25	25	25	25	
	Furniture Village	Ladymead RP	26	26	26	26	
	Halfords	Ladymead RP	27	27	27	27	
<b>Guildford</b>	Homebase	Ladymead RP	28	28	28	28	
	ScS	Ladymead RP	29	29	29	29	
	B&Q	Woodbridge Rd	30	30	30	30	
	Comet	Woodbridge Rd	31	31	31	31	
	Currys	Woodbridge Rd	32	32	32	32	
	PC World	Woodbridge Rd	33	33	33	33	
	Homebase	Woodbridge Rd	34	34	34	34	
<b>Leatherhead</b>	Homebase	Woodbridge Corner	35	35	35	35	
<b>Staines</b>	Magnet	Magnet unit	36	36	36	36	
	Allied Carpets	Two Rivers RP	37	37	37	37	
	Carpetright	Two Rivers RP	38	38	38	38	
	Currys	Two Rivers RP	39	39	39	39	
	Electronics Boutique	Two Rivers RP	40	40	40	40	
	Furniture Village	Two Rivers RP	41	41	41	41	
	Sony Centre	Two Rivers RP	42	42	42	42	
<b>Walton-on-Thames</b>	B&Q	New Zealand Avenue	43	43	43	43	
<b>Weybridge</b>	Magnet	Monument Hill	44	44	44	44	
	Argos	Paddocks RP	45	45	45	45	
	Currys	Paddocks RP	46	46	46	46	
<b>Woking / Brookwood</b>	Homebase	Brookwood	47	47	47	47	
<b>Woking</b>	Carpetright	Lion RP	48	48	48	48	
	Currys	Lion RP	49	49	49	49	
	Focus DIY	Lion RP	50	50	50	50	
	Halfords	Lion RP	51	51	51	51	
	Harveys	Lion RP	52	52	52	52	

Other please specify store and location

Q12 \_\_\_\_\_ Q13 \_\_\_\_\_  
 Q14 \_\_\_\_\_ Q15 \_\_\_\_\_

**Q16 What MAIN improvement to Woking would encourage you to visit more often than you currently do?**

**Prompt / explain different categories e.g. shops / facilities / entertainment**

**RECORD ONE RESPONSE ONLY**

<b>Travel/Parking</b>		<b>Facilities</b>	
Better/more frequent bus service	1	More facilities for children	17
Better/new train service	2	Crèche	18
Better access by car	3	Better (more) safety/security/CCTV/police presence	19
More parking provision	4	More facilities for disabled	20
Cheaper parking	5	More toilets	21
Free parking	6	More seating/benches	22
Better links from car parks to Centre	7	<b>Entertainment</b>	
More/better signage around Centre	8	More cafes	23
<b>Shops</b>		More restaurants	24
More (larger) covered shopping centres/malls	9	More bars/night-clubs	25
Improved market	10	More cash machines	26
More clothes & fashion shops	11	More promotions/events	27
More quality/designer shops	12	More / Better Cinemas	28
More dept. stores/larger stores	13	More / Better Health Clubs / Gyms	29
More discount stores/cheaper goods	14	<b>Environment</b>	
Fewer empty shops/vacancies	15	Nicer shopping environment	30
More independent shops	16	More pedestrianised streets	31
NOTHING	33	DON'T KNOW	32

Other named retailer (e.g. Next) please note \_\_\_\_\_  
 Other named store type (e.g. shoes) \_\_\_\_\_  
 Other please note \_\_\_\_\_

**Q17 Where do you or members of your household most often go for an evening out, e.g. to eat and drink?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Woking Town Centre	1	Chertsey	6	Chobham	11	Farnham	16
Woking Other	2	Fleet	7	Camberley	12	London West End	17
Byfleet	3	Guildford	8	Frimley	13	Locally	18
West Byfleet	4	Reading	9	Farnborough	14	Don't Go	19
Addlestone	5	Kingston	10	Aldershot	15	Country Pub	20

Other, please specify \_\_\_\_\_

**Q18 Where did you or members of your household last go to the cinema?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

UCI Bracknell	1	Odeon, Esher	5
Robins Cinema Camberley	2	Odeon, Aldershot	6
Screen, Walton on Thames	3	Ambassadors Woking	7
Odeon, Guildford	4	London West End	8
		Don't go	9

Other, please specify \_\_\_\_\_

**Q19 Where did you or members of your household last go to the health club / leisure centre / gym?**

**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Horizones Health and Fitness	1	Dragons, Merrow, Guildford	11
LA Fitness Woking	2	Elmbridge leisure Centre, Walton on Thames	12
Winston Churchill Sports Centre Woking	3	Miss Fitness, Walton on Thames	13
Peak Fitness Woking	4	St Georges Hill tennis Club, Weybridge	14
Fil's Gym, Woking	5	Holmes Place, Farnborough	15
Cannons Woking	6	Farnborough Recreation Centre	16
Big Apple Leisure Centre	7	Lifestyles, Farnborough	17
Activzone Guildford	8	Woking Leisure centre	18
Bridges Guildford	9	David Lloyd Woking	19
Spectrum Guildford	10	Don't Go	20

**Other, please specify** \_\_\_\_\_

**Q20 How often do you visit.....(READ OUT)**

**a – The Ambassadors Cinema in Woking**

**b – The New Victoria / Rhoda Mcgraw Theatre, Woking**

**c – The Big Apple Leisure Centre, Woking**

**CIRCLE ONE CODE ONLY FOR EACH, DO NOT PROMPT**

	Q20 a	Q20 b	Q20 c
Once a week or More	1	1	1
Every two weeks	2	2	2
Once a month	3	3	3
Every two months	4	4	4
Twice a year	5	5	5
Once a year	6	6	6
Never	7	7	7

**Other, please specify** \_\_\_\_\_

**CLASSIFICATION DETAILS**

So that we can put your answers into context, and to make sure we are speaking to a representative cross section of people, I would like to ask you a few questions for classification purposes. The questions are for survey control only; your responses will never be revealed in connection with your name address.

**Q21 How many cars are there in your household?**

One	1	Two	2	Three	3	Four or more	4	None	5
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Q22 Which of the following age ranges do you fall in?

16 - 24	1	35 - 44	3	55 - 64	5
25 - 34	2	45 - 54	4	65 +	6

Q23 Sex, code as appropriate: Male 1 Female 2

Q24 What is the occupation of the 'CHIEF INCOME EARNER' in your household?

NOTE -not necessarily the same person as the Interviewee

(If retired ask for previous occupation)

Write in \_\_\_\_\_

Q25 Now assess social grade

A	1	C1	3	D	5	E2 Unemployed	7
B	2	C2	4	E1 Retired/State	6	Refused	8

**CLOSE INTERVIEW - THANK RESPONDENT**

*INTERVIEWER'S DECLARATION*

*I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.*

Interviewer Name \_\_\_\_\_ Date \_\_\_\_\_

## Sampling Reliability

All survey samples vary slightly in their accuracy of representation of the population from which the sample is taken. Therefore, if we are to gauge the extent to which the survey represents the populations' view, it is necessary to calculate the standard error (s.e.) of the sample taken from the population in order to assess the precision of any derived statistics.

### Percentages

The standard error on %'s, is calculated on the % response. The further away from 50% the figure is the lower the standard error.

The figure is calculated using the following formula: -

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} \quad \text{where} \quad \begin{array}{l} p = \% \text{ sample value} \\ q = (100\% - p\%) \\ n = \text{sample size} \end{array}$$

### **Confidence Intervals**

Using these s.e. calculations, these can then be applied to calculate confidence intervals to determine the precision of the arithmetic mean or percentage from the sample selected.

With 95% confidence limit, the mean or % will fall within the following intervals:

$$\pm 1.96 \times \text{s.e.}$$

e.g. Telephone survey, sample 1000

1. % of shoppers who stop for a drink or snack = 59%

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} = 1.56$$

$$\text{Confidence intervals} = \pm 1.96 \times 1.56 = \pm 3.06$$

i.e. we can be 95% confident that the 59% of respondents in the survey sample who stop for a drink represent between 55.9% and 62.1% of the entire population of the catchment area during the period of the survey.

### CONFIDENCE LIMITS (Using a 95% Confidence Limit)

Sample Size	2% or 98%	5% or 95%	8% or 92%	10% or 90%	15% or 85%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
400	1.37	2.14	2.66	2.94	3.50	4.24	4.49	4.67	4.80	4.88	4.90
500	1.23	1.91	2.38	2.63	3.13	3.80	4.02	4.18	4.29	4.36	4.38
1500	0.71	1.10	1.37	1.52	1.81	2.19	2.32	2.41	2.48	2.52	2.53

Use the top lines of the table to identify the percent affirmative replies and trace down the column to the figure that is in the row of the sample size that the percentile is taken. You can be "reasonably sure" (i.e. 95% certain) of the accuracy within plus or minus of that figure.

For example, with a sample of 1500 and a percent affirmation of 10%, you may be "reasonably sure" that the actual (population) figure would fall within plus or minus 1.5 points of 10% - i.e. between 8.5% to 11.5%

**Q1. Main food shopper by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q1. Are you the person responsible for the majority of the food/grocery shopping in your household?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Q1. Main food shopper</b>							
<b>Yes</b>	1000	279	82	221	208	99	110
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Q3. Where buy main food/grocery items? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q3. Where do you normally buy your main food/grocery items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>Q3. Where buy main food/grocery items?</b>							
<b>Addlestone, Safeway, Station Road</b>	4 0.4%	-	1 1.2%	-	-	-	3 2.7%
<b>Addlestone, Tesco, Station Road</b>	48 4.8%	1 0.3%	9 10.9%	2 1.0%	-	3 2.9%	34 30.5%
<b>Addlestone, Waitrose</b>	1 0.1%	-	-	-	-	-	1 0.7%
<b>Aldershot, Tesco, Wellington Avenue</b>	12 1.2%	2 0.6%	0 0.3%	2 0.7%	8 4.0%	-	-
<b>Aldershot, Somerfield</b>	3 0.3%	-	-	-	3 1.3%	-	-
<b>Aldershot, Iceland</b>	1 0.1%	-	-	1 0.5%	-	-	-
<b>Bagshot, Safeway, London Road</b>	1 0.1%	1 0.3%	-	-	-	-	-
<b>Bagshot, Somerfield</b>	1 0.1%	-	-	-	-	1 1.0%	-
<b>Bracknell, Sainsburys, Princess Sq</b>	1 0.1%	-	-	-	-	1 0.5%	-
<b>Bracknell, Sainsburys, Bagshot Road</b>	1 0.1%	-	-	-	-	-	1 1.0%
<b>Bracknell, Safeway, Peel Centre</b>	6 0.6%	-	-	-	-	1 1.5%	4 3.9%
<b>Bracknell, Tesco, County Lane</b>	2 0.2%	-	-	-	-	1 0.8%	1 1.0%
<b>Bracknell, Tesco, Whitton Road</b>	1 0.1%	-	-	-	-	1 0.7%	-
<b>Bracknell, Waitrose, Liscombe</b>	1 0.1%	-	-	-	-	-	1 1.0%
<b>Brookwood, Sainsburys</b>	10 1.0%	0 0.2%	-	6 2.9%	1 0.7%	1 0.9%	1 0.7%
<b>Brooklands, Tesco</b>	14 1.4%	10 3.4%	2 2.1%	1 0.3%	-	-	2 1.7%
<b>Camberley, Sainsburys, Cambridge Wk</b>	20 2.1%	-	-	-	19 9.3%	1 1.1%	-
<b>Camberley, Sainsburys, Watchmoor Pk</b>	54 5.4%	1 0.2%	-	-	51 24.6%	2 1.9%	-
<b>Camberley, Tesco</b>	7 0.7%	-	-	-	4 2.0%	3 3.0%	-
<b>Camberley, Local shops</b>	8 0.8%	-	-	-	7 3.5%	-	1 0.7%



**Q3. Where buy main food/grocery items? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q3. Where do you normally buy your main food/grocery items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Chertsey, Sainsburys, White Hart Row	19 1.9%	-	-	-	-	1 1.1%	18 16.5%
Cobham, Sainsburys, Bridge Way	18 1.8%	-	0 0.4%	12 5.2%	4 2.0%	1 1.0%	1 0.9%
Cobham, Waitrose, Between Sts	7 0.7%	-	1 1.0%	1 0.6%	3 1.3%	-	2 1.9%
Cobham, Local shops	2 0.2%	-	-	-	-	2 2.2%	-
East Molesey, Tesco, Walton Road	2 0.2%	-	-	-	2 0.8%	-	-
Egham, Tesco, High Street	3 0.3%	-	-	-	2 0.7%	-	1 1.2%
Egerton, Tesco	1 0.1%	-	-	1 0.3%	-	-	-
Farnborough, Asda, Princes Mead	56 5.6%	5 1.9%	6 7.6%	-	29 13.8%	-	16 14.1%
Farnborough, Sainsburys, Kingsmead C	29 2.9%	-	-	5 2.1%	19 9.3%	4 3.6%	1 0.9%
Farnborough, Lidl	1 0.1%	-	-	1 0.3%	-	-	-
Feltham, Tesco, High Street	3 0.3%	-	-	-	3 1.3%	-	-
Frimley, Local shops	27 2.7%	-	-	-	27 12.8%	-	-
Guildford, Sainsburys, High Street	4 0.4%	-	-	4 2.0%	-	-	-
Guildford, Sainsburys, Burpham	80 8.0%	1 0.2%	-	76 34.1%	-	1 0.7%	3 3.1%
Guildford, Safeway, Merrow	22 2.2%	1 0.4%	1 1.0%	19 8.5%	-	-	1 1.2%
Guildford, Marks and Spencer, Town Centre	3 0.3%	-	1 1.0%	2 0.8%	-	-	-
Guilford, Tesco	60 6.0%	8 2.9%	-	52 23.7%	-	-	-
Guilford, Local shops	5 0.5%	-	-	4 2.0%	-	-	1 0.9%
Hammersmith, Tesco	0 0.0%	-	-	-	-	0 0.4%	-
Hersham, Safeway, Hersham Centre	2 0.2%	1 0.2%	-	1 0.4%	-	1 0.5%	-
Leatherhead, Sainsburys, The Swan Centre	7 0.7%	3 0.9%	4 5.0%	1 0.3%	-	-	-
Leatherhead, Tesco, Oxshott Road	1 0.1%	-	1 0.9%	-	-	-	-

Q3. Where buy main food/grocery items? by C1 - Area / Zone weighting wt1 (v1)

Text.: Q3. Where do you normally buy your main food/grocery items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Lightwater, Budgens	2 0.2%	-	-	-	-	2 1.7%	-
Newhall, Co-op	8 0.8%	-	1 0.8%	5 2.3%	-	2 2.3%	-
Normandy, Budgens	1 0.1%	-	-	1 0.3%	-	-	-
Sandhurst, Tesco, The Meadows	21 2.1%	-	1 0.6%	-	18 8.8%	2 2.2%	-
Sandhurst, Marks and Spencer, The Meadows	1 0.1%	-	-	-	-	1 0.7%	-
Staines, Sainsburys, The Causeway	7 0.7%	-	1 1.5%	-	-	-	5 4.8%
Staines, Tesco, Stanwell	5 0.5%	-	2 1.9%	-	-	-	4 3.5%
Staines, Waitrose, Two Rivers RP	1 0.1%	0 0.2%	-	-	-	1 0.7%	-
Sunningdale, Waitrose, London Road	4 0.4%	-	-	-	-	4 4.0%	-
Surrey, Waitrose	0 0.0%	-	0 0.3%	-	-	-	-
Walton on Thames, Sainsburys, New Zealand Ave	0 0.0%	-	-	-	-	0 0.5%	-
Walton on Thames, Safeway, Church Street	3 0.3%	-	-	-	-	-	3 3.0%
West Byfleet, Tesco Express, Old Woking Road	5 0.5%	2 0.6%	2 2.3%	2 0.8%	-	-	-
West Byfleet, Waitrose, Station Approach	19 1.9%	10 3.6%	8 9.5%	2 0.7%	-	-	-
West Byfleet, Safeway	5 0.5%	-	5 5.8%	-	-	-	-
West Byfleet, Sainsburys	1 0.1%	-	1 0.6%	-	-	-	-
Weybridge, Tesco, Barnes Wallace	25 2.5%	5 1.9%	17 21.1%	-	-	-	2 2.1%
Weybridge/Brooklands, Waitrose, High Street	6 0.6%	3 1.3%	2 3.0%	-	-	0 0.4%	-
Weybridge/Brooklands, Marks and Spencer	4 0.4%	1 0.4%	2 2.4%	1 0.4%	-	-	-
Woking, Safeway, Goldsworth Road	50 5.0%	38 13.6%	4 4.6%	6 2.8%	-	3 2.6%	-
Woking, Sainsburys, Knaphill/Brookwood	93 9.3%	67 23.9%	7 8.7%	3 1.3%	-	17 16.8%	-
Woking, Sainsburys, Wolseley Walk	75 7.6%	43 15.3%	1 1.0%	1 0.7%	3 1.3%	27 27.1%	1 0.9%

**Q3. Where buy main food/grocery items? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q3. Where do you normally buy your main food/grocery items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Woking, Waitrose, Goldsworth Park</b>	57 5.7%	51 18.2%	1 1.6%	-	-	5 5.3%	-
<b>Woking, Maybury Foodstore, Princess Road</b>	13 1.3%	5 1.7%	-	1 0.4%	-	8 7.9%	-
<b>Woking, Co-Op, High Street, Knaphill</b>	2 0.2%	1 0.4%	1 1.2%	-	-	0 0.4%	-
<b>Woking, Costcutters, Dartmouth Ave</b>	0 0.0%	0 0.2%	-	-	-	-	-
<b>Woking, Atif Superstore, Walton Road</b>	5 0.5%	3 1.1%	1 1.2%	-	-	-	1 1.2%
<b>Woking, Co-Op, High Street, Horsell</b>	3 0.3%	2 0.6%	-	-	-	1 1.1%	-
<b>Woking, Budgens, Knaphill</b>	0 0.0%	-	-	-	-	0 0.5%	-
<b>Woking, Marks and Spencer, Town Centre</b>	3 0.3%	1 0.5%	-	1 0.3%	-	1 0.8%	-
<b>Woking, Shaws</b>	2 0.2%	2 0.8%	-	-	-	-	-
<b>Woking, Local shops</b>	11 1.1%	5 1.9%	-	6 2.6%	-	-	-
<b>Don't visit (shop via Internet/telephone)</b>	17 1.7%	7 2.4%	0 0.4%	3 1.4%	5 2.5%	1 1.4%	-

**Q4. How often do you visit main food store? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q4. On average, how often do you visit ....store named in Q3?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	7 0.7%	2 0.7%	-	2 1.0%	3 1.3%	-	-
<b>Q4. How often do you visit main food store?</b>							
<b>Everyday</b>	17 1.7%	6 2.1%	2 3.0%	-	6 2.7%	1 1.3%	2 1.8%
<b>6 times a week</b>	1 0.1%	-	1 0.6%	-	-	-	-
<b>5 times a week</b>	11 1.1%	0 0.2%	2 2.2%	2 0.7%	-	-	7 6.3%
<b>4 times a week</b>	13 1.3%	4 1.3%	1 1.5%	1 0.5%	3 1.5%	2 2.0%	2 2.0%
<b>3 times a week</b>	94 9.4%	21 7.5%	8 10.0%	5 2.2%	39 18.5%	4 3.9%	18 16.5%
<b>Twice a week</b>	176 17.6%	57 20.4%	18 21.6%	31 14.2%	25 12.0%	16 16.5%	29 26.2%
<b>Once a week</b>	578 57.8%	161 57.8%	48 58.5%	154 69.5%	102 48.7%	62 62.8%	51 46.3%
<b>Once every two weeks</b>	69 6.9%	21 7.6%	2 2.2%	21 9.4%	16 7.5%	8 8.5%	1 0.9%
<b>Once a month</b>	33 3.3%	6 2.2%	-	6 2.6%	16 7.7%	5 5.1%	-
<b>Less often than once a month</b>	1 0.1%	1 0.3%	0 0.4%	-	-	-	-

**Q5. How travel to main food store? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q5. How do you normally travel to..... (store named in Q3)?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	1 0.1%	-	-	-	-	1 1.0%	-
<b>Q5. How travel to main food store?</b>							
<b>Drive self in car/van</b>	694 69.4%	191 68.3%	50 60.8%	177 80.1%	132 63.5%	66 67.2%	77 70.2%
<b>Passenger in car/van</b>	158 15.8%	40 14.4%	20 24.9%	25 11.4%	39 18.5%	17 17.0%	17 15.3%
<b>Bus</b>	28 2.8%	10 3.6%	1 1.5%	8 3.5%	-	5 5.0%	4 3.3%
<b>Train</b>	1 0.1%	-	-	-	-	-	1 0.7%
<b>Taxi</b>	3 0.3%	0 0.2%	-	-	3 1.5%	-	-
<b>Walk</b>	84 8.4%	29 10.4%	9 11.0%	3 1.2%	27 13.2%	5 4.7%	12 10.6%
<b>Bicycle</b>	2 0.2%	2 0.6%	1 0.6%	-	-	-	-
<b>Don't visit (shop via PC Internet or telephone)</b>	28 2.8%	7 2.5%	1 1.2%	8 3.7%	7 3.3%	5 5.1%	-

Q6. Where buy top up food? by C1 - Area / Zone weighting wt1 (v1)

Text.: Q6. Where do you normally buy your more frequent daily 'top up' shopping (e.g. bread, milk etc)?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Q6. Where buy top up food?							
Addlestone, Safeway, Station Road	3 0.3%	-	1 1.7%	-	-	-	1 1.2%
Addlestone, Tesco, Station Road	27 2.7%	-	3 3.6%	-	-	-	24 22.2%
Addlestone, Iceland	1 0.1%	-	-	-	-	-	1 1.0%
Addlestone, Waitrose	1 0.1%	-	-	-	-	-	1 0.7%
Aldershot, Tesco, Wellington Ave	0 0.0%	-	0 0.4%	-	-	-	-
Aldershot, Somerfield	3 0.3%	-	-	-	3 1.3%	-	-
Aldershot, Local shops	3 0.3%	-	-	3 1.3%	-	-	-
Bagshot, Safeway, London Road	1 0.1%	-	-	-	1 0.7%	-	-
Bagshot, Somerfield	0 0.0%	-	-	-	-	0 0.5%	-
Bracknell, Sainsburys, Princess Sq	2 0.2%	-	1 1.0%	-	-	-	1 1.2%
Bracknell, Sainsburys, Bagshot Road	0 0.0%	-	-	-	-	0 0.5%	-
Bracknell, Tesco, County Lane	1 0.1%	-	-	-	-	-	1 1.0%
Bracknell, Tesco, Whitton Road	1 0.1%	-	-	-	-	-	1 1.0%
Camberley, Sainsburys, Cambridge Wk	38 3.8%	-	0 0.4%	-	36 17.4%	1 1.1%	-
Camberley, Sainsburys, Watchmoor Pk	18 1.8%	-	-	-	18 8.6%	-	-
Camberley, Tesco	3 0.3%	-	-	-	3 1.3%	-	-
Camberley, Local shops	11 1.1%	-	-	-	11 5.4%	-	-
Chertsey, Sainsburys, White Hart Row	28 2.8%	-	-	-	3 1.3%	-	25 22.6%
Cobham, Sainsburys, Bridge Way	11 1.1%	-	-	8 3.5%	-	3 3.0%	-
Cobham, Waitrose, Between Sts	3 0.3%	-	-	3 1.5%	-	-	-
Cobham, Local shops	3 0.3%	-	-	-	-	3 2.7%	-

**Q6. Where buy top up food? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q6. Where do you normally buy your more frequent daily 'top up' shopping (e.g. bread, milk etc)?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Egham, Tesco, High Street	3 0.3%	-	-	-	2 0.7%	-	1 0.9%
Farnborough, Asda, Princes Mead	4 0.4%	-	-	1 0.5%	3 1.5%	-	-
Farnborough, Safeway, Southwood	4 0.4%	-	-	-	4 2.0%	-	-
Foxgrove, Lidl	1 0.1%	-	-	1 0.3%	-	-	-
Frimley, Local shops	33 3.3%	-	-	-	33 15.7%	-	-
Guildford, Sainsburys, High Street	4 0.4%	-	-	2 1.1%	-	1 0.7%	1 0.7%
Guildford, Sainsburys, Burpham	24 2.4%	3 1.0%	-	19 8.4%	-	-	3 2.4%
Guildford, Safeway, Merrow	23 2.3%	5 1.9%	-	7 3.2%	-	-	11 9.5%
Guildford, Marks and Spencer, Town Centre	8 0.8%	-	-	8 3.7%	-	-	-
Guildford, Tesco	15 1.5%	-	-	14 6.1%	-	-	1 1.2%
Guildford, Local shops	15 1.5%	-	-	14 6.2%	-	-	1 0.9%
Leatherhead, Sainsburys, The Swan Centre	2 0.2%	-	2 2.3%	-	-	-	-
Lightwater, Budgens	15 1.5%	-	-	-	-	15 15.2%	-
Merrow, Gateway	7 0.7%	-	-	7 3.0%	-	-	-
Newhall, Co-op	2 0.2%	1 0.3%	1 1.4%	-	-	-	-
Sandhurst, Tesco, The Meadows	3 0.3%	-	-	-	3 1.3%	0 0.5%	-
Sandhurst, Marks and Spencer, The Meadows	2 0.2%	-	-	-	2 0.8%	-	-
Staines, Sainsburys, The Causeway	0 0.0%	-	0 0.6%	-	-	-	-
Sunningdale, Waitrose, London Road	1 0.1%	-	-	-	-	1 1.2%	-
West Byfleet, Tesco Express, Old Woking Road	14 1.4%	5 1.7%	10 11.8%	-	-	-	-
West Byfleet, Waitrose, Station Approach	20 2.0%	3 1.1%	16 19.3%	1 0.5%	-	-	-
West Byfleet, Local shops	6 0.6%	-	5 6.7%	1 0.5%	-	-	-

## Q6. Where buy top up food? by C1 - Area / Zone weighting wt1 (v1)

Text.: Q6. Where do you normally buy your more frequent daily 'top up' shopping (e.g. bread, milk etc)?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Weybridge, Tesco, Barnes Wallace	5 0.5%	3 1.0%	2 2.5%	-	-	-	-
Weybridge/Brooklands, Waitrose, High Street	7 0.7%	6 2.1%	2 2.0%	-	-	-	-
Weybridge/Brooklands, Marks and Spencer	5 0.5%	3 1.2%	1 1.6%	-	-	-	-
Woking, Safeway, Goldsworth Road	37 3.7%	31 11.3%	1 1.6%	2 0.7%	-	3 3.2%	-
Woking, Sainsburys, Knaphill/Brookwood	42 4.2%	24 8.5%	1 1.3%	-	-	17 16.9%	-
Woking, Sainsburys, Wolseley Walk	24 2.4%	20 7.0%	1 1.0%	1 0.4%	-	2 2.3%	-
Woking, Waitrose, Goldsworth Park	34 3.4%	31 11.1%	-	-	-	3 3.0%	-
Woking, Co-Op, High Street, Knaphill	5 0.5%	4 1.5%	-	-	-	1 0.7%	-
Woking, Costcutters, Dartmouth Ave	2 0.2%	2 0.6%	-	-	-	1 0.5%	-
Woking, Atif Superstore, Walton Road	3 0.3%	3 1.0%	-	-	-	-	-
Woking, Co-Op, High Street, Horsell	4 0.4%	3 1.1%	-	-	-	1 0.5%	-
Woking, Sood Supermarket, Oriental Road	3 0.3%	3 1.0%	-	-	-	-	-
Woking, Budgens, Knaphill	4 0.4%	4 1.4%	-	-	-	-	-
Woking, Marks and Spencer, Town Centre	6 0.6%	6 2.0%	-	1 0.3%	-	-	-
Woking, Local shops	7 0.7%	6 2.1%	-	1 0.3%	-	1 0.5%	-
Local shops	56 5.6%	10 3.6%	1 1.0%	24 11.0%	10 5.0%	10 10.3%	-
Don't visit (shop via Internet/telephone)	7 0.7%	1 0.5%	0 0.4%	5 2.1%	-	-	-
Don't do 'top up' shopping	386 38.6%	103 36.9%	32 39.4%	100 45.4%	77 37.1%	36 36.9%	37 33.5%



**Q7. Where buy clothing/footwear items? by C1 - Area / Zone weighting wt1 (v1)**

Text... Q7. Where did you last buy clothing and footwear items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Missing</b>							
<b>No reply</b>	4 0.4%	1 0.2%	1 0.6%	1 0.3%	-	3 2.6%	-
<b>Q7. Where buy clothing/footwear items?</b>							
<b>Addlestone</b>	7 0.7%	1 0.2%	2 2.8%	2 0.8%	-	-	2 1.9%
<b>Aldershot</b>	25 2.5%	1 0.4%	1 0.8%	2 1.1%	19 9.1%	2 1.7%	-
<b>Basingstoke</b>	10 1.0%	3 1.0%	-	-	4 2.0%	3 2.7%	-
<b>Bracknell</b>	8 0.8%	-	-	-	-	-	8 7.5%
<b>Brooklands</b>	4 0.4%	2 0.6%	1 1.1%	1 0.7%	-	-	-
<b>Byfleet</b>	2 0.2%	1 0.4%	-	1 0.5%	-	-	-
<b>Camberley</b>	127 12.7%	2 0.8%	1 0.6%	3 1.5%	100 48.0%	20 20.6%	1 0.7%
<b>Charity Shops</b>	1 0.1%	1 0.2%	-	-	-	-	-
<b>Chertsey</b>	16 1.6%	11 3.8%	1 1.2%	-	-	-	4 3.7%
<b>Cobham</b>	2 0.2%	-	-	-	-	2 2.5%	-
<b>Cornwall</b>	1 0.1%	-	-	-	1 0.7%	-	-
<b>Crowthorne</b>	0 0.0%	-	-	-	-	0 0.4%	-
<b>Croydon</b>	1 0.1%	-	-	-	-	0 0.5%	1 0.7%
<b>Dover</b>	1 0.1%	1 0.2%	-	-	-	-	-
<b>Farnborough</b>	38 3.8%	2 0.7%	4 4.6%	-	24 11.5%	5 5.5%	3 2.7%
<b>Farnham</b>	10 1.0%	2 0.9%	1 1.0%	1 0.5%	3 1.5%	1 0.7%	2 1.9%
<b>Frimley</b>	5 0.5%	-	-	-	5 2.2%	-	-
<b>Godalming</b>	9 0.9%	8 2.7%	1 1.5%	-	-	-	-
<b>Gravesend</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>Guildford</b>	310 31.0%	65 23.4%	14 17.0%	161 72.6%	28 13.2%	12 12.4%	30 27.6%
<b>Internet</b>	3 0.3%	-	-	3 1.2%	-	0 0.5%	-
<b>It varies</b>	1 0.1%	-	1 0.6%	-	-	1 0.8%	-

**Q7. Where buy clothing/footwear items? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q7. Where did you last buy clothing and footwear items?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Kingston</b>	18 1.8%	12 4.3%	3 3.6%	1 0.3%	-	-	3 2.4%
<b>Knaphill</b>	0 0.0%	0 0.2%	-	-	-	-	-
<b>Leatherhead</b>	5 0.5%	3 1.0%	0 0.3%	-	-	2 1.7%	-
<b>Leeds</b>	1 0.1%	-	-	-	-	-	1 1.2%
<b>Lightwater</b>	1 0.1%	-	-	-	-	1 0.9%	-
<b>London (West End)</b>	53 5.3%	14 5.1%	5 5.7%	12 5.2%	8 4.0%	2 2.3%	12 10.5%
<b>Mail Order</b>	24 2.4%	5 1.9%	3 3.1%	9 4.2%	3 1.5%	3 3.0%	1 1.0%
<b>Maybury</b>	0 0.0%	0 0.2%	-	-	-	-	-
<b>Norwich</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>Nottingham</b>	9 0.9%	9 3.1%	1 0.6%	-	-	-	-
<b>Portsmouth</b>	1 0.1%	-	1 1.5%	-	-	-	-
<b>Reading</b>	3 0.3%	-	-	2 0.8%	-	-	1 1.0%
<b>Sandhurst</b>	6 0.6%	-	-	-	6 2.8%	-	-
<b>Solihull</b>	1 0.1%	-	-	-	-	1 0.5%	-
<b>Southampton</b>	3 0.3%	3 1.0%	-	-	-	-	-
<b>Staines</b>	31 3.1%	0 0.2%	7 8.9%	-	-	1 0.5%	23 21.0%
<b>Walton On Thames</b>	6 0.6%	-	1 1.5%	-	-	-	5 4.4%
<b>West Byfleet</b>	15 1.5%	4 1.4%	11 14.0%	-	-	-	-
<b>Weybridge</b>	3 0.3%	0 0.2%	-	-	-	1 0.7%	2 1.9%
<b>Weymouth</b>	1 0.1%	-	-	1 0.5%	-	-	-
<b>Woking</b>	230 23.0%	129 46.3%	23 28.8%	20 9.2%	7 3.5%	39 39.8%	11 9.9%

**Q8. How often visit clothing/footwear store? by C1 - Area / Zone weighting wt1 (v1)**

Text.: Q8. On average, how often do you visit ....centre named in Q7?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	14 1.4%	3 1.1%	2 2.5%	6 2.9%	2 0.7%	0 0.5%	- -
<b>Q8. How often visit clothing/footwear store?</b>							
<b>Everyday</b>	50 5.0%	0 0.2%	5 5.7%	- -	9 4.5%	2 2.5%	33 30.1%
<b>5 times a week</b>	22 2.2%	8 2.8%	5 5.9%	5 2.2%	1 0.7%	1 0.9%	2 2.1%
<b>4 times a week</b>	16 1.6%	2 0.6%	0 0.4%	4 1.8%	8 3.8%	2 1.7%	1 0.9%
<b>3 times a week</b>	39 3.9%	7 2.6%	- -	3 1.6%	24 11.4%	1 0.5%	4 3.5%
<b>Twice a week</b>	72 7.2%	10 3.6%	11 13.8%	15 6.7%	19 9.0%	8 8.6%	9 8.0%
<b>Once a week</b>	234 23.4%	46 16.4%	18 22.4%	51 23.2%	68 32.9%	28 28.8%	22 20.1%
<b>Once every two weeks</b>	166 16.6%	56 20.0%	17 21.2%	44 20.1%	21 9.9%	10 10.5%	17 15.4%
<b>Once a month</b>	159 15.9%	64 23.1%	10 12.7%	26 11.9%	26 12.3%	17 17.7%	15 13.6%
<b>Less often than once a month</b>	228 22.8%	83 29.8%	13 15.3%	66 29.7%	31 14.8%	28 28.5%	7 6.3%

**Q9a. Approx spend on clothing/footwear last trip? by C1 - Area / Zone showing q9a \* 1.00 weighting wt1 (v1)**

Text.: Q9a. Approximately how much did you spend on clothing and footwear on your last shopping trip? (quantity)

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	54282.80	20213.23	3733.99	10841.16	9678.52	4448.49	5367.41
<b>Missing</b>							
<b>No reply</b>	0.00 0.0%	0.00 0.0%	0.00 0.0%	0.00 0.0%	0.00 0.0%	0.00 0.0%	0.00 0.0%
<b>Q9a. Approx spend on clothing/footwear last trip?</b>							
<b>Valid</b>	54282.80 100.0%	20213.23 100.0%	3733.99 100.0%	10841.16 100.0%	9678.52 100.0%	4448.49 100.0%	5367.41 100.0%

**Q9b. Approx spend on clothing/footwear last trip? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q9b. Approximately how much did you spend on clothing and footwear on your last shopping trip?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Missing</b>							
<b>No reply</b>	51 5.1%	20 7.2%	5 5.8%	12 5.6%	5 2.3%	9 9.3%	- -
<b>Q9b. Approx spend on clothing/footwear last trip?</b>							
<b>£1 - £10</b>	31 3.1%	5 1.7%	1 1.8%	4 1.7%	12 5.7%	7 7.2%	2 1.7%
<b>£11 - £20</b>	106 10.6%	16 5.6%	9 11.0%	26 11.7%	22 10.7%	11 11.2%	22 20.3%
<b>£21 - £30</b>	116 11.6%	21 7.7%	13 15.5%	30 13.4%	27 13.1%	12 12.3%	12 11.3%
<b>£31 - £40</b>	120 12.0%	30 10.7%	17 20.3%	17 7.5%	18 8.5%	22 22.7%	17 15.7%
<b>£41 - £50</b>	124 12.4%	28 10.2%	14 17.1%	36 16.4%	24 11.6%	13 13.0%	9 8.2%
<b>£51 - £60</b>	72 7.2%	27 9.6%	6 7.9%	16 7.0%	10 4.8%	4 4.3%	9 7.8%
<b>£61 - £70</b>	54 5.4%	18 6.3%	3 4.2%	7 3.4%	10 4.6%	5 4.7%	12 10.7%
<b>£71 - £80</b>	64 6.4%	33 11.9%	4 4.4%	10 4.6%	7 3.5%	3 2.8%	7 6.6%
<b>£81 - £90</b>	41 4.1%	10 3.5%	2 1.9%	2 1.0%	23 10.8%	2 2.3%	2 1.9%
<b>£91 - £100</b>	48 4.8%	20 7.0%	3 3.2%	8 3.7%	11 5.4%	4 4.5%	2 1.9%
<b>£101 - £110</b>	5 0.5%	- -	1 1.0%	1 0.5%	2 0.8%	- -	2 1.6%
<b>£111 - £120</b>	12 1.2%	7 2.4%	1 1.4%	- -	- -	1 1.1%	3 2.6%
<b>£121 - £130</b>	15 1.5%	5 1.9%	0 0.4%	1 0.5%	6 2.8%	0 0.5%	2 1.8%
<b>£131 - £140</b>	5 0.5%	4 1.3%	- -	2 0.7%	- -	- -	- -
<b>£141 - £150</b>	7 0.7%	3 1.0%	1 0.6%	3 1.2%	- -	1 0.7%	1 0.9%
<b>£151 +</b>	45 4.5%	23 8.1%	0 0.3%	14 6.3%	3 1.5%	3 2.7%	2 1.9%
<b>Nothing</b>	82 8.2%	11 3.8%	3 3.3%	33 14.8%	29 14.0%	1 0.8%	6 5.3%

**Q10. Where buy Christmas/Occasion shopping? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q10. Where do you normally undertake most of your Christmas / special occasion shopping?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Missing</b>							
<b>No reply</b>	3 0.3%	2 0.6%	-	1 0.5%	-	-	-
<b>Q10. Where buy Christmas/Occasion shopping?</b>							
<b>Addlestone</b>	6 0.6%	-	3 3.4%	-	2 0.8%	-	2 1.9%
<b>Aldershot</b>	14 1.4%	0 0.2%	2 2.0%	2 0.7%	10 4.6%	1 1.0%	-
<b>Basingstoke</b>	24 2.4%	5 1.9%	-	-	16 7.8%	2 2.2%	-
<b>Bracknell</b>	3 0.3%	-	-	-	-	1 0.5%	2 1.9%
<b>Brooklands</b>	1 0.1%	-	0 0.3%	1 0.3%	-	-	-
<b>Byfleet</b>	4 0.4%	1 0.4%	-	-	3 1.3%	-	-
<b>Camberley</b>	106 10.6%	13 4.6%	0 0.3%	-	76 36.2%	16 16.6%	1 0.7%
<b>Chertsey</b>	1 0.1%	-	-	-	-	-	1 0.7%
<b>Devizes</b>	1 0.1%	1 0.2%	-	-	-	-	-
<b>Do not buy</b>	5 0.5%	1 0.5%	1 1.0%	2 0.9%	-	1 0.9%	-
<b>Farnborough</b>	23 2.3%	7 2.4%	1 0.6%	2 1.1%	6 3.0%	5 5.2%	2 1.8%
<b>Farnham</b>	5 0.5%	3 1.0%	1 0.6%	1 0.5%	-	0 0.5%	-
<b>Godalming</b>	2 0.2%	-	-	2 0.8%	-	-	-
<b>Guildford</b>	389 38.9%	80 28.8%	21 25.2%	153 69.2%	70 33.4%	32 32.8%	33 29.6%
<b>Internet</b>	9 0.9%	1 0.3%	-	7 3.3%	-	1 0.9%	-
<b>It Varies</b>	11 1.1%	1 0.2%	4 5.5%	6 2.7%	-	0 0.4%	-
<b>Kingston</b>	33 3.3%	21 7.4%	3 4.0%	5 2.3%	-	-	4 3.8%
<b>Leeds</b>	1 0.1%	-	-	-	-	-	1 1.2%
<b>London</b>	5 0.5%	5 1.7%	1 0.6%	-	-	-	-
<b>London (West End)</b>	95 9.5%	24 8.5%	11 13.9%	16 7.4%	13 6.3%	8 8.6%	22 20.1%
<b>Mail Order</b>	19 1.9%	7 2.5%	1 1.2%	2 1.0%	6 3.0%	3 2.9%	-
<b>Maybury</b>	0 0.0%	0 0.2%	-	-	-	-	-

**Q10. Where buy Christmas/Occasion shopping? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q10. Where do you normally undertake most of your Christmas / special occasion shopping?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Nottingham</b>	1 0.1%	-	1 0.6%	-	-	-	-
<b>Reading</b>	4 0.4%	1 0.3%	-	-	-	2 2.2%	1 0.9%
<b>Sandhurst</b>	1 0.1%	-	-	-	1 0.7%	-	-
<b>Staines</b>	46 4.6%	4 1.6%	12 15.0%	-	-	1 0.5%	28 25.8%
<b>Truro</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>West Byfleet</b>	1 0.1%	-	1 1.0%	-	-	-	-
<b>Weybridge</b>	6 0.6%	3 1.1%	1 0.8%	-	-	-	2 1.9%
<b>Windsor</b>	1 0.1%	0 0.2%	-	-	-	1 1.0%	-
<b>Woking</b>	179 17.9%	99 35.6%	19 23.8%	20 9.0%	6 3.0%	24 23.9%	11 9.7%

**Q11. Main reason why you visit this centre? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q11. What is the main reason why you visit this centre in preference to any other?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	13 1.3%	4 1.6%	2 1.9%	6 2.8%	-	1 0.5%	-
<b>Q11. Main reason why you visit this centre?</b>							
Close to home	416 41.6%	89 32.0%	29 36.1%	125 56.2%	84 40.1%	37 36.9%	52 47.4%
Close to work	56 5.6%	8 2.8%	5 6.1%	-	25 11.9%	5 5.5%	13 12.0%
Easy to get to by bus	12 1.2%	2 0.6%	1 0.6%	4 2.0%	3 1.4%	2 2.4%	-
Easy to get to by train	28 2.8%	1 0.4%	1 1.6%	-	22 10.8%	-	3 2.6%
Easy to get to by car	26 2.6%	11 3.9%	3 4.1%	4 1.8%	5 2.5%	1 1.0%	1 0.9%
Pedestrianised streets	2 0.2%	-	1 1.4%	1 0.3%	-	-	-
Easy to find parking	8 0.8%	5 1.8%	1 0.6%	1 0.4%	-	1 1.3%	-
Easy to park near shops	8 0.8%	0 0.2%	-	5 2.2%	3 1.3%	0 0.5%	-
Free/cheap parking	2 0.2%	1 0.4%	-	1 0.5%	-	-	-
High quality shops	48 4.8%	14 4.9%	4 4.5%	6 2.7%	15 7.3%	4 3.6%	6 5.7%
Nice shopping environment	81 8.1%	14 4.9%	8 9.5%	13 6.0%	18 8.5%	11 11.0%	18 16.0%
Choice of clothing/fashion shops	30 3.0%	9 3.3%	2 2.2%	5 2.1%	-	11 11.3%	3 2.8%
Choice of larger chain stores	47 4.7%	12 4.4%	4 4.3%	9 4.1%	8 4.0%	7 7.6%	6 5.8%
Choice of department stores	93 9.3%	47 16.9%	6 7.5%	21 9.4%	11 5.1%	6 6.3%	3 2.3%
Choice of value/discount stores	7 0.7%	4 1.4%	1 0.6%	-	2 0.7%	-	1 0.7%
Choice of specialist shops	24 2.4%	17 5.9%	3 3.5%	-	3 1.3%	2 1.7%	-
Covered shopping centre/s	2 0.2%	1 0.4%	-	-	-	1 0.7%	-
Choice of places to eat/drink	0 0.0%	-	0 0.3%	-	-	-	-
Safe/secure centre	0 0.0%	-	-	-	-	0 0.4%	-
Don't know	15 1.5%	10 3.4%	2 2.9%	2 0.7%	-	1 1.1%	-
Nothing in particular	41 4.1%	21 7.6%	8 9.6%	11 5.0%	-	1 0.9%	-



**Q11. Main reason why you visit this centre? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q11. What is the main reason why you visit this centre in preference to any other?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Convenience</b>	16 1.6%	3 1.2%	1 1.2%	3 1.3%	6 3.0%	3 3.0%	-
<b>Visit / close to family</b>	10 1.0%	2 0.6%	0 0.4%	3 1.3%	2 0.7%	2 2.2%	1 1.2%
<b>I meet friends there</b>	2 0.2%	-	-	-	-	-	2 1.4%
<b>When I am on holiday</b>	1 0.1%	-	1 0.6%	1 0.3%	-	-	-
<b>Marks &amp; Spencer</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>John Lewis</b>	2 0.2%	1 0.4%	-	-	-	1 0.7%	-
<b>Familiar with it</b>	3 0.3%	-	-	2 0.7%	-	-	1 1.2%
<b>As a change/somewhere different</b>	2 0.2%	-	-	1 0.3%	-	1 1.1%	-
<b>Debenhams</b>	0 0.0%	-	0 0.3%	-	-	-	-
<b>Free delivery</b>	0 0.0%	-	-	-	-	0 0.5%	-
<b>Alders</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>Toys R Us</b>	2 0.2%	-	-	-	2 0.7%	-	-
<b>Better choice of shops for teenagers</b>	2 0.2%	-	-	-	2 0.8%	-	-

**Q12. Where buy Furniture/Carpets? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q12. Where did you last go to buy Furniture/Carpets?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	6 0.6%	3 1.0%	-	1 0.5%	-	1 0.7%	2 1.9%
<b>Q12. Where buy Furniture/Carpets?</b>							
Addlestone, Tesco	4 0.4%	-	0 0.4%	-	-	3 3.3%	-
Addlestone, Local shops	4 0.4%	1 0.3%	1 0.6%	-	-	-	3 2.7%
Aldershot, Local shops	5 0.5%	-	-	1 0.3%	4 2.0%	-	-
Ashvale, Local shops	4 0.4%	-	-	-	3 1.3%	1 0.9%	-
Bagshot, Angles	3 0.3%	3 1.0%	-	-	-	-	-
Basingstoke, Local shops	9 0.9%	1 0.3%	-	-	7 3.3%	2 1.7%	-
Bluewater, John Lewis	2 0.2%	-	1 0.6%	2 0.7%	-	-	-
Bracknell, Local shops	0 0.0%	-	-	-	-	0 0.4%	-
Brooklands, Argos	1 0.1%	1 0.3%	-	-	-	-	-
Byfleet, B & Q Unit, Royston Road	1 0.1%	-	-	1 0.5%	-	-	-
Byfleet, MFI, Wey RP	10 1.0%	8 2.8%	1 1.7%	-	-	0 0.5%	-
Camberley, Marks & Spencer, The Meadows	10 1.0%	2 0.6%	1 1.5%	-	7 3.2%	0 0.4%	-
Camberley, Alders	11 1.1%	-	-	-	10 4.9%	1 0.9%	-
Camberley, Local shops	23 2.3%	-	-	-	20 9.7%	3 2.5%	-
Chobham, SCS	0 0.0%	-	-	-	-	0 0.4%	-
Croydon, Ikea, Purley Way	37 3.7%	17 6.2%	3 4.0%	5 2.3%	4 2.0%	4 4.2%	3 2.6%
Farnborough, B & Q Warehouse	1 0.1%	-	-	-	-	1 0.7%	-
Farnborough, Carpetright, Farnborough Gate RP	20 2.0%	2 0.6%	2 1.9%	1 0.5%	10 4.7%	3 2.6%	3 2.8%
Farnborough, Comet, Farnborough Gate RP	2 0.2%	-	-	-	2 0.7%	-	-
Farnborough, Courts, Farnborough Gate RP	22 2.2%	8 3.0%	1 1.6%	3 1.4%	5 2.5%	2 2.5%	1 0.9%

**Q12. Where buy Furniture/Carpets? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q12. Where did you last go to buy Furniture/Carpets?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Farnborough, Homestyle, Farnborough Gate RP	20 2.0%	-	-	1 0.5%	18 8.8%	-	-
Farnborough, Local shops	9 0.9%	-	-	-	9 4.1%	-	-
Farnborough, Harveys, Farnborough Gate RP	11 1.1%	-	-	1 0.5%	7 3.3%	2 1.7%	1 0.9%
Feltham, Focus DIY, Air Park Way	1 0.1%	1 0.3%	0 0.4%	-	-	-	-
Frimley, Local shops	1 0.1%	-	-	-	1 0.7%	-	-
Guildford, Allied Carpets, Ladymead RP	57 5.7%	11 4.1%	2 2.8%	15 6.9%	23 11.1%	3 2.7%	2 1.9%
Guildford, Carpetright, Ladymead RP	28 2.8%	2 0.7%	1 1.2%	10 4.6%	2 0.8%	10 10.2%	3 2.7%
Guildford, DFS	3 0.3%	2 0.8%	-	-	-	0 0.5%	-
Guildford, Furniture Village, Ladymead RP	15 1.5%	1 0.3%	1 1.6%	6 2.9%	3 1.5%	1 1.5%	2 2.1%
Guildford, Homepage, Ladymead RP	9 0.9%	0 0.2%	0 0.3%	7 3.4%	-	-	1 0.9%
Guildford, SCS, Ladymead RP	48 4.8%	11 4.0%	9 11.5%	8 3.8%	4 2.0%	6 5.8%	9 8.3%
Guildford, B&Q, Woodbridge Road	1 0.1%	-	0 0.4%	1 0.3%	-	-	-
Guildford, Courts	2 0.2%	-	-	2 0.7%	-	-	-
Guildford, Currys, Woodbridge Road	3 0.3%	-	-	-	3 1.3%	-	-
Guildford, Debenhams	1 0.1%	-	-	1 0.4%	-	-	-
Guildford, Heales	1 0.1%	1 0.2%	-	-	-	-	-
Guildford, House of Fraser	4 0.4%	1 0.4%	0 0.3%	1 0.3%	1 0.7%	-	-
Guildford, John Lewis	1 0.1%	1 0.3%	-	-	-	-	-
Guildford, PC World, Woodbridge Road	1 0.1%	1 0.2%	-	-	-	-	-
Guildford, Homepage, Woodbridge Road	6 0.6%	-	0 0.4%	3 1.2%	2 0.8%	-	1 1.0%
Guildford, Local shops	50 5.0%	6 2.0%	3 3.3%	28 12.7%	3 1.5%	6 6.1%	4 3.9%

**Q12. Where buy Furniture/Carpets? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q12. Where did you last go to buy Furniture/Carpets?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Kingston, John Lewis	5 0.5%	2 0.8%	0 0.4%	2 0.7%	-	-	1 0.7%
Kingston, Local shops	3 0.3%	1 0.3%	0 0.4%	1 0.3%	-	1 0.7%	-
Knaphill, Local shops	2 0.2%	1 0.4%	-	-	-	1 0.9%	-
Leatherhead, Homebase, Woodbridge Corner	1 0.1%	-	-	-	-	-	1 0.9%
Leatherhead, Local shops	2 0.2%	-	-	2 1.0%	-	-	-
Lightwater, Local shops	1 0.1%	-	-	-	-	1 0.5%	-
London, John Lewis	2 0.2%	1 0.3%	-	1 0.4%	-	-	-
London	19 1.9%	6 2.2%	1 1.3%	10 4.6%	1 0.7%	-	-
Maybury, Focus	0 0.0%	0 0.2%	-	-	-	-	-
New Malden, Courts	1 0.1%	-	1 1.0%	-	-	-	-
Poole, DFS	1 0.1%	-	-	1 0.4%	-	-	-
Purley, Ikea	5 0.5%	-	-	5 2.1%	-	0 0.4%	-
Reading, John Lewis	2 0.2%	-	-	-	1 0.7%	0 0.4%	-
Reading, Local shops	2 0.2%	1 0.4%	-	1 0.4%	-	-	-
Ripley, Local shops	2 0.2%	-	-	2 0.8%	-	-	-
Staines, Magnet, Magnet Unit	9 0.9%	0 0.2%	2 1.9%	-	-	3 2.8%	5 4.1%
Staines, Allied Carpets, Two Rivers RP	20 2.0%	3 1.0%	4 4.6%	-	3 1.5%	-	10 9.2%
Staines, Carpetsright Two Rivers RP	15 1.5%	-	3 4.1%	-	-	-	12 10.5%
Staines, Currys, Two Rivers RP	1 0.1%	-	-	-	-	1 1.0%	-
Staines, Furniture Village, Two Rivers RP	4 0.4%	-	0 0.6%	-	-	-	4 3.5%
Weybridge, Magnet, Monument Hill	7 0.7%	5 1.9%	1 0.7%	-	-	-	1 1.0%
Weybridge, Argos, Paddocks RP	3 0.3%	0 0.2%	-	-	-	-	2 2.0%
Windsor, Local shops	13 1.3%	-	5 6.1%	5 2.2%	2 0.8%	1 1.0%	-

**Q12. Where buy Furniture/Carpets? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q12. Where did you last go to buy Furniture/Carpets?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Woking, Alders</b>	47 4.7%	31 11.1%	3 4.3%	3 1.3%	2 0.8%	3 3.2%	5 4.4%
<b>Woking, Argos</b>	4 0.4%	1 0.2%	-	2 0.7%	-	2 1.7%	-
<b>Woking/Brookwood, Homebase, Brookwood</b>	3 0.3%	1 0.3%	2 2.6%	-	-	-	-
<b>Woking, Carpetright, Lion RP</b>	55 5.5%	43 15.3%	4 5.0%	3 1.5%	-	3 3.4%	2 1.6%
<b>Woking, CMS</b>	3 0.3%	3 0.9%	-	-	-	-	-
<b>Woking, Currys, Lion RP</b>	3 0.3%	-	-	-	-	3 2.5%	-
<b>Woking, Courts</b>	1 0.1%	-	-	1 0.4%	-	1 0.5%	-
<b>Woking, Harveys, Lion RP</b>	23 2.3%	19 6.6%	1 0.8%	1 0.4%	-	3 2.5%	-
<b>Woking, Local shops</b>	27 2.7%	17 6.2%	2 2.5%	3 1.3%	-	4 3.8%	1 0.7%
<b>Woking, Wickes</b>	2 0.2%	-	-	1 0.4%	-	-	1 1.2%
<b>Don't buy</b>	42 4.2%	15 5.3%	7 8.8%	13 6.1%	3 1.3%	4 3.6%	-
<b>Don't know / can't remember</b>	194 19.5%	31 11.2%	13 15.4%	64 28.8%	42 20.2%	14 14.1%	31 27.9%
<b>Mail Order/Internet</b>	33 3.3%	15 5.3%	2 1.9%	4 1.7%	6 3.0%	6 6.5%	-
<b>No particular store</b>	3 0.3%	1 0.4%	1 1.4%	-	-	1 0.8%	-
<b>Auction Rooms</b>	1 0.1%	-	1 1.4%	-	-	-	-
<b>Abroad</b>	0 0.0%	-	0 0.3%	-	-	-	-

**Q13. Where buy large electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q13. Where did you last go to buy large electrical goods (e.g. fridge, freezers) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	6 0.6%	3 1.2%	-	1 0.5%	-	0 0.4%	1 0.9%
<b>Q13. Where buy large electrical goods?</b>							
Addlestone, Currys	1 0.1%	-	-	-	-	-	1 0.7%
Addlestone, Tesco	1 0.1%	-	0 0.4%	-	-	-	1 1.0%
Addlestone, Local Shops	14 1.4%	3 1.0%	3 3.8%	2 0.8%	1 0.7%	-	5 4.1%
Aldershot, Local shops	4 0.4%	-	1 0.6%	1 0.3%	3 1.3%	-	-
Basingstoke, Local shops	5 0.5%	-	-	-	5 2.5%	-	-
Bluewater, John Lewis	2 0.2%	-	-	2 0.7%	-	-	-
Brent Cross, John Lewis	1 0.1%	-	-	1 0.4%	-	0 0.4%	-
Brooklands, Argos	1 0.1%	1 0.3%	0 0.3%	-	-	-	-
Brooklands, Comet	1 0.1%	-	-	1 0.3%	-	-	-
Brooklands, Currys	2 0.2%	-	1 1.0%	-	-	-	1 0.7%
Brooklands, Local shops	2 0.2%	-	1 0.8%	1 0.4%	-	-	-
Byfleet, B & Q Unit, Royston Road	1 0.1%	-	1 0.6%	-	-	-	-
Byfleet, Comet	2 0.2%	-	1 1.5%	-	-	0 0.4%	-
Byfleet, MFI, Wey RP	3 0.3%	3 1.2%	-	-	-	-	-
Byfleet, Powerhouse, Wey RP	8 0.8%	3 1.1%	5 6.5%	-	-	-	-
Camberley, Alders	15 1.5%	-	-	-	14 6.9%	1 1.0%	-
Camberley, Comet	2 0.2%	-	-	-	2 0.7%	0 0.5%	-
Camberley, Currys	4 0.4%	-	-	-	3 1.5%	0 0.5%	-
Camberley, Marks & Spencer, The Meadows	3 0.3%	-	-	-	3 1.3%	-	-
Camberley, Local shops	16 1.6%	-	-	-	16 7.7%	-	-
Cobham, Local shops	0 0.0%	-	-	-	-	0 0.4%	-

**Q13. Where buy large electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q13. Where did you last go to buy large electrical goods (e.g. fridge, freezers) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Croydon, Ikea, Purley Way	1 0.1%	-	-	-	-	-	1 0.9%
Epsom, Homebase, Kiln Lane	0 0.0%	0 0.2%	-	-	-	-	-
Farnborough, Focus DIY, Solartron Road	2 0.2%	-	-	-	2 0.8%	-	-
Farnborough, B & Q Warehouse	15 1.5%	-	5 6.1%	5 2.2%	5 2.3%	-	-
Farnborough, Carpetright, Farnborough Gate RP	0 0.0%	-	0 0.3%	-	-	-	-
Farnborough, Comet, Farnborough Gate RP	67 6.7%	9 3.3%	4 5.5%	6 2.9%	31 15.0%	4 4.2%	12 10.7%
Farnborough, Courts, Farnborough Gate RP	3 0.3%	-	-	-	3 1.5%	-	-
Farnborough, Currys, Farnborough Gate RP	37 3.7%	-	0 0.3%	4 1.9%	21 10.3%	10 9.7%	1 1.2%
Farnborough, Iceland	2 0.2%	-	-	1 0.3%	-	-	1 0.7%
Farnborough, Powerhouse	1 0.1%	1 0.2%	-	-	-	-	-
Farnborough, Wickes, Solartron Road	3 0.3%	-	-	-	3 1.3%	-	-
Farnborough, Locals shops	9 0.9%	-	-	-	9 4.2%	0 0.5%	-
Feltham, Focus DIY, Air Park Way	3 0.3%	-	-	-	3 1.3%	-	-
Frimley, Local shops	4 0.4%	-	-	-	3 1.3%	1 1.3%	-
Godalming, Homebase	2 0.2%	-	-	-	-	2 1.7%	-
Guildford, Homebase, Ladymead RP	2 0.2%	-	1 1.5%	1 0.4%	-	-	-
Guildford, B&Q, Woodbridge Road	14 1.4%	3 1.0%	-	5 2.4%	4 2.0%	0 0.5%	1 1.0%
Guildford, Comet, Woodbridge Road	195 19.5%	34 12.2%	13 16.3%	107 48.3%	14 6.9%	7 6.9%	19 17.3%
Guildford, Currys, Woodbridge Road	46 4.6%	6 2.1%	2 2.5%	16 7.0%	6 3.0%	14 14.1%	2 2.2%
Guildford, Dyas	2 0.2%	-	-	2 0.7%	-	-	-
Guildford, John Lewis	2 0.2%	1 0.3%	-	2 0.7%	-	-	-
Guildford, PC World, Woodbridge Road	8 0.8%	1 0.4%	-	5 2.1%	2 0.8%	-	-

**Q13. Where buy large electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q13. Where did you last go to buy large electrical goods (e.g. fridge, freezers) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Guildford, Local shops	14 1.4%	1 0.5%	1 0.8%	6 2.7%	3 1.4%	3 2.6%	-
High Wycombe, John Lewis	1 0.1%	-	-	-	-	1 0.5%	-
Kingston, John Lewis	5 0.5%	1 0.4%	0 0.3%	2 0.7%	-	1 0.7%	2 1.4%
Kingston, Local shops	2 0.2%	1 0.4%	-	1 0.3%	-	-	-
Knaphill, Local shops	4 0.4%	3 0.9%	-	-	-	1 1.4%	-
Ladymead RP, Comet	2 0.2%	1 0.3%	-	1 0.4%	-	-	-
Leatherhead, Homebase, Woodbridge Corner	1 0.1%	-	1 1.0%	-	-	-	-
Leatherhead, Local shops	0 0.0%	-	0 0.4%	-	-	-	-
London, John Lewis	1 0.1%	1 0.3%	1 0.6%	-	-	-	-
London	5 0.5%	5 1.9%	-	-	-	-	-
Nottingham, Comet	1 0.1%	-	1 0.6%	-	-	-	-
Reading, John Lewis	0 0.0%	-	-	-	-	0 0.4%	-
Sandhurst, Tesco	2 0.2%	-	-	-	2 0.8%	-	-
Staines, Allied Carpets, Two Rivers RP	0 0.0%	-	0 0.3%	-	-	-	-
Staines, Carpetsright Two Rivers RP	2 0.2%	-	0 0.4%	-	-	-	2 1.9%
Staines, Currys, Two Rivers RP	40 4.0%	1 0.3%	7 8.7%	-	2 0.8%	1 1.3%	29 26.7%
Staines, Comet	2 0.2%	-	0 0.4%	-	-	-	1 1.2%
Staines, Electronics Boutique, Two Rivers RP	0 0.0%	-	-	-	-	0 0.5%	-
Weybridge, Argos, Paddocks RP	16 1.6%	10 3.5%	2 2.0%	-	-	-	4 3.8%
Weybridge, Currys, Paddocks RP	8 0.8%	2 0.8%	3 3.2%	1 0.4%	-	-	2 2.0%
Woking, Alders	33 3.3%	22 7.9%	1 1.0%	1 0.3%	-	4 4.3%	5 4.4%
Woking/Brookwood, Homebase, Brookwood	2 0.2%	1 0.4%	-	-	-	0 0.5%	-
Woking, Carpetright, Lion RP	1 0.1%	1 0.4%	-	-	-	-	-



## Q13. Where buy large electrical goods? by C1 - Area / Zone weighting wt1(v1)

Text.: Q13. Where did you last go to buy large electrical goods (e.g. fridge, freezers) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Woking, Currys, Lion RP</b>	<b>116</b> <b>11.6%</b>	<b>74</b> <b>26.6%</b>	<b>8</b> <b>10.0%</b>	<b>8</b> <b>3.5%</b>	<b>6</b> <b>2.8%</b>	<b>18</b> <b>18.2%</b>	<b>2</b> <b>1.6%</b>
<b>Woking, Dixons</b>	<b>2</b> <b>0.2%</b>	<b>2</b> <b>0.9%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>
<b>Woking, Focus DIY, Lion RP</b>	<b>4</b> <b>0.4%</b>	<b>4</b> <b>1.4%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>
<b>Woking, Halfords, Lion RP</b>	<b>3</b> <b>0.3%</b>	<b>3</b> <b>0.9%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>
<b>Woking, Wickes</b>	<b>2</b> <b>0.2%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>1</b> <b>0.4%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>1</b> <b>1.2%</b>
<b>Woking, Local shops</b>	<b>28</b> <b>2.8%</b>	<b>20</b> <b>7.1%</b>	<b>2</b> <b>2.0%</b>	<b>1</b> <b>0.4%</b>	<b>-</b> <b>-</b>	<b>5</b> <b>5.5%</b>	<b>-</b> <b>-</b>
<b>Woodham, Hayes</b>	<b>0</b> <b>0.0%</b>	<b>-</b> <b>-</b>	<b>0</b> <b>0.3%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>
<b>Don't buy</b>	<b>33</b> <b>3.3%</b>	<b>10</b> <b>3.6%</b>	<b>6</b> <b>7.0%</b>	<b>12</b> <b>5.6%</b>	<b>3</b> <b>1.3%</b>	<b>3</b> <b>2.6%</b>	<b>-</b> <b>-</b>
<b>Don't know / can't remember / No particular store</b>	<b>123</b> <b>12.3%</b>	<b>31</b> <b>11.1%</b>	<b>6</b> <b>7.0%</b>	<b>25</b> <b>11.5%</b>	<b>35</b> <b>16.9%</b>	<b>10</b> <b>10.4%</b>	<b>15</b> <b>13.5%</b>
<b>Mail Order/Internet</b>	<b>40</b> <b>4.0%</b>	<b>16</b> <b>5.9%</b>	<b>4</b> <b>5.3%</b>	<b>3</b> <b>1.4%</b>	<b>6</b> <b>2.9%</b>	<b>9</b> <b>8.7%</b>	<b>1</b> <b>1.0%</b>
<b>Auction Rooms</b>	<b>1</b> <b>0.1%</b>	<b>-</b> <b>-</b>	<b>0</b> <b>0.4%</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>1</b> <b>0.5%</b>	<b>-</b> <b>-</b>

**Q14. Where buy small electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q14. Where did you last go to buy small electrical goods (e.g. TV, hi-fi, DVD) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	8 0.8%	4 1.3%	-	2 0.8%	2 0.8%	-	1 0.9%
<b>Q14. Where buy small electrical goods?</b>							
Addlestone, Currys	1 0.1%	-	-	-	-	-	1 0.7%
Addlestone, Tesco	0 0.0%	-	0 0.4%	-	-	-	-
Addlestone, Local shops	14 1.4%	-	3 3.9%	2 0.8%	1 0.7%	1 0.5%	7 6.0%
Aldershot, Local shops	3 0.3%	1 0.3%	-	-	3 1.3%	-	-
Basingstoke, Local shops	3 0.3%	-	-	-	3 1.3%	-	-
Bracknell, Powerhouse	1 0.1%	-	1 1.0%	-	-	1 0.5%	-
Brent Cross, John Lewis	0 0.0%	-	-	-	-	0 0.4%	-
Brooklands, Argos	2 0.2%	1 0.4%	1 1.0%	-	-	-	-
Brooklands, Comet	1 0.1%	-	-	1 0.3%	-	-	-
Brooklands, Currys	2 0.2%	-	1 1.4%	-	-	-	1 0.7%
Brooklands, Local shops	2 0.2%	0 0.2%	0 0.4%	1 0.4%	-	-	-
Brookwood, Sainsburys	6 0.6%	6 2.1%	-	-	-	-	-
Byfleet, Argos	0 0.0%	-	0 0.6%	-	-	-	-
Byfleet, B & Q Unit, Royston Road	2 0.2%	-	2 2.2%	-	-	-	-
Byfleet, Currys	1 0.1%	-	1 0.6%	-	-	-	-
Byfleet, Halfords, Wey RP	1 0.1%	-	0 0.3%	-	-	1 1.1%	-
Byfleet, MFI, Wey RP	0 0.0%	-	0 0.6%	-	-	-	-
Byfleet, Powerhouse, Wey RP	2 0.2%	-	2 2.7%	-	-	-	-
Camberley, Alders	10 1.0%	-	-	-	10 4.9%	-	-
Camberley, Currys	5 0.5%	-	-	-	5 2.2%	0 0.5%	-
Camberley, Interludes, The Meadows	3 0.3%	-	-	-	3 1.3%	-	-

**Q14. Where buy small electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q14. Where did you last go to buy small electrical goods (e.g. TV, hi-fi, DVD) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Camberley, Marks &amp; Spencer, The Meadows</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>Camberley, Local shops</b>	23 2.3%	-	-	-	21 10.2%	2 2.0%	-
<b>Cobham, Local shops</b>	0 0.0%	-	-	-	-	0 0.4%	-
<b>Croydon, Ikea, Purley Way</b>	1 0.1%	-	-	-	-	-	1 0.9%
<b>Farnborough, Asda</b>	5 0.5%	-	2 2.2%	-	2 0.8%	1 1.2%	-
<b>Farnborough, Homebase, Invincible Road</b>	2 0.2%	-	-	2 0.7%	-	-	-
<b>Farnborough, B &amp; Q Warehouse</b>	14 1.4%	-	5 5.8%	5 2.2%	2 0.8%	0 0.5%	2 2.1%
<b>Farnborough, Carpetright, Farnborough Gate RP</b>	0 0.0%	-	0 0.3%	-	-	-	-
<b>Farnborough, Comet, Farnborough Gate RP</b>	51 5.1%	4 1.6%	2 2.8%	4 1.9%	32 15.2%	5 5.1%	3 2.6%
<b>Farnborough, Courts, Farnborough Gate RP</b>	3 0.3%	-	-	-	3 1.3%	-	-
<b>Farnborough, Currys, Farnborough Gate RP</b>	26 2.6%	-	1 0.7%	4 2.0%	14 6.5%	6 6.0%	1 1.2%
<b>Farnborough, Halfords, Farnborough Gate RP</b>	2 0.2%	-	-	-	2 0.8%	-	-
<b>Farnborough, Iceland</b>	2 0.2%	-	-	1 0.3%	-	-	1 0.7%
<b>Farnborough, Wickes, Solartron Road</b>	6 0.6%	-	-	-	3 1.3%	-	3 2.7%
<b>Farnborough, Local shops</b>	16 1.6%	-	-	-	16 7.7%	-	-
<b>Frimley, Local shops</b>	5 0.5%	-	-	-	4 2.0%	1 0.8%	-
<b>Godalming, Homebase</b>	2 0.2%	-	-	1 0.4%	2 0.7%	-	-
<b>Guildford, Alders</b>	2 0.2%	-	-	2 0.8%	-	-	-
<b>Guildford, Carpetright, Ladymead RP</b>	0 0.0%	-	0 0.3%	-	-	-	-
<b>Guildford, Halfords, Ladymead RP</b>	1 0.1%	-	-	-	-	-	1 0.9%

**Q14. Where buy small electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text...: Q14. Where did you last go to buy small electrical goods (e.g. TV, hi-fi, DVD) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Guildford, Homebase, Ladymead RP	1 0.1%	-	-	1 0.4%	-	-	-
Guildford, John Lewis	1 0.1%	1 0.3%	-	-	-	-	-
Guildford, B&Q, Woodbridge Road	18 1.8%	1 0.3%	0 0.4%	10 4.4%	6 2.8%	0 0.5%	1 1.0%
Guildford, Comet, Woodbridge Road	169 16.9%	30 10.6%	10 12.4%	93 41.9%	12 5.6%	5 5.3%	19 17.5%
Guildford, Currys, Woodbridge Road	65 6.5%	5 1.9%	2 2.9%	33 15.1%	9 4.3%	12 11.7%	3 3.1%
Guildford, PC World, Woodbridge Road	17 1.7%	3 0.9%	2 1.9%	-	4 2.0%	4 4.1%	4 4.0%
Guildford, Homebase, Woodbridge Road	0 0.0%	-	0 0.3%	-	-	-	-
Guildford, Local shops	19 1.9%	1 0.5%	1 1.8%	11 4.9%	3 1.4%	3 2.6%	-
Kingston, John Lewis	5 0.5%	1 0.3%	0 0.3%	1 0.3%	-	1 1.1%	2 1.4%
Kingston, Local shops	1 0.1%	1 0.3%	-	-	-	-	-
Knaphill, Local shops	3 0.3%	3 1.0%	-	-	-	1 0.5%	-
Ladymead RP, Comet	1 0.1%	-	-	1 0.4%	-	-	-
Leatherhead, Homebase, Woodbridge Corner	1 0.1%	-	1 1.0%	-	-	-	-
Leatherhead, Local shops	0 0.0%	-	0 0.4%	-	-	-	-
London, John Lewis	4 0.4%	1 0.3%	1 0.6%	-	3 1.3%	-	-
London	5 0.5%	5 1.9%	-	-	-	-	-
Nottingham, Comet	1 0.1%	-	1 0.6%	-	-	-	-
Reading, John Lewis	1 0.1%	-	-	-	-	1 1.0%	-
Sandhurst, Tesco	3 0.3%	-	-	-	3 1.5%	-	-
Staines, Carpetsright Two Rivers RP	2 0.2%	-	-	-	-	-	2 1.9%
Staines, Currys, Two Rivers RP	22 2.2%	0 0.2%	2 2.6%	-	2 0.8%	-	18 15.9%
Staines, Electronics Boutique, Two Rivers RP	5 0.5%	-	1 0.9%	-	-	-	4 4.0%
Staines, Furniture Village, Two Rivers RP	1 0.1%	1 0.3%	-	-	-	-	-

**Q14. Where buy small electrical goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q14. Where did you last go to buy small electrical goods (e.g. TV, hi-fi, DVD) etc?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Staines, Sony Centre, Two Rivers RP	7 0.7%	1 0.3%	1 1.5%	- -	- -	- -	5 4.3%
Staines, Local shops	1 0.1%	- -	0 0.4%	- -	- -	0 0.5%	- -
Walton-On-Thames, B & Q, New Zealand Avenue	2 0.2%	- -	0 0.6%	- -	- -	- -	1 1.0%
Weybridge, Argos, Paddocks RP	32 3.2%	22 7.9%	3 3.6%	1 0.5%	- -	1 0.5%	5 4.9%
Weybridge, Currys, Paddocks RP	7 0.7%	2 0.7%	2 2.5%	- -	- -	- -	3 2.9%
Windsor, Sony	1 0.1%	- -	- -	- -	- -	1 0.5%	- -
Woking, Alders	33 3.3%	22 7.9%	2 1.9%	1 0.3%	- -	5 5.0%	4 3.3%
Woking, Argos	15 1.5%	12 4.3%	- -	- -	- -	2 1.5%	1 1.0%
Woking/Brookwood, Homebase, Brookwood	2 0.2%	1 0.3%	- -	- -	- -	1 0.9%	- -
Woking, Carpetright, Lion RP	2 0.2%	1 0.4%	- -	- -	- -	0 0.5%	- -
Woking, Currys, Lion RP	108 10.9%	72 25.7%	8 9.3%	8 3.6%	3 1.5%	16 16.2%	2 1.6%
Woking, Dixons	4 0.4%	3 1.1%	0 0.3%	- -	- -	0 0.4%	- -
Woking, Dyas	9 0.9%	8 2.9%	1 0.6%	1 0.5%	- -	- -	- -
Woking, Focus DIY, Lion RP	4 0.4%	3 1.1%	0 0.4%	- -	- -	- -	- -
Woking, Harveys, Lion RP	1 0.1%	1 0.4%	- -	- -	- -	- -	- -
Woking, Market	1 0.1%	- -	1 0.6%	- -	- -	- -	- -
Woking, Local shops	24 2.4%	16 5.6%	1 1.2%	- -	- -	7 7.4%	- -
Woodham, Hayes	0 0.0%	- -	0 0.3%	- -	- -	- -	- -
Don't buy	27 2.7%	9 3.1%	6 7.4%	10 4.3%	- -	3 2.6%	- -
Don't know / can't remember / No particular store	111 11.1%	20 7.3%	8 9.3%	25 11.4%	34 16.2%	11 11.5%	13 11.6%
Mail Order/Internet	38 3.8%	16 5.8%	5 6.3%	3 1.4%	6 3.0%	7 6.6%	1 1.0%
Charity Shops/Auction rooms	1 0.1%	0 0.2%	0 0.4%	- -	- -	- -	- -

**Q15. Where buy bulky DIY goods? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q15. Where did you last go to buy bulky DIY goods?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	5 0.5%	3 1.0%	-	1 0.5%	-	-	1 0.9%
<b>Q15. Where buy bulky DIY goods?</b>							
<b>Addlestone, Local shops</b>	6 0.6%	1 0.2%	2 2.6%	-	-	-	3 2.6%
<b>Aldershot, Local shops</b>	3 0.3%	-	-	1 0.3%	3 1.3%	-	-
<b>Basingstoke, Local shops</b>	0 0.0%	-	0 0.6%	-	-	-	-
<b>Byfleet, B &amp; Q Unit, Royston Road</b>	21 2.1%	6 2.2%	12 14.7%	-	3 1.3%	0 0.5%	-
<b>Byfleet, MFI, Wey RP</b>	8 0.8%	-	5 6.5%	1 0.4%	2 0.8%	-	-
<b>Byfleet, Local shops</b>	0 0.0%	-	0 0.3%	-	-	-	-
<b>Bracknell, Focus</b>	1 0.1%	-	-	-	-	1 0.5%	-
<b>Camberley, Focus</b>	3 0.3%	-	-	-	3 1.5%	0 0.5%	-
<b>Camberley, Homebase</b>	2 0.2%	-	-	-	-	2 2.2%	-
<b>Camberley, Interludes, The Meadows</b>	3 0.3%	-	-	-	3 1.5%	-	-
<b>Camberley, Local shops</b>	13 1.3%	-	-	-	13 6.0%	0 0.5%	-
<b>Croydon, Ikea, Purley Way</b>	4 0.4%	-	-	-	4 2.0%	-	-
<b>Epsom, Homebase, Kiln Lane</b>	1 0.1%	1 0.3%	-	-	-	-	-
<b>Farnborough, Homebase, Invincible Road</b>	11 1.1%	-	-	-	10 4.8%	-	1 1.0%
<b>Farnborough, Focus DIY, Solartron Road</b>	5 0.5%	1 0.3%	-	-	2 0.8%	-	2 2.2%
<b>Farnborough, B &amp; Q Warehouse</b>	79 7.9%	7 2.4%	-	6 2.9%	40 19.2%	19 19.0%	7 6.2%
<b>Farnborough, Carpentry, Farnborough Gate RP</b>	20 2.0%	-	-	1 0.5%	17 8.3%	1 1.1%	-
<b>Farnborough, Harveys, Farnborough Gate RP</b>	3 0.3%	-	-	-	3 1.3%	-	-
<b>Farnborough, Wickes, Solartron Road</b>	14 1.4%	-	2 2.0%	-	8 3.7%	-	5 4.5%
<b>Farnborough, Local shops</b>	7 0.7%	-	-	-	6 2.9%	1 0.9%	-

**Q15. Where buy bulky DIY goods? by C1 - Area / Zone weighting wt1(v1)**

Text... Q15. Where did you last go to buy bulky DIY goods?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Feltham, Focus DIY, Air Park Way	3 0.3%	-	-	-	3 1.3%	-	-
Fleet, Local shops	3 0.3%	-	-	-	3 1.3%	-	-
Frimley, Do it all	3 0.3%	-	-	-	3 1.3%	-	-
Frimley, Homebase	14 1.4%	-	-	-	14 6.8%	-	-
Godalming, Homebase	1 0.1%	-	-	-	-	-	1 0.9%
Guildford, Alders	0 0.0%	-	0 0.4%	-	-	-	-
Guildford, Allied Carpets, Ladymead RP	14 1.4%	-	-	5 2.1%	-	-	9 8.5%
Guildford, Carpentry, Ladymead RP	1 0.1%	-	-	1 0.4%	-	-	-
Guildford, Halfords, Ladymead RP	1 0.1%	-	-	1 0.3%	-	-	-
Guildford, Homebase, Ladymead RP	66 6.6%	5 1.9%	2 2.9%	50 22.5%	4 1.7%	-	5 4.6%
Guildford, SCS, Ladymead RP	1 0.1%	-	-	1 0.4%	-	-	-
Guildford, B&Q, Woodbridge Road	117 11.7%	20 7.2%	6 7.2%	60 26.9%	15 7.1%	6 6.1%	10 9.3%
Guildford, Comet, Woodbridge Road	3 0.3%	-	-	2 0.7%	-	-	1 1.0%
Guildford, PC World, Woodbridge Road	3 0.3%	1 0.4%	-	2 0.7%	-	-	-
Guildford, Homebase, Woodbridge Road	27 2.7%	2 0.8%	2 2.5%	16 7.0%	2 0.8%	3 3.0%	3 2.7%
Guildford, John Lewis	1 0.1%	1 0.3%	-	-	-	-	-
Knaphill, Wickes	1 0.1%	-	-	-	-	1 1.0%	-
Knaphill, Local shops	2 0.2%	1 0.4%	-	-	-	1 1.0%	-
Ladymead RP, B&Q	1 0.1%	-	-	1 0.4%	-	-	-
Leatherhead, B&Q	1 0.1%	-	-	-	-	-	1 0.7%
Leatherhead, Homebase, Woodbridge Corner	5 0.5%	-	-	-	-	0 0.5%	5 4.6%
London, John Lewis	1 0.1%	1 0.3%	-	-	-	-	-
Sandhurst, Tesco	3 0.3%	-	-	-	3 1.5%	-	-

Q15. Where buy bulky DIY goods? by C1 - Area / Zone weighting wt1(v1)

Text...: Q15. Where did you last go to buy bulky DIY goods?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
Staines, Electronics Boutique, Two Rivers RP	2 0.2%	-	0 0.3%	2 0.7%	-	-	-
Staines, Furniture Village, Two Rivers RP	3 0.3%	-	-	3 1.5%	-	-	-
Staines, Homebase	1 0.1%	-	-	-	-	-	1 0.9%
Staines, Sony Centre, Two Rivers RP	1 0.1%	-	-	-	-	-	1 1.2%
St Johns, Wickes	2 0.2%	1 0.4%	-	1 0.3%	-	0 0.5%	-
Walton-On-Thames, B & Q, New Zealand Avenue	34 3.4%	1 0.2%	4 5.0%	-	2 0.8%	-	28 25.2%
Walton-On-Thames, Homebase	3 0.3%	-	0 0.4%	-	-	-	3 2.4%
Weybridge, Magnet, Monument Hill	5 0.5%	5 1.9%	-	-	-	-	-
Weybridge, Argos, Paddocks RP	2 0.2%	1 0.3%	-	-	-	-	1 0.9%
Weybridge, Currys, Paddocks RP	1 0.1%	-	-	-	-	1 1.0%	-
Weybridge, Do it all	1 0.1%	-	-	-	-	-	1 1.0%
Weybridge, Focus	5 0.5%	-	-	-	-	-	5 4.5%
Woking, Alders	2 0.2%	1 0.4%	1 0.6%	-	-	-	-
Woking/Brookwood, Homebase, Brookwood	82 8.2%	45 16.0%	6 7.3%	1 0.5%	-	30 29.9%	1 0.9%
Woking, Carpetright, Lion RP	1 0.1%	1 0.3%	-	-	-	-	-
Woking, Dyas	2 0.2%	2 0.6%	-	-	-	-	-
Woking, Focus DIY, Lion RP	103 10.3%	76 27.3%	8 10.3%	5 2.2%	3 1.5%	6 5.6%	5 4.1%
Woking, Harveys, Lion RP	1 0.1%	1 0.4%	-	-	-	-	-
Woking, Wickes	3 0.3%	-	0 0.4%	-	-	2 2.3%	-
Woking, Local shops	8 0.8%	5 1.8%	1 1.0%	1 0.3%	-	2 1.8%	-
Don't buy	153 15.3%	40 14.4%	16 19.1%	45 20.5%	28 13.6%	15 15.1%	9 7.8%
Don't know / can't remember / No particular store	84 8.4%	38 13.7%	10 12.7%	18 7.9%	12 5.7%	4 4.1%	2 1.4%
Mail Order/Internet	22 2.2%	13 4.7%	3 3.1%	-	3 1.5%	3 3.1%	-



**Q16. Main improvements to Woking to encourage more visits? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q16. What main improvement to Woking would encourage you to visit more often than you currently do?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Missing</b>							
<b>No reply</b>	<b>3</b> 0.3%	-	-	3	-	-	-
<b>Q16. Main improvements to Woking to encourage more visits?</b>							
<b>Better/more frequent bus service</b>	17 1.7%	2 0.8%	3 3.3%	9 4.2%	3 1.5%	-	-
<b>Better/new train service</b>	1 0.1%	0 0.2%	-	1 0.3%	-	-	-
<b>Better access by car</b>	26 2.6%	0 0.2%	-	7 3.0%	18 8.5%	0 0.5%	1 0.7%
<b>More parking provision</b>	53 5.3%	20 7.1%	3 3.3%	11 5.2%	4 2.0%	8 8.3%	7 6.3%
<b>Cheaper parking</b>	51 5.1%	17 6.1%	4 5.3%	8 3.8%	17 8.2%	4 3.8%	-
<b>Free parking</b>	22 2.2%	5 1.9%	1 1.0%	3 1.5%	12 5.6%	0 0.4%	1 0.7%
<b>Better links from car parks to Centre</b>	4 0.4%	0 0.2%	-	1 0.3%	2 0.8%	-	1 1.0%
<b>More (larger) covered shopping centres/malls</b>	15 1.5%	3 1.0%	2 2.3%	2 0.9%	2 0.8%	1 1.0%	6 5.6%
<b>Improved market</b>	24 2.4%	13 4.7%	2 2.7%	-	3 1.5%	3 2.8%	3 2.5%
<b>More clothes &amp; fashion shops</b>	23 2.3%	12 4.5%	1 0.8%	2 0.7%	4 2.0%	2 2.5%	1 1.2%
<b>More quality/designer shops</b>	52 5.2%	24 8.6%	1 1.8%	14 6.5%	5 2.5%	7 6.8%	-
<b>More dept. stores/larger stores</b>	68 6.8%	13 4.7%	6 7.8%	14 6.4%	8 4.0%	4 4.1%	22 19.8%
<b>More discount stores/cheaper goods</b>	7 0.7%	-	1 0.6%	-	3 1.3%	2 1.7%	2 1.6%
<b>Fewer empty shops/vacancies</b>	12 1.2%	4 1.3%	1 1.6%	1 0.4%	1 0.5%	2 2.3%	3 2.3%
<b>More independent shops</b>	14 1.4%	6 2.0%	3 3.1%	1 0.3%	4 2.0%	1 0.8%	-
<b>Creche</b>	1 0.1%	-	-	-	-	1 0.7%	-
<b>Better (more) safety/security/CCTV/police presence</b>	5 0.5%	4 1.6%	1 1.0%	-	-	-	-
<b>More facilities for disabled</b>	9 0.9%	2 0.6%	1 1.6%	3 1.5%	2 0.8%	0 0.5%	1 0.9%
<b>More toilets</b>	8 0.8%	2 0.8%	-	1 0.3%	5 2.5%	-	-

**Q16. Main improvements to Woking to encourage more visits? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q16. What main improvement to Woking would encourage you to visit more often than you currently do?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>More seating/benches</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>More cafes</b>	2 0.2%	1 0.4%	1 1.0%	-	-	-	-
<b>More restaurants</b>	5 0.5%	3 1.2%	1 1.0%	-	-	1 0.5%	-
<b>More bars/night clubs</b>	2 0.2%	1 0.4%	1 1.0%	-	-	-	-
<b>More promotions/events</b>	0 0.0%	-	0 0.4%	-	-	-	-
<b>More/Better Cinemas</b>	1 0.1%	-	-	-	-	-	1 1.0%
<b>Nicer shopping environment</b>	46 4.6%	7 2.7%	6 7.5%	9 3.9%	5 2.5%	4 3.6%	15 13.3%
<b>More pedestrianised streets</b>	6 0.6%	1 0.3%	5 6.2%	-	-	-	-
<b>DONT KNOW</b>	143 14.3%	23 8.3%	12 14.5%	53 24.0%	26 12.6%	9 8.9%	20 18.1%
<b>NOTHING</b>	310 31.0%	79 28.2%	25 30.1%	64 28.9%	83 39.7%	32 32.6%	28 24.9%
<b>Do not move County Hall, will make parking harder</b>	0 0.0%	-	0 0.3%	-	-	-	-
<b>Make Marks &amp; Spencer bigger</b>	18 1.8%	11 4.1%	0 0.3%	3 1.5%	1 0.7%	1 1.2%	-
<b>John Lewis</b>	1 0.1%	-	-	-	-	1 0.7%	-
<b>Mens Stores</b>	3 0.3%	3 1.0%	-	-	-	-	-
<b>House of Fraser</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>Tesco</b>	2 0.2%	2 0.6%	-	-	-	-	-
<b>DIY Shops</b>	2 0.2%	0 0.2%	0 0.3%	2 0.7%	-	-	-
<b>Less of the loud music</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>Matalan</b>	1 0.1%	-	-	-	-	1 0.5%	-
<b>Subway lights</b>	1 0.1%	0 0.2%	-	1 0.4%	-	-	-
<b>More shoe shops</b>	1 0.1%	1 0.2%	0 0.4%	-	-	-	-
<b>Get rid of high rise buildings</b>	0 0.0%	0 0.2%	-	-	-	-	-
<b>Laura Ashley</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>Selfridges</b>	3 0.3%	3 1.2%	-	-	-	-	-

**Q16. Main improvements to Woking to encourage more visits? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q16. What main improvement to Woking would encourage you to visit more often than you currently do?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
More large size clothing shops	0 0.0%	0 0.2%	-	-	-	-	-
Furniture Store	0 0.0%	0 0.2%	-	-	-	-	-
Littlewoods	1 0.1%	1 0.4%	-	-	-	-	-
More local shops	3 0.3%	1 0.5%	0 0.3%	1 0.5%	-	0 0.4%	-
Late night opening	0 0.0%	0 0.2%	-	-	-	-	-
Deli shops	1 0.1%	1 0.4%	-	-	-	-	-
More specialised shops/craft shops	1 0.1%	1 0.2%	-	-	-	-	-
Redevelop market area	2 0.2%	-	-	2 0.7%	-	1 0.5%	-
Childrens clothes shops	8 0.8%	3 1.0%	-	3 1.5%	-	2 1.7%	-
Move Market back to where it was	4 0.4%	1 0.4%	-	1 0.7%	-	1 1.2%	-
More lifts needed for prams etc	1 0.1%	-	-	-	-	1 0.7%	-
Wilkinsons	1 0.1%	-	-	-	-	1 0.7%	-
Gap	1 0.1%	-	-	-	-	1 1.0%	-
More shops for older people	1 0.1%	1 0.4%	0 0.3%	-	-	-	-
Cafes too spaced out	0 0.0%	-	-	-	-	0 0.4%	-
Swimming pool	9 0.9%	-	-	-	-	9 9.5%	-
Freezer store	1 0.1%	1 0.2%	-	-	-	-	-

**Q17. Where do you/family eat out in evening? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q17. Where do you or members of your household most often go for an evening out, e.g. to eat and drink?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	6 0.6%	-	1 0.6%	3 1.4%	3 1.3%	-	-
<b>Q17. Where do you/family eat out in evening?</b>							
Addlestone	15 1.5%	1 0.4%	6 7.9%	-	-	-	7 6.6%
Aldershot	22 2.2%	-	-	-	22 10.3%	-	-
Ascot	0 0.0%	-	-	-	-	0 0.4%	-
Bagshot	1 0.1%	-	-	1 0.5%	-	0 0.4%	-
Bagshot	1 0.1%	-	-	-	-	1 0.5%	-
Bracknell	3 0.3%	-	-	1 0.4%	-	0 0.4%	2 2.0%
Byfleet	8 0.8%	1 0.4%	3 3.3%	-	3 1.3%	-	1 1.2%
Camberley	46 4.6%	3 1.2%	0 0.6%	-	37 17.6%	5 5.5%	-
Chertsey	18 1.8%	0 0.2%	0 0.6%	-	-	1 1.0%	16 14.4%
Chobham	16 1.6%	2 0.6%	-	1 0.5%	3 1.3%	8 8.2%	3 2.6%
Country Pub	40 4.0%	15 5.5%	9 10.5%	13 6.0%	-	1 1.0%	2 1.8%
Don't go	194 19.4%	50 18.1%	12 15.0%	39 17.8%	48 23.0%	20 20.0%	24 22.0%
Farnborough	6 0.6%	1 0.4%	-	-	4 1.7%	-	2 1.6%
Farnham	2 0.2%	-	1 1.2%	-	-	-	1 0.9%
Fleet	5 0.5%	-	5 5.8%	-	-	-	-
Frimley	10 1.0%	2 0.7%	0 0.4%	-	7 3.2%	0 0.5%	-
Godalming	1 0.1%	-	-	1 0.3%	-	-	-
Guildford	135 13.5%	20 7.2%	2 2.0%	81 36.4%	14 6.5%	4 3.7%	16 14.2%
Hook	1 0.1%	-	-	-	-	1 0.5%	-
Kingston	4 0.4%	1 0.4%	0 0.6%	2 1.1%	-	-	-
Lightwater	0 0.0%	-	-	-	-	0 0.4%	-
Locally	250 25.0%	67 24.0%	20 23.9%	49 22.3%	56 26.9%	43 43.9%	14 13.1%

**Q17. Where do you/family eat out in evening? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q17. Where do you or members of your household most often go for an evening out, e.g. to eat and drink?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>London West End</b>	<b>51</b> 5.1%	<b>12</b> 4.4%	<b>5</b> 6.1%	<b>11</b> 5.0%	<b>8</b> 4.0%	<b>2</b> 2.1%	<b>12</b> 11.2%
<b>Milford</b>	<b>1</b> 0.1%	-	-	<b>1</b> 0.5%	-	-	-
<b>Newham</b>	<b>1</b> 0.1%	-	<b>1</b> 1.0%	-	-	-	-
<b>Norwich</b>	<b>1</b> 0.1%	-	-	<b>1</b> 0.3%	-	-	-
<b>Reading</b>	<b>4</b> 0.4%	-	-	-	-	-	<b>4</b> 3.9%
<b>Ripley</b>	<b>2</b> 0.2%	-	-	<b>2</b> 0.7%	-	-	-
<b>Staines</b>	<b>11</b> 1.1%	-	<b>1</b> 1.0%	<b>7</b> 3.0%	-	<b>2</b> 2.1%	<b>1</b> 0.9%
<b>Sunbury</b>	<b>1</b> 0.1%	-	-	-	-	-	<b>1</b> 1.0%
<b>Sunningdale</b>	<b>1</b> 0.1%	-	-	-	-	<b>1</b> 1.1%	-
<b>Surbiton</b>	<b>1</b> 0.1%	<b>1</b> 0.3%	-	-	-	-	-
<b>Surrey Hills</b>	<b>2</b> 0.2%	-	-	<b>2</b> 0.7%	-	-	-
<b>West Byfleet</b>	<b>14</b> 1.4%	<b>1</b> 0.4%	<b>12</b> 14.6%	<b>1</b> 0.4%	-	-	-
<b>Weybridge</b>	<b>7</b> 0.7%	<b>2</b> 0.6%	<b>1</b> 1.5%	<b>1</b> 0.3%	-	<b>1</b> 1.0%	<b>2</b> 1.7%
<b>Windlesham</b>	<b>1</b> 0.1%	-	-	-	-	<b>1</b> 0.7%	-
<b>Woking Other</b>	<b>40</b> 4.0%	<b>28</b> 10.0%	-	<b>3</b> 1.5%	<b>6</b> 2.8%	<b>3</b> 2.8%	-
<b>Woking Town Centre</b>	<b>80</b> 8.0%	<b>70</b> 25.1%	<b>3</b> 3.6%	<b>2</b> 0.8%	-	<b>4</b> 3.9%	<b>1</b> 0.9%

**Q18. Where did you/family last visit cinema? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q18. Where did you or members of your household last go to the cinema?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Missing							
No reply	5 0.5%	1 0.2%	1 1.4%	1 0.5%	2 0.8%	-	1 1.0%
<b>Q18. Where did you/family last visit cinema?</b>							
Aldershot, Odeon	11 1.1%	1 0.4%	1 0.6%	-	10 4.6%	-	-
Bracknell, UCI	70 7.0%	19 6.8%	2 2.1%	-	30 14.4%	5 5.4%	13 12.1%
Buckinghamshire, Pinewood Studio	1 0.1%	-	-	-	-	1 0.5%	-
Camberley, Robins Cinema	60 6.0%	2 0.6%	3 4.0%	-	43 20.6%	12 12.0%	-
Esher, Odeon	9 0.9%	-	1 0.9%	2 0.8%	-	-	6 5.5%
Feltham, Warner Bros	3 0.3%	-	-	-	1 0.7%	-	1 1.0%
Guildford, Odeon	180 18.0%	24 8.5%	4 4.7%	112 50.8%	11 5.3%	9 9.2%	19 17.7%
London West End	25 2.5%	10 3.5%	2 2.5%	2 0.8%	7 3.2%	1 1.5%	3 3.1%
Staines Cinema	6 0.6%	0 0.2%	2 2.0%	-	1 0.7%	3 2.6%	-
Sherwood Forest, Centre Parcs	0 0.0%	0 0.2%	-	-	-	-	-
Walton on Thames, Screen	29 2.9%	4 1.4%	8 9.3%	-	-	-	18 16.0%
Woking, Ambassadors	266 26.6%	140 50.0%	27 32.8%	24 10.8%	31 14.8%	33 33.3%	12 10.8%
Woking, New Victoria	5 0.5%	1 0.3%	-	2 0.8%	-	1 1.3%	1 1.2%
Woking, Peacocks	9 0.9%	-	1 1.0%	6 2.8%	-	2 1.7%	-
Woking, The New Victoria	1 0.1%	1 0.3%	-	-	-	-	-
Don't go	321 32.1%	77 27.6%	32 38.7%	72 32.6%	73 34.9%	32 32.6%	35 31.7%

**Q19. Where did you/family last vist gym/leisure club? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q19. Where did you or members of your household last go to the health club/leisure centre/gym?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	9 0.9%	2 0.8%	1 0.6%	2 1.1%	-	2 2.3%	1 1.2%
<b>Q19. Where did you/family last vist gym/leisure club?</b>							
<b>Addlestone, Abbeyland</b>	1 0.1%	-	-	-	-	-	1 1.0%
<b>Bracknell, Rackets Club</b>	1 0.1%	-	-	-	-	1 1.5%	-
<b>Byfleet, Camberley Tennis Club</b>	0 0.0%	0 0.2%	-	-	-	-	-
<b>Camberley, Fitness First</b>	7 0.7%	-	-	-	5 2.5%	2 2.1%	-
<b>Camberley, Arena</b>	21 2.1%	-	-	-	20 9.6%	1 1.3%	-
<b>Camberley, Leisure Centre</b>	3 0.3%	-	-	-	3 1.5%	-	-
<b>Chertsey, Shepardton Leisure Centre</b>	1 0.1%	-	-	-	-	-	1 0.9%
<b>Chertsey, Riverbourne</b>	2 0.2%	-	0 0.3%	-	-	-	1 1.2%
<b>Farnborough, Holmes Place</b>	1 0.1%	-	1 1.2%	-	-	-	-
<b>Farnborough, Recreation Centre</b>	6 0.6%	-	-	1 0.3%	4 2.0%	1 0.7%	-
<b>Farnborough, Lifes tyles</b>	6 0.6%	-	-	1 0.3%	6 2.8%	-	-
<b>Godalming, 'T'</b>	2 0.2%	-	1 1.0%	2 0.7%	-	-	-
<b>Guildford, Activzone</b>	42 4.2%	24 8.4%	3 3.6%	-	3 1.3%	1 1.1%	12 11.1%
<b>Guildford, Bridges</b>	6 0.6%	0 0.2%	1 0.6%	-	4 2.0%	0 0.4%	-
<b>Guildford, Spectrum</b>	19 1.9%	1 0.4%	-	13 5.8%	3 1.5%	-	2 1.7%
<b>Guildford, Dragons, Merrow</b>	25 2.5%	-	0 0.3%	22 10.1%	-	0 0.5%	2 1.9%
<b>Guildford, Spirit Holiday Inn</b>	2 0.2%	-	-	2 0.7%	-	-	-
<b>Guildford, Aquarama</b>	1 0.1%	-	-	1 0.3%	-	-	-
<b>Lightwater, Local</b>	2 0.2%	-	-	-	-	2 1.6%	-
<b>London, Tower 42</b>	1 0.1%	1 0.4%	-	-	-	-	-
<b>Ottershore, Foxhills</b>	1 0.1%	-	-	-	-	1 1.1%	-

## Q19. Where did you/family last vist gym/leisure club? by C1 - Area / Zone weighting wt1(v1)

Text...: Q19. Where did you or members of your household last go to the health club/leisure centre/gym?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Purford, Cannons	1 0.1%	0 0.2%	0 0.3%	- -	- -	- -	- -
Walton on Thames, Elmbridge Leisure Centre	4 0.4%	- -	- -	3 1.5%	- -	- -	1 0.7%
Walton on Thames, Miss Fitness	5 0.5%	- -	- -	- -	1 0.7%	1 0.5%	3 3.0%
West Byfleet, Cannons	3 0.3%	- -	3 4.2%	- -	- -	- -	- -
Weybridge, St Georges Hill Tennis Club	1 0.1%	- -	- -	- -	- -	- -	1 1.0%
Woking, Cannons	2 0.2%	0 0.2%	0 0.3%	- -	- -	- -	1 1.0%
Woking, Fil's Gym	16 1.6%	8 3.0%	0 0.6%	- -	- -	6 6.5%	1 1.0%
Woking, David Lloyd	45 4.5%	32 11.3%	3 3.8%	5 2.1%	- -	6 5.6%	- -
Woking Leisure Centre	47 4.7%	42 15.2%	1 1.7%	- -	4 1.7%	- -	- -
Woking, LA Fitness	22 2.2%	12 4.4%	1 1.7%	1 0.5%	7 3.3%	1 0.8%	- -
Woking, Peak Fitness	5 0.5%	- -	5 6.7%	- -	- -	- -	- -
Woking, Pool in the park	2 0.2%	- -	- -	2 0.7%	- -	- -	- -
Horizones Health & Fitness	2 0.2%	1 0.4%	- -	- -	- -	- -	1 0.7%
Big Apple Leisure Centre	17 1.7%	4 1.5%	5 5.6%	- -	8 3.8%	- -	- -
St Peters Day Centre	434 43.4%	79 28.3%	24 28.8%	118 53.2%	109 52.3%	52 52.8%	52 47.3%
Pitfarm Tennis Club	1 0.1%	- -	- -	1 0.4%	- -	- -	- -
Don't know name	4 0.4%	- -	- -	2 0.7%	3 1.3%	- -	- -
Surrey Hills, Cranleigh	2 0.2%	- -	- -	2 0.7%	- -	- -	- -
Works Fitness Centre	2 0.2%	- -	1 1.0%	- -	- -	- -	1 0.7%
Don't go	225 22.5%	70 25.1%	31 37.7%	46 20.9%	28 13.6%	21 21.3%	28 25.6%



**Q20a. How often visit Ambassadors Cinema Woking? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q20a. How often do you visit The Ambassadors Cinema in Woking?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	2 0.2%	-	0 0.4%	2 0.7%	-	0 0.5%	-
<b>Q20a. How often visit Ambassadors Cinema Woking?</b>							
<b>Every two weeks</b>	18 1.8%	12 4.2%	1 1.6%	2 0.8%	3 1.3%	1 0.8%	-
<b>Once a month</b>	50 5.0%	17 5.9%	5 5.9%	12 5.4%	3 1.3%	5 4.9%	9 8.5%
<b>Every two months</b>	163 16.3%	69 24.6%	15 18.7%	16 7.5%	28 13.6%	19 18.7%	15 13.8%
<b>Twice a year</b>	150 15.0%	65 23.4%	14 17.5%	21 9.5%	23 11.1%	14 13.7%	13 11.7%
<b>Once a year</b>	142 14.2%	30 10.8%	15 18.2%	24 11.0%	36 17.4%	14 14.1%	22 20.0%
<b>Never</b>	475 47.5%	87 31.0%	31 37.8%	144 65.2%	115 55.4%	47 47.3%	51 46.0%

**Q20b. How often visit Victoria/Rhoda Megraw Theatre Woking? by C1 - Area / Zone weighting wt1(v1)**

Text...: Q20b. How often do you visit The New Victoria/Rhoda Megraw Theatre, Woking?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	3 0.3%	1 0.4%	-	2 0.7%	-	0 0.5%	-
<b>Q20b. How often visit Victoria/Rhoda Megraw Theatre Woking?</b>							
<b>Every two weeks</b>	7 0.7%	6 2.1%	0 0.4%	-	-	0 0.5%	-
<b>Once a month</b>	14 1.4%	4 1.4%	3 4.0%	2 1.1%	3 1.5%	2 1.7%	-
<b>Every two months</b>	88 8.9%	30 10.8%	6 7.2%	18 8.0%	13 6.1%	3 3.1%	19 17.4%
<b>Twice a year</b>	162 16.2%	55 19.8%	15 18.0%	36 16.3%	25 12.1%	13 13.2%	18 16.4%
<b>Once a year</b>	205 20.5%	69 24.7%	20 24.6%	26 11.8%	50 24.1%	24 23.8%	16 14.6%
<b>Never</b>	520 52.0%	114 40.8%	37 45.8%	137 62.1%	117 56.4%	57 57.3%	57 51.7%

**Q20c. How often visit Big Apple Leisure Centre Woking? by C1 - Area / Zone weighting wt1(v1)**

Text.: Q20c. How often do you visit The Big Apple Leisure Centre, Woking?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	3 0.3%	-	0 0.4%	3 1.2%	-	0 0.5%	-
<b>Q20c. How often visit Big Apple Leisure Centre Woking?</b>							
<b>Once a week or more</b>	24 2.4%	11 4.0%	3 4.1%	-	3 1.3%	-	7 6.1%
<b>Every two weeks</b>	16 1.6%	8 3.0%	0 0.4%	-	-	1 1.1%	6 5.4%
<b>Once a month</b>	24 2.4%	19 6.9%	2 2.9%	-	-	0 0.5%	2 2.1%
<b>Every two months</b>	32 3.2%	13 4.5%	5 6.4%	1 0.7%	10 4.6%	1 1.1%	2 2.0%
<b>Twice a year</b>	34 3.4%	9 3.1%	4 4.4%	1 0.5%	8 3.8%	13 12.9%	-
<b>Once a year</b>	67 6.7%	21 7.4%	6 7.7%	8 3.8%	20 9.7%	8 8.3%	3 3.1%
<b>Never</b>	799 79.9%	198 71.0%	60 73.7%	208 93.9%	168 80.6%	75 75.7%	90 81.4%

**Q21. No. cars by C1 - Area / Zone weighting wt1(v1)**

Text...: Q21. How many cars are there in your household?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	1000	279	82	221	208	99	110
<b>Missing</b>							
<b>No reply</b>	1 0.1%	1 0.4%	- -	- -	- -	- -	- -
<b>Q21. No. cars</b>							
<b>One</b>	399 39.9%	127 45.4%	32 39.0%	79 35.6%	77 36.8%	43 43.4%	42 38.3%
<b>Two</b>	348 34.8%	93 33.3%	36 44.4%	69 31.3%	73 35.2%	32 32.5%	44 40.1%
<b>Three</b>	97 9.7%	13 4.6%	2 2.9%	38 17.0%	26 12.5%	6 6.0%	12 11.3%
<b>Four or more</b>	13 1.3%	1 0.5%	1 1.3%	9 3.9%	- -	2 1.7%	- -
<b>None</b>	125 12.5%	39 13.9%	10 11.8%	22 9.9%	31 15.0%	14 14.0%	9 8.5%
<b>Refused</b>	16 1.6%	5 1.9%	0 0.6%	5 2.3%	1 0.5%	3 2.5%	2 1.8%

**Q22. Age by C1 - Area / Zone weighting wt1(v1)**

Text.: Q22. Which of the following age ranges do you fall in?

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Q22. Age</b>							
<b>16 - 24</b>	<b>122</b> <b>12.2%</b>	37 13.3%	9 11.5%	28 12.7%	28 13.5%	9 9.5%	9 8.5%
<b>25 - 34</b>	<b>174</b> <b>17.4%</b>	55 19.7%	9 11.5%	37 16.7%	37 17.8%	18 18.2%	18 16.3%
<b>35 - 44</b>	<b>183</b> <b>18.3%</b>	55 19.7%	18 22.1%	37 16.7%	37 17.8%	18 18.2%	18 16.3%
<b>45 - 54</b>	<b>165</b> <b>16.5%</b>	46 16.5%	9 11.5%	37 16.7%	37 17.8%	18 18.2%	18 16.3%
<b>55 - 64</b>	<b>121</b> <b>12.1%</b>	28 10.1%	9 11.5%	28 12.7%	28 13.5%	9 9.5%	18 16.3%
<b>65 +</b>	<b>174</b> <b>17.4%</b>	46 16.5%	18 22.1%	37 16.7%	37 17.8%	18 18.2%	18 16.3%
<b>Refused</b>	<b>60</b> <b>6.0%</b>	12 4.3%	8 9.8%	17 7.7%	4 1.9%	8 8.1%	11 10.0%

Text.: Q23. Sex

Q23. Sex by C1 - Area / Zone weighting wt1(v1)

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
Weighted base	1000	279	82	221	208	99	110
Q23. Sex							
Male	306 30.6%	98 35.0%	20 24.9%	81 36.7%	65 31.0%	17 17.4%	25 22.9%
Female	693 69.4%	181 65.0%	61 75.1%	140 63.3%	144 69.0%	82 82.6%	85 77.1%

**Q25. Social Grade by C1 - Area / Zone weighting wt1(v1)**

Text.: Q25. Social Grade

Absolute Break % Respondents	Weighted base	C1 - Area / Zone					
		1	2	3	4	5	6
<b>Weighted base</b>	<b>1000</b>	<b>279</b>	<b>82</b>	<b>221</b>	<b>208</b>	<b>99</b>	<b>110</b>
<b>Missing</b>							
<b>No reply</b>	1 0.1%	1 0.2%	-	-	-	-	-
<b>Q25. Social Grade</b>							
<b>A</b>	12 1.2%	3 0.9%	0 0.3%	3 1.5%	3 1.4%	0 0.4%	3 2.4%
<b>B</b>	168 16.8%	51 18.4%	10 12.0%	49 22.2%	27 13.1%	18 18.6%	12 10.6%
<b>C1</b>	307 30.7%	93 33.5%	31 37.6%	72 32.4%	51 24.6%	37 37.1%	23 20.9%
<b>C2</b>	183 18.3%	48 17.1%	12 15.2%	37 16.8%	46 22.2%	14 14.2%	25 23.0%
<b>D</b>	100 10.0%	19 6.7%	10 12.3%	21 9.7%	28 13.3%	8 7.9%	14 12.6%
<b>E1 Retired/State Pension</b>	56 5.6%	16 5.6%	7 8.8%	6 2.8%	15 7.2%	7 6.9%	5 4.8%
<b>E2 Unemployed</b>	40 4.0%	9 3.2%	1 1.1%	4 2.0%	13 6.2%	6 5.6%	7 6.3%
<b>Refused</b>	134 13.4%	41 14.5%	10 12.7%	28 12.6%	25 12.0%	9 9.4%	21 19.4%