

Woking Borough Council TOWN, DISTRICT AND LOCAL CENTRES STUDY



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Final Appendices
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CONTENTS

Appendix 1:	Project Brief
Appendix 2:	Healthcheck Appendices
	2.1 Explanation of Vitality and Viability Indicators
	2.2 Technical Tables of Market Indicators
	2.3 Full Diversity of Uses Tabulations
Appendix 3:	Records of Stakeholder Consultation
	3.1 Description of Approach and Key Messages
	3.2 List of Attendees at Launch Event and Feedback Event
Appendix 4:	Smaller Centres Services Audit
Appendix 5:	Demand Survey
	5.1 Demand Survey Questionnaire (Focus)
	5.2 Demand Survey Questionnaire (Non-Focus)
	5.3 Methodology and Results
Appendix 6:	Visitor Survey
	6.1 Visitor Survey Questionnaire
	6.2 Visitor Survey Results
	6.3 Analysis of Visitor Survey Results
Appendix 7:	Household Survey Data
	7.1 Household Survey Study Area
	7.2 Household Survey Questionnaire
	7.3 Household Survey Results
	7.4 Analysis of Household Survey Results
Appendix 8:	Quantitative Retail and Leisure Spreadsheets (Tables 1-20)
Appendix 9:	Catchment Areas (Figures X to Y)
Appendix 10:	National Trends in the Retail and Leisure Sectors
Appendix 11:	Town, District and Local Centre Plans and Suggested Defined Boundaries

APPENDIX 1

Project Brief

**WOKING BOROUGH COUNCIL
LOCAL DEVELOPMENT FRAMEWORK
TOWN, DISTRICT AND LOCAL CENTRES STUDY**

PROJECT BRIEF

Woking Borough Council wishes to commission a study of the Borough's town, district and local centres, to be carried out in accordance with the guidance set out in Planning Policy Statement 6 – Planning for Town Centres (as amended).

1.0 The study must:

- 1) Review the vitality and viability of the main town centre of Woking and the Borough's district and local Centres.

The 1999 Woking Borough Local Plan identified seven District Centres and 16 Local Centres which included small parades of shops. In contrast the 2006 Core Strategy (withdrawn), which was based on the 2004 Retail and Commercial Leisure Study (see para 3.1), identified two District Centres and six Local Centres. This study must look at both hierarchies, review the vitality and viability of the Borough's centres and identify the most appropriate hierarchy. Both quantitative and qualitative considerations will need to be taken into account, as will current trends, such as the growth of internet retailing and retailing from outlying business parks.

1999 Local Plan hierarchy

Main town centre:

Woking town centre

District Centres:

West Byfleet
Byfleet
Goldsworth Park
Horsell
Knaphill
St. Johns
Sheerwater.

Village Centres with retail cores defined as 'Local Centres':

Brookwood
Kingfield
Pyrford
Westfield

Village Centres with retail cores not identified:

Mayford
Old Woking
Walton Road

Parades of shops defined as ‘Local Centres’:

Anchor Hill
Barnsbury
Gorsewood Road
Guildford Road
Hermitage Road
Maybury
Oriental Road
Rydens Way
Wych Hill.

2006 Core Strategy hierarchy

Main town centre

Woking town centre

District Centres:

West Byfleet
Knaphill

Local Centres:

Byfleet
Goldsworth Park
Horsell
Kingfield
St Johns
Sheerwater

- 2) Assess the need to plan for the expansion or contraction of the Borough’s centres, including the identification of centres or areas within town centres in decline where change needs to be managed.
- 3) Assess whether there is a need for new floorspace for retail, leisure and other main town centre uses in Woking town centre and new floorspace for retail and leisure in the district and local centres, over the plan period to 2026 to maintain vitality and viability, and if so, the amount and type of floorspace required.
- 4) Identify any deficiencies in provision of main town centre uses and assess the capacity of existing town, district and local centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and / or town centre.
- 5) Confirm the appropriateness of or suggest amendments to the defined primary shopping area boundary and Local Plan / Core Strategy policies and define the town centre boundary for Woking town centre.
- 6) Confirm the appropriateness of or suggest amendments to the defined boundaries and Local Plan / Core Strategy policy for the District Centres and Local Centres.
- 7) Inform the preparation of policies for the hierarchy of Woking Borough’s centres within the sub-regional context, and strategies for developing and

strengthening centres within Woking Borough, for inclusion in the Local Development Framework.

- 8) Inform the development of a monitoring protocol to enable the Council to monitor and keep up to date indicators and information on the health and needs of town, district, and local centres for the Local Development Framework Annual Monitoring Report; and
- 9) Provide information to assist the Council in determining planning applications for additional floorspace for retail and other main town centre uses or the loss of existing floorspace.

2.0 Requirements

- 2.1 The basis of the study will be the guidance set out in Planning Policy Statement 6 – Planning for Town Centres (as amended) and any other appropriate and relevant guidance. In addition, the study should take into account subsequent guidance published by the Government on assessing need and impact of new retail and leisure development, applying the sequential approach and strategies for smaller centres.
- 2.2 The study should also be consistent with and have regard to other fundamental planning issues such as sustainability, social inclusion, accessibility and transport.
- 2.3 The appointed consultants will be expected to gain a good understanding of local market conditions by obtaining information from local agents (details can be provided) in addition to national sources of information.
- 2.4 The study must provide a robust evidence base for town centre and retail planning policies in the Woking Local Development Framework.
- 2.5 The appointed consultants will be expected, if necessary, to provide support for the study and the evidence collected at an Examination held as part of the Local Development Framework process.

3.0 Specific issues to be borne in mind

Previous town centre study

- 3.1 A 'Retail and Commercial Leisure Study' was prepared for the Council by DTZ Peda in 2004. It was prepared in accordance with former PPG6. The main report is available to view on the Council's website at <http://www.woking.gov.uk/planning/policy/ldfresearch/retail>.
- 3.2 The report, together with a number of other evidence base studies, was used to inform the Core Strategy submitted to the Government in October 2006. The Core Strategy was withdrawn in 2007 following concerns raised by the appointed Inspector. The principal concern was that it did not meet the requirements of PPS3: Housing which was published in November 2006. Another concern was that the Core Strategy did not display local distinctiveness, concentrating too much on Woking town centre and not enough on other centres in the Borough.

- 3.3 The Council recognises that the district and local centres provide much-needed local facilities and retail parades for the immediate communities that they serve. Any redevelopment or regeneration of the Borough's centres therefore needs to complement and ensure the viability and vitality of each district / local centre and the town centre itself.

Woking's role as a 'Regional Hub'

- 3.4 In the emerging South East Plan¹, Woking is designated as a 'Regional Hub' which will be:

- A focus for investment in multi-modal transport infrastructure both within and between hubs, supported by initiatives to re-balance travel patterns through behavioural change;
- A focus for other new infrastructure, including health, education and social infrastructure, and public services;
- A focus for new investment in economic activity and regeneration, including skills and training investment;
- A focus for new market and affordable housing, to support the creation of higher density 'living centres'; and
- A focus for new major retail and employment development.

- 3.5 The South East Plan identifies 22 'Regional Hubs'. The reasons for Woking's designation are that it is an important centre of economic activity, it has some interaction with activities and facilities available at the nearby hub of Guildford, it is a key interchange on the rail network between intra-regional and local rail services, it has a direct coach link with Heathrow Airport and it is well-related to the strategic road network.

Woking town centre as a 'Centre for Significant Change'

- 3.6 Woking town centre is the focal point of the Borough with major retail, employment, cultural and entertainment facilities.
- 3.7 The town centre is identified in the 2004 Surrey Structure Plan's hierarchy as being in 'Group 2' alongside Camberley, Epsom, Redhill and Staines.
- 3.8 In the emerging South East Plan, the development of dynamic and successful town centres is seen as central to the achievement of sustainable development in the South East. Woking town centre is identified as part of a strategic network of town centres. It is one of 22 'Primary Regional Centres' (not the same 22 centres identified as 'Regional Hubs'). Out of these 22 Primary Regional Centres, Woking is identified as one of twelve 'Centres for Significant Change' (all twelve are identified as 'Regional Hubs') which are expected to evolve significantly in terms of their range of town centre uses during the lifetime of the South East Plan and which will be a focus for significant growth. Local authorities, in partnership with other organisations, are expected to work to develop proactive, integrated strategies for their future.

¹ The Secretary of State's Proposed Changes to the draft Regional Spatial Strategy for the South East of England, July 2008

Woking Borough Council's property interests in the town centre

- 3.9 In addition to its role as the Local Planning Authority, Woking Borough Council holds a substantial (freehold and leasehold) interest in property assets in the town centre. The Borough Council therefore has the potential to be a key player in any regeneration of the town centre as both a landowner and an enabler and facilitator of development opportunities through the use of Compulsory Purchase Order (CPO) powers. The Council's land interests in Woking town centre include the ownership of the main retail developments (The Peacocks & Wolsey Place), as well as individual sites. The Borough Council's Civic Offices are located within the heart of the town centre thereby contributing to the well-being and economic stability of the town.
- 3.10 The Council is keen to develop a thriving mixed, good quality economy and to that end would welcome major players to partner regeneration of the town centre.
- 3.11 This is supported by the Woking Chamber of Commerce, which observes that the success of Woking town centre and other centres depends upon the general economic and employment position in the Borough and its immediate environs, and is keen to focus on what can be done to attract businesses other than retail to the Borough and how this would sit with the hierarchy of centres to be set out in the Core Strategy.

Woking town centre boundary

- 3.12 The Council and the Chamber of Commerce consider that the Goldsworth Road area, to the west of the town centre boundary, should be given close consideration in any review of the boundary due to the area's changing nature and function.

Sustainable Development

- 3.13 The Council is a highly motivated and innovative organisation which encourages and embraces change that achieves substantial benefits for the community. It is fully committed to sustainability, and is a leader in this field².
- 3.14 Woking has recently been recognised as a Cycle Town, which takes advantage of its topography. 'Cycle Woking' is a partnership project being led by Surrey County Council, which is the Highway Authority, and the Borough Council.

Complementary research and policy development

- 3.15 The Council is in the process of preparing a Woking Town Centre Streets and Spaces Strategy Supplementary Planning Document to set out a strategic approach to design in Woking Town Centre. The aim is to guide new development to deliver high density, high quality mixed uses whilst contributing to an improvement in the quality of streets and spaces and the public realm. A report prepared by Alan Baxter & Associates, urban practitioners Whitelaw & Turkington and DTZ for Woking Borough Council

² The Council has received a number of awards to recognise this, including Beacon status for Sustainable Energy in 2005-6, Promoting Sustainable Communities through the Planning Process in 2007-8 and Climate Change in 2008-9.

and SEEDA is being used as a basis for the emerging Supplementary Planning Document. Drafts have not yet been published.

- 3.16 The Council's Climate Change Strategy, aspects of which will be delivered through the Local Development Framework, has recently been updated. Details of the Council's commitment to sustainability and the Climate Change Strategy can be viewed on the Council's website at www.woking.gov.uk/environment/climate.
- 3.17 Woking Borough Council and Surrey County Council have agreed to set up a multi agency partnership to be known as 'Transport for Woking' in order to co-ordinate transport strategies and measures to improve movement in and around the Borough. This will be an important consideration in realising the potential of the Borough's centres. 'Cycle Woking' (see paragraph 3.13 above) will report to this partnership.

4.0 Additional information sources

- 4.1 In addition to the Planning Policy team the Council also employs a Town Centre Manager whose role it is to work with the public and private sectors in order to raise the quality of Woking Town Centre from the point of view of its users. The Town Centre Manager is involved in the Town Centre Management Initiative Group.
- 4.2 The Woking Chamber of Commerce is located in Woking town centre. It is an association of member organisations comprising businesses of every type and size, from the largest to the smallest, including retailers, professionals, restaurants, leisure facilities, charities and other local stakeholders.
- 4.3 The Council, in conjunction with the above, can provide details of suitable local agents to assist with gathering information on local market conditions (see paragraph 2.3 above).

5.0 Report format

- 5.1 The report should be concise and written in a style that is accessible and easy to understand.
- 5.2 The report should be produced in an A4 format for ease of production, distribution and use as a reference document. The inclusion as necessary of A3 maps or tables folded to A4 size is acceptable.
- 5.3 Four hard copies of the report should be provided. Electronic copies of the report should also be provided in both Word and pdf formats on CD-Rom.
- 5.4 Spatial data should be provided in an electronic format capable of being imported into the Council's GIS system (Arc GIS). Ordnance Survey (OS) base mapping for the purposes of the study can be provided, if required, by the Council as part of its Mapping Services Agreement with the OS. A contractor's licence agreement must be signed in order to receive and use OS mapping. Any such OS mapping must be used only for the purposes of the study and be destroyed or returned to the Council on completion of the work.

6.0 Timetable

- 6.1 The ability to commence work as soon as possible after appointment and to complete the study by June / July 2009 will be an important consideration in the selection of consultants.
- 6.2 A detailed project plan for the study will need to be agreed between the Council and selected consultants following appointment. To this end a preliminary project plan should be submitted with the quotation.
- 6.3 The final report shall not be produced without the Council being given the opportunity to comment, therefore the selected consultants must provide the Council with a draft report for discussion and comment three weeks before submitting the final report.

7.0 Contract management

- 7.1 The contract will be managed by the Council's Planning Policy Manager.
- 7.2 The selected consultants will be expected to report on progress at monthly meetings and as set out above, provide a draft report for discussion and comment three weeks before submitting the final report.
- 7.3 The Planning Policy Team will provide reasonable assistance to the selected consultants to access background documents, plans, contacts and any other facilities as appropriate.

8.0 Terms and conditions

- 8.1 A draft set of articles of agreement and conditions of appointment can be provided for consideration prior to appointment.

9.0 Quotations

Quotation Submission

- 9.1 Quotations should be submitted no later than **12 noon on Friday 13 February 2009** either by e-mail to the Council's secure e-mail address Tenders@woking.gov.uk, or in paper copy to:

The Planning Policy Manager
Woking Borough Council
Civic Offices
Gloucester Square
Woking
GU21 6YL

- 9.2 Paper copy quotations **must** be submitted in a plain sealed envelope endorsed only with the words "**Quotation for town, district, and local centres study**" and the address as set out above. Every such envelope (as opposed to any courier packaging containing it) shall bear no mark indicating the identity of the sender. Any courier packaging with identifying labelling will be removed and disposed of forthwith on receipt at the Council's offices.

Quotation Content

9.3 Quotations should include the following:

- A preliminary project plan setting out the time frame for producing the study (see 'Timetable' above).
- A detailed statement of approach and methodology demonstrating compliance with PPS6 (as amended) and other relevant Government guidance.
- Proposed fee for producing the report, plus the daily rate for the preparation and delivery of evidence at Examination (see 'Requirements' above), including an indication of the stages at which payment will be required.
- A completed questionnaire (a copy of which is provided) concerning:
 - factual information about your organisation;
 - its legal status;
 - its financial status;
 - its level of insurance cover;
 - details of the likely project manager and team;
 - details of experience in this field including named examples of similar work and details of referees who may be contacted;
 - details of any interests individuals or the organisation has within the Woking Town, District and Local Centres study area;
 - details of employment, health and safety and equality policies; and
 - details of any environment management systems and sustainable procurement policies.

Quotation Evaluation

9.4 The Council is not bound to accept the lowest or any quotation.

9.5 Quotations shall be evaluated on the basis of which is the most economically advantageous, based on price and quality. Price shall carry 20% weighting and quality 80%.

Background Notes

9.6 The background notes attached are for information only. It is the consultant's responsibility to ascertain the accuracy of the information and the Council cannot accept any liability in this respect.

APPENDIX 2

Healthcheck Appendices

APPENDIX 2.1

Explanation of Vitality and Viability Indicators

Definition of Vitality and Viability Criteria

Movement in Retail Rankings

- 1 We have charted the movement of each of the centres in the national retail rankings, using time-series data from Management Horizons Europe's (MHE's) *UK Shopping Index* for the years 1998/99, 2003/04, and 2008. The rankings and the trends for the study centres and their comparators are set out in Table 1 of Appendix 2.2.

Diversity of Retail and Service Uses

- 2 We assessed the diversity of retail and service uses in Woking and West Byfleet town centres using data from Experian's latest GOAD surveys. Experian does not undertake GOAD surveys of Knaphill, and so we undertook our own surveys of the centre in March 2009. The data on diversity of retail uses for the three centres is provided in Appendix 2.3.
- 3 To compare each centre against the GOAD national average we have used the same breakdown as used by GOAD. The individual uses are segregated as follows: A1 convenience, A1 comparison and A1 services; A2 financial and professional services; A3 and A5 restaurants, cafes and hot-food takeaways and, 'miscellaneous' which consists of employment agency, post offices and tourist Information.
- 4 GOAD exclude a number of uses from their diversity of uses and subsequently the national averages are not available for these uses. We have provided a breakdown of other ground floor space within the town centres in the second half of the Diversity of Use tables in Chapter 3 of the main report..

Presence of National Multiples and High Profile Retailers

- 5 Our assessment of performance against this indicator is based on the findings from our own on-foot surveys. Our assessment is informed by Experian's definition of a 'national multiple', which is an operator that is part of a network of nine or more outlets. For Woking, West Byfleet and Knaphill we have also commented on the quality of the fashion offer, using the 'Fashion Count' in MHE's 2008 Shopping Index¹.

Assessment of Retail and Leisure Operator Demand

- 6 For this indicator, we have utilised a range of sources, as follows:
 - the FOCUS database, which provides twice yearly time series data on the number of retail requirements, as set out in Appendix 5.2;

¹ MHE categorises fashion retailers as 'luxury', 'upper', 'upper-middle', 'middle', 'lower-middle' or 'value'.

- a postal questionnaire to the 63 retail and leisure operators (see Appendix 5.1);

7 It should be noted, however, that the level of potential operator demand for any town centre is always influenced by whether or not any major new development is being promoted; thus, if a major new development scheme is in the pipeline, the number of requirements would be expected to show a noticeable increase.

Assessment of the Retail Property Offer

8 For Woking, West Byfleet and Knaphill, we looked at the 'average' size of town centre units, which gives a flavour of how the size of typical units relates to the size of property that is commonly sought by retail and leisure operators. Corresponding floorspace data were not available for the smaller centres and so, for all centres, we obtained evidence of the property stock from our field work and from locally active agents and other stakeholders.

Retail Rents and Retail Yields

9 Published time-series retail rental data is only available for Woking town centre (Table 2.2.2 of Appendix 2.2). Similarly, published time-series data on movements in prime retail yield are only available for Woking (Table 2.2.3 of Appendix 2.2).

Analysis of the Proportion of Vacant Street Level Property

10 The standard source of vacancy data for larger centres is Experian GOAD, although within the Woking Borough these are only available for Woking and West Byfleet town centres. For the remaining study centres, we assessed the number and location of vacant units as part of our on-foot survey of the centres in April 2009.

Accessibility

11 We assessed the accessibility of Woking, West Byfleet and Knaphill by considering public transport facilities, location, number and price of public car parks and pedestrian flows throughout the centres.

Safety & Crime

12 Surrey County Council provide crime statistics for the county as a whole which we have used to compare with other counties throughout England and Wales. During on-foot surveys we noted whether CCTV was in operation in the centres.

State of Town Centre Environmental Quality

13 We have undertaken a broad assessment of the environmental quality of each of the centres, based on field visits in April 2009. In particular, we comment on the overall quality of the public realm, areas that are substandard and in need of environmental or other improvements (such as, street lighting), and any evidence of litter and graffiti.

APPENDIX 2.2

Technical Tables of Market Indicators

Technical Tables of Market Indicators

Retail Rankings

Table 2.2.1 Rankings for Woking, West Byfleet, Knaphill, Guildford & Camberley

Centre	Rank 1998	Rank 2008	Change 1998 - 2008
Woking	115	94	21
West Byfleet	1,268	1,716	-448
Knaphill	1,194	1,018	176
Guildford	19	24	5
Camberley	117	149	-32

Change in Retail Yields

Table 2.2.2 Retail Yields for Woking Town Centre and Comparator Centres, 2005-2008

Centre	Jan-05	Jul-08	Change 2005 - 2008
Woking	6.25%	6%	0.25%
Guildford	4.50%	4.25%	0.25%
Camberley	6.25%	6%	0.25%

Prime Zone A Retail Rents

Table 2.2.3 Prime Zone A Rents for Woking Town Centre and Comparator Centres, 2000-2007

Centre	June 1997 (£/ sq. m)	June 2007 (£/ sq. m)	Change 1997 - 2007
Woking	969	1,346	38%
Guildford	2,153	2,583	19%
Kingston	2,799	3,337	19%
Camberley	1,023	1,292	26%

APPENDIX 2.3

Full Diversity of Uses Tabulations

Diversity of Use

Woking

Number	Address	Fascia	Primary Activity	Use Class	Floorspace (gross sqm)
10	Albion House, Church Path	Marie Curie Cancer Care	Charity Shop	A1Comp	70
6	Albion House, High Street	Rosemary	Florist	A1Comp	40
5	Central Buildings, Chobham Road	Surrey Music Store	Mus Inst& Sh Mus	A1Comp	60
02 to 03	Central Buildings, Chobham Road	Action Bikes	Cycles & Repairs	A1Comp	120
18	Chertsey Road	Barbers	Art & Popic Frm	A1Comp	120
23	Chertsey Road	Ryman The Stationer	Stationer	A1Comp	130
41	Chertsey Road	Singer	Sewing Machines & Haberdashery	A1Comp	110
35	Chobham Road	Pronuptia	Bridal Wear	A1Comp	120
9	Church Path	Moda Italia	L/Wr&M/Wr	A1Comp	80
3	Cleary Court	Games Workshop	Toys & Gm	A1Comp	60
2	Cleary Court	Candid Computers	Off Equip	A1Comp	60
2	Commercial Way	Woking Hospice	Char Sh	A1Comp	90
71	Commercial Way	B H F	Char Sh	A1Comp	70
44	Commercial Way	Relate	Charity Shop	A1Comp	70
34	Commercial Way	Argos	Catalogue Showroom	A1Comp	550
65	Commercial Way	Oxfam	Charity Shop	A1Comp	70
18	Commercial Way	Jessops	Photo Goods	A1Comp	120
	Commercial Way	Bhs	Variety Store	A1Comp	2,240
	Globe House, Victoria Way	Circle 7	Household Goods	A1Comp	470
56	Goldsworth Road	Tiger Valley	Furniture	A1Comp	110
42 - 46	Goldsworth Road	C T D	Interior Decorations (Part Vacant)	A1Comp	370
93	Goldsworth Road	Century Windows	Diy	A1Comp	100
	Goldsworth Road	Cyclelife	Cycles & Repairs	A1Comp	200
66	Goldsworth Road	In Toto	Fit Furn	A1Comp	110
91	Goldsworth Road	Giant Computers	Computer Equipment	A1Comp	110
10	Guildford Road	Belles	Bridal Wear	A1Comp	100
4	Guildford Road	Cartridge World	Comp Equip	A1Comp	110
01 to 02	Guildford Road	Evans	Cycles & Repairs	A1Comp	360
33 - 34	Guildford Road	Boots The Chemist		A1Comp	170
17	Guildford Road	Blockbuster	Video Rental	A1Comp	260
5	Guildford Road	Money Shop	Pawnbroker	A1Comp	120

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

5	Harland House, Commercial Way	Establishment	Mens Wear	A1Comp	70
25A	High Street	Private Shop	Adult Shop	A1Comp	60
15	High Street	Penny Kristian	Ladies Accessories	A1Comp	80
23	High Street	Sweat Shop	Sports Goods	A1Comp	110
17	High Street	Daisy Chain	Florist	A1Comp	140
13	High Street	Hugh Harris	Mens Wear	A1Comp	160
	Poole Road	C M S Carpets Ltd	Carpets & Flooring & Furniture	A1Comp	490
16 - 17	The Broadway	Broadway Furniture Centre	Furniture	A1Comp	360
18	The Peacocks Shopping Centre	Past Times	Gifts	A1Comp	210
9	The Peacocks Shopping Centre	T Mobile	Telephones	A1Comp	180
7	The Peacocks Shopping Centre	Ryman	Office Equipment	A1Comp	210
26	The Peacocks Shopping Centre	The Carphone Warehouse	Telephones	A1Comp	230
16	The Peacocks Shopping Centre	Jjb Sports	Sports Goods	A1Comp	960
2	The Peacocks Shopping Centre	3 Store	Telephones	A1Comp	80
22	The Peacocks Shopping Centre	Kim N Kim	Jeweller	A1Comp	90
11-Dec	The Peacocks Shopping Centre	Zavvi	Recordings	A1Comp	580
21	The Peacocks Shopping Centre	H Samuel	Jeweller	A1Comp	80
5	The Peacocks Shopping Centre	Hulsta Studio	Furniture	A1Comp	170
17	The Peacocks Shopping Centre	M K	Clothing	A1Comp	740
19 - 20	The Peacocks Shopping Centre	Next Boys & Girls	Childrens Wear	A1Comp	220
10	The Peacocks Shopping Centre	Game	Computer Games	A1Comp	310
	The Peacocks Shopping Centre	Toys 'R' Us	Toys & Games	A1Comp	4,070
13 - 14	The Peacocks Shopping Centre	Clarks	Shoes	A1Comp	600
23	The Peacocks Shopping Centre	Presense	Gifts	A1Comp	180
	The Peacocks Shopping Centre	Debenhams	Department Store	A1Comp	3,920
K4 - K5	The Peacocks Shopping Centre	Hulsta Studio	Furniture	A1Comp	90
	The Peacocks Shopping Centre	Shopmobility	Disabled Goods & Equipment	A1Comp	90
K1 - K3	The Peacocks Shopping Centre	Hulsta Studio	Interior Decorations	A1Comp	110
59 - 63	The Peacocks Shopping Centre	T K Maxx	Clothing	A1Comp	2,680
	The Peacocks Shopping Centre	Debenhams	Department Store	A1Comp	3,380
18	The Peacocks Shopping Centre	Past Times	Gifts	A1Comp	210
9	The Peacocks Shopping Centre	T Mobile	Telephones	A1Comp	180
25	The Peacocks Shopping Centre	Shades	Interior Decorations	A1Comp	300
7	The Peacocks Shopping Centre	Ryman	Office Equipment	A1Comp	210
26	The Peacocks Shopping Centre	The Carphone Warehouse	Telephones	A1Comp	230
16	The Peacocks Shopping Centre	Jjb Sports	Sports Goods	A1Comp	960
2	The Peacocks Shopping Centre	3 Store	Telephones	A1Comp	80
22	The Peacocks Shopping Centre	Kim N Kim	Jeweller	A1Comp	90
11-Dec	The Peacocks Shopping Centre	Zavvi	Recordings	A1Comp	580

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

21	The Peacocks Shopping Centre	H Samuel	Jeweller	A1Comp	80
5	The Peacocks Shopping Centre	Hulsta Studio	Furniture	A1Comp	170
17	The Peacocks Shopping Centre	M K	Clothing	A1Comp	740
19 - 20	The Peacocks Shopping Centre	Next Boys & Girls	Childrens Wear	A1Comp	220
10	The Peacocks Shopping Centre	Game	Computer Games	A1Comp	310
	The Peacocks Shopping Centre	Toys `R` Us	Toys & Games	A1Comp	4,070
13 - 14	The Peacocks Shopping Centre	Clarks	Shoes	A1Comp	600
23	The Peacocks Shopping Centre	Presense	Gifts	A1Comp	180
K4 - K5	The Peacocks Shopping Centre	Hulsta Studio	Furniture	A1Comp	90
	The Peacocks Shopping Centre	Shopmobility	Disabled Goods & Equipment	A1Comp	90
K1 - K3	The Peacocks Shopping Centre	Hulsta Studio	Interior Decorations	A1Comp	110
59 - 63	The Peacocks Shopping Centre	T K Maxx	Clothing	A1Comp	2,680
48	The Peacocks Shopping Centre	Faith	Shoes	A1Comp	150
43	The Peacocks Shopping Centre	Vodafone	Telephones	A1Comp	250
31	The Peacocks Shopping Centre	Clares Accessories	L Access	A1Comp	110
57	The Peacocks Shopping Centre	Accessorize	Ladies Accessories	A1Comp	160
51	The Peacocks Shopping Centre	Phones 4 U	Telephones	A1Comp	60
49	The Peacocks Shopping Centre	Goldsmiths	Jeweller	A1Comp	150
36	The Peacocks Shopping Centre	La Senza	Lingerie	A1Comp	190
46	The Peacocks Shopping Centre	Miss Selfridge	Ladies Wear	A1Comp	240
44	The Peacocks Shopping Centre	Waterstones	Books	A1Comp	240
55	The Peacocks Shopping Centre	Jd	Sports Goods	A1Comp	160
36	The Peacocks Shopping Centre	River Island	Ladies & Mens Wear	A1Comp	280
	The Peacocks Shopping Centre	Primark	Clothing	A1Comp	1,430
58	The Peacocks Shopping Centre	Next	Clothing	A1Comp	320
47	The Peacocks Shopping Centre	Principles	Ladies Wear	A1Comp	240
50A	The Peacocks Shopping Centre	Orange	Telephones	A1Comp	50
33	The Peacocks Shopping Centre	O2	Telephones	A1Comp	140
52	The Peacocks Shopping Centre	Bay Trading Co	Ladies Wear	A1Comp	150
45	The Peacocks Shopping Centre	Clinton Cards	Cards & Gifts	A1Comp	230
50C	The Peacocks Shopping Centre	Thorntons	Conf & Bis	A1Comp	60
31A	The Peacocks Shopping Centre	New Look	Ladies Wear	A1Comp	1,650
50B	The Peacocks Shopping Centre	Whittard	T & Coff Merch	A1Comp	50
32B	The Peacocks Shopping Centre	Perfume Shop		A1Comp	50
40 - 42	The Peacocks Shopping Centre	H M V	Recordings	A1Comp	670
56	The Peacocks Shopping Centre	Monsoon	Ladies Wear	A1Comp	160
32A	The Peacocks Shopping Centre	Emmas Accessories	L Access	A1Comp	30
28 - 29	The Peacocks Shopping Centre	Republic	Ladies & Mens Wear	A1Comp	350
	The Peacocks Shopping Centre	Toys `R` Us	Toys & Games	A1Comp	3,730
	The Peacocks Shopping Centre	Debenhams	Department Store	A1Comp	3,860

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

17 - 19	Wolsey Place Centre , Central Square	Poundland	Household Goods	A1Comp	290
31 - 33	Wolsey Place Centre , Commercial Way	Innovations Extra	High Tech Goods	A1Comp	270
30	Wolsey Place Centre , Wolsey Walk	Stead & Simpson	Shoes	A1Comp	150
39	Wolsey Place Centre , Wolsey Walk	Diamonds & Pearls	Jeweller	A1Comp	100
15	Wolsey Place Centre, Central Square	Sports World	Sports Goods	A1Comp	270
01-Sep	Wolsey Place Centre, Commercial Way	Boots Opticians		A1Comp	160
45 - 47	Wolsey Place Centre, Commercial Way	Superdrug	Health & Beauty	A1Comp	550
35	Wolsey Place Centre, Commercial Way	Innovations	Gifts & Ho Gds	A1Comp	110
11 to 09	Wolsey Place Centre, Commercial Way	Boots The Chemist		A1Comp	1,780
11 to 13	Wolsey Place Centre, Commercial Way	Bon Marche	Ladies Wear	A1Comp	300
15	Wolsey Place Centre, Commercial Way	Early Learning Centre	Toys & Games	A1Comp	190
25	Wolsey Place Centre, Commercial Way	Fineweave Carpets	Carpets & Flooring	A1Comp	130
27	Wolsey Place Centre, Commercial Way	Millets	Out Wr & Campg Gds	A1Comp	120
4	Wolsey Place Centre, Middle Walk	Gamestation	Computer Games	A1Comp	100
2	Wolsey Place Centre, Middle Walk	Shoe Zone	Shoes	A1Comp	130
26	Wolsey Place Centre, Wolsey Walk	Body Shop	Health & Beauty	A1Comp	100
28	Wolsey Place Centre, Wolsey Walk	Ernest Jones	Jeweller	A1Comp	90
32	Wolsey Place Centre, Wolsey Walk	Robert Dyas	Diy	A1Comp	610
33	Wolsey Place Centre, Wolsey Walk	Sony Centre	Home Ent	A1Comp	100
24	Wolsey Place Centre, Wolsey Walk	Clarks	Shoes	A1Comp	100
44 - 46	Wolsey Place Centre, Wolsey Walk	Burton	Mens Wear	A1Comp	200
29	Wolsey Place Centre, Wolsey Walk	F Hinds	Jeweller	A1Comp	110
21	Wolsey Place Centre, Wolsey Walk	Dorothy Perkins	Ladies Wear	A1Comp	140
23	Wolsey Place Centre, Wolsey Walk	Evans	Ladies Wear	A1Comp	140
25	Wolsey Place Centre, Wolsey Walk	Card Factory	Cards	A1Comp	130
27	Wolsey Place Centre, Wolsey Walk	Holland & Barrett	Health Food	A1Comp	140
40 - 42	Wolsey Place Centre, Wolsey Walk	Currys.Digital	Home Entertainment	A1Comp	350
37	Wolsey Place Centre, Wolsey Walk	Clinton Cards	Cards&Gifts	A1Comp	100
7	Wolsey Place Centre, Wolsey Walk West	Aaargh	Gifts	A1Comp	60
20 - 22	Wolsey Place Centre, Wolsey Walk West	Topman	Mens Wear	A1Comp	140

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

14	Wolsey Place Centre, Wolsey Walk West	Kitchen Kapers	Ho Gds	A1Comp	110
5	Wolsey Place Centre, Wolsey Walk West	Leather Centre	Leath Gds	A1Comp	70
16 - 18	Wolsey Place Centre, Wolsey Walk West	Waterstones	Books	A1Comp	180
08-Oct	Wolsey Place Centre, Wolsey Walk West	Adams Kids	Childrens Wear	A1Comp	220
9	Wolsey Place Centre, Wolsey Walk West	Dress For Less	Ladies Wear	A1Comp	70
C1	Wolsey Place Centre, Wolsey Walk West	Dr & Herbs	Natur Thpy	A1Comp	30
3	Wolsey Place Centre, Wolsey Walk West	Julian Graves	Health Fd	A1Comp	70
20 - 22	Wolsey Place Centre, Wolsey Walk West	Topshop	Ladies Wear	A1Comp	160
9	Albion House, Church Path	Greggs	Baker	A1Conv	70
1	Central Buildings, Chobham Road	Harveys	Conv Sto	A1Conv	60
35	Chertsey Road	Chertsey News	Ctn	A1Conv	130
25	Chertsey Road	Lickety Split	Sandwich Bar	A1Conv	140
28	Chertsey Road	Heaters	Baker	A1Conv	30
1	Chertsey Road	Budgens	Supermarket	A1Conv	220
10	Chertsey Road	Bizzi Bs Biltong	Grocer	A1Conv	140
16	Chertsey Road	Costcutter	Convenience Store	A1Conv	150
09 to 11	Chertsey Road	Subway	Sandwich Bar	A1Conv	100
45A	Chobham Road	Heaters	Baker	A1Conv	70
45	Chobham Road	Maria	Grocer	A1Conv	130
1	Cleary Court	Terrys Newsagent	Ctn	A1Conv	60
7	Goldsworth Road	Gammages News	Ctn	A1Conv	90
3	Goldsworth Road	Martinos	S/W Bar	A1Conv	60
127 - 129	Goldsworth Road	Majestic Wine Warehouse	Off Licence	A1Conv	260
82	Goldsworth Road	Morrisons	Supermarket	A1Conv	5,790
15	Guildford Road	Co-Op Welcome	Supermarket	A1Conv	150
6	Guildford Road	Heaters	Baker & Rest	A1Conv	90
	Station Approach	Marks & Spencer Simply Food	Convenience Store	A1Conv	210
7	The Broadway	Tribe	Hair	A1Conv	70
68	The Peacocks Shopping Centre	Le Papillon	Confectionery & Biscuits	A1Conv	180
68	The Peacocks Shopping Centre	Le Papillon	Confectionery & Biscuits	A1Conv	180
32C	The Peacocks Shopping Centre	Millies	Conf & Bis	A1Conv	40
41 - 43	Wolsey Place Centre , Commercial Way	Whsmith	Newsagent & Books	A1Conv	430
D1	Wolsey Place Centre, Wolsey Walk	Subway	S/W Bar	A1Conv	70
12	Wolsey Place Centre, Wolsey Walk West	Greggs	Baker	A1Conv	110

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

11 to 13	Wolsey Place Centre, Wolsey Walk West	Sainsburys	Supermarket	A1Conv	1,360
	Wolsey Place Centre , Wolsey Walk		Post Office	A1Service	140
39	The Peacocks Shopping Centre	Optical Express	Optician	A1Service	300
8	Albion House, Church Path	Dantes	Hair	A1Service	60
3	Albion House, High Street	Trumps	Dry Cleaning	A1Service	110
UNIT 6	Centrium , Station Approach	The Skin	Beau Sal	A1Service	50
30	Chertsey Road	New Look	Hair	A1Service	40
32	Chertsey Road	Nail Fantasy	Beau Sal	A1Service	50
7	Chertsey Road	Renaissance	Hair	A1Service	90
3	Chobham Road	Sovereign Travel	Trav Ag	A1Service	110
37	Chobham Road	Penny & Kristian	Hairdressing	A1Service	100
43	Chobham Road	Horace Smith	Locksmith	A1Service	130
41A	Chobham Road	Myles Nails	Beauty Salon	A1Service	40
	Chobham Road	Rinos	Hair	A1Service	60
7	Church Path	T H Collison	Optician	A1Service	70
4	Cleary Court	Images	Hair	A1Service	80
55	Commercial Way	Batemans	Optician	A1Service	140
28	Commercial Way	Headmaster	Hair	A1Service	120
57	Commercial Way	Rush	Hairdressing	A1Service	150
59 - 61	Commercial Way	Kodak Express	Film Developing	A1Service	200
16	Commercial Way	Thomas Cook	Travel Agent	A1Service	100
UNIT 5	Eastgate , Station Approach	Pin Up Curls	Hair	A1Service	30
UNIT 4	Eastgate, Station Approach	Pearl	D/C	A1Service	50
52	Goldsworth Road	Consol Suncenter	Solarium	A1Service	80
27	Goldsworth Road	Sally	Hlth&Bea	A1Service	100
73 - 75	Goldsworth Road	Goldsworth Angling Centre	Sports Goods	A1Service	220
56	Goldsworth Road	Red Eye	Prt&Phcpy	A1Service	120
48 - 54	Goldsworth Road	Lodge Brothers	Undertakers	A1Service	70
	Goldsworth Road	One Stop Mobility	Disabled Goods & Equipment	A1Service	350
	Goldsworth Road	Blades	Hairdressing	A1Service	40
13	Goldsworth Road	Capa	Hairdressing	A1Service	110
	Goldsworth Road	Urban Beauty	Beauty Salon	A1Service	40
64	Goldsworth Road	Venture Photo Studio	Photographer	A1Service	300
119 - 121	Goldsworth Road	Woking Funeral Services	Undertakers	A1Service	330
11	Goldsworth Road	The Co-Operative Funeralcare	Undertakers	A1Service	120
32	Guildford Road	C H Lovegrove	Undertakers	A1Service	100
8	Guildford Road	Hair By Pietro	Hairdressing	A1Service	100
15A	High Street	One Step Ahead	Hair	A1Service	60

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

11 to 12	High Street	Kall-Kwik	Prt&Phcpy	A1Service	150
2	Mercia Walk	Thomas Cook	Travel Agent	A1Service	130
50A	The Peacocks Shopping Centre	Timpson	Shoe Rep	A1Service	90
53	The Peacocks Shopping Centre	Vision Express Optical Lab	Optician	A1Service	160
30	The Peacocks Shopping Centre	The Optical Shop	Optician	A1Service	130
7	Victoria Way	Tattoo Land Uk	Tattooist	A1Service	70
1	Victoria Way	Luigis	Hair	A1Service	80
F1	Wolsey Place Centre , Wolsey Walk	Italian Hair Design	Hair	A1Service	30
23	Wolsey Place Centre, Commercial Way	Thomson	Travel Agent	A1Service	130
21	Wolsey Place Centre, Commercial Way	First Choice	Travel Agent	A1Service	140
3	Wolsey Place Centre, Mercia Walk	Specsavers	Optician	A1Service	100
	Wolsey Place Centre, Middle Walk	Shoecare	Shoe Rep	A1Service	30
35	Wolsey Place Centre, Wolsey Walk	D & A	Optician	A1Service	100
1	Wolsey Place Centre, Wolsey Walk West	John Harwood	Optician	A1Service	70
19 - 20	The Broadway	Colourflow.Com	Printing & Photocopying	A1Service	260
8	The Peacocks Shopping Centre	Shear Beauty	Health & Beauty	A1Service	180
22A	The Peacocks Shopping Centre	Supercuts	Hairdressing	A1Service	90
21B	The Peacocks Shopping Centre	Everwell	Natural Therapy	A1Service	50
4	The Peacocks Shopping Centre	Toni & Guy	Hairdressing	A1Service	180
21A	The Peacocks Shopping Centre	Lifestyle Images	Photographer	A1Service	40
21B	The Peacocks Shopping Centre	Flight Centre	Travel Agent	A1Service	50
	The Peacocks Shopping Centre	Peacocks Nail Salon	Beauty Salon	A1Service	50
8	The Peacocks Shopping Centre	Shear Beauty	Health & Beauty	A1Service	180
22A	The Peacocks Shopping Centre	Supercuts	Hairdressing	A1Service	90
21B	The Peacocks Shopping Centre	Everwell	Natural Therapy	A1Service	50
4	The Peacocks Shopping Centre	Toni & Guy	Hairdressing	A1Service	180
21A	The Peacocks Shopping Centre	Lifestyle Images	Photographer	A1Service	40
21B	The Peacocks Shopping Centre	Flight Centre	Travel Agent	A1Service	50
	The Peacocks Shopping Centre	Peacocks Nail Salon	Beauty Salon	A1Service	50
13	Albion House, Church Path	Foundations	Est Ag	A2	100
11 to 12	Albion House, Church Path	Britannia	Building Society	A2	130
2	Albion House, High Street	Lynch & Co	Est Ag	A2	60
	Bridge House, Goldsworth Road	Curchods	Estate Agent	A2	150
8	Chertsey Road	Fulchers	Solicitor	A2	170
6	Chertsey Road	Leaders	Estate Agent	A2	190
22	Chertsey Road	Turner Hampton	Accountant	A2	110
26	Chertsey Road	Ladbrokes	Bet Off	A2	110
5	Chertsey Road	W Davies	Solicitor	A2	130

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

27	Chertsey Road	William Hill	Betting Office	A2	140
39	Chobham Road	C S L Partnership	Acct	A2	80
5	Church Path	Gascoigne Billingham	Estate Agent	A2	80
	Church Street East	Barlow Robbins	Solicitor	A2	1,010
6	Commercial Way	H S B C	Bank	A2	240
36	Commercial Way	Bet Fred	Bet Off	A2	230
12	Commercial Way	Seymours	Estate Agent	A2	120
30 - 32	Commercial Way	Lloyds Tsb	Bank	A2	400
69	Commercial Way	Aston Mead	Estate Agent	A2	80
22 - 24	Commercial Way	Halifax	Bank	A2	370
36	Commercial Way	Keelans	Estate Agent	A2	50
67	Commercial Way	Gascoigne Pees	Estate Agent	A2	70
46	Commercial Way	County Property	Estate Agent	A2	180
10 to 12	Commercial Way	William Hill	Bet Off	A2	220
40 - 42	Commercial Way	Mann Countrywide	Estate Agent	A2	240
4	Commercial Way	Townends	Est Ag	A2	90
38	Commercial Way	Chancellors	Estate Agent	A2	80
	Crown House, Crown Square	The Royal Bank Of Scotland		A2	420
9	Goldsworth Road	Metrobet	Bet Off	A2	80
68	Goldsworth Road	Swinton	Ins Off	A2	110
7	Guildford Road	Hart Brown	Solicitor	A2	100
9	Guildford Road	Mullenders	Solicitor	A2	90
31	Guildford Road	Buglear Bate	Solicitor	A2	100
4	Harland House, Commercial Way	Latino	Restaurant	A2	70
01 to 02	Harland House, Commercial Way	Cheltenham & Gloucester	Bank	A2	150
3	Harland House, Commercial Way	Waterfall Durrant & Barclay	Est Ag	A2	70
3	High Street	Auto Prestige	Insurance Office	A2	130
01 to 02	High Street	Nat West	Bank	A2	450
20A	High Street	Castle	Solicitor	A2	60
26	High Street	Manners Residential	Estate Agent	A2	150
22	High Street	The Letting Centre	Estate Agent	A2	130
4	Mercia Walk	Skipton	Building Society	A2	120
09-Oct	The Broadway	Tilbrook Turner & Foster	Solicitor	A2	140
12	The Broadway	Martin & Co	Lettings Agents	A2	150
6	The Peacocks Shopping Centre	Alliance + Leicester	Bank	A2	180
6	The Peacocks Shopping Centre	Alliance + Leicester	Bank	A2	180
38	The Peacocks Shopping Centre	Abbey	Bank	A2	260

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

	Towngate House, Town Square	Barclays Bank		A2	630
1	Wolsey Place Centre , Mercia Walk	Foxtons	Estate Agent	A2	170
29	Wolsey Place Centre, Commercial Way	Yorkshire	Building Society	A2	100
5	Wolsey Place Centre, Mercia Walk	Nationwide	Building Society	A2	200
31	Chertsey Road	Thai	Thai Restaurant	A3	160
37	Chertsey Road	Roosters	Cafe & T/A	A3	120
48	Chertsey Road	Imperial Garden	Chinese Restaurant	A3	530
49	Chertsey Road	Jaipur	Indian Restaurant	A3	160
39	Chertsey Road	Bombay Night	Indian Restaurant	A3	120
19 - 21	Chertsey Road	Pizza Hut	Pizza Rest & Pizza T/A	A3	240
20	Chertsey Road	M2 Pizza Pasta	Restaurant	A3	100
1	Chobham Road	Nando'S	Restaurant	A3	190
	Chobham Road	Haylees	Cafe	A3	70
11	Church Path	Caffe Centrale	Cafe	A3	90
	Church Street East	Beacon Coffee Shop		A3	120
75	Commercial Way	Noodle Nation	Restaurant	A3	220
53	Commercial Way	Esquires Coffee	Coffee Shop	A3	140
14	Commercial Way	Primavera	Coffee House	A3	110
73	Commercial Way	Poppins	Restaurant	A3	70
63	Commercial Way	Caffe Nero	Coff Sh	A3	110
	Crown House, Crown Square	Fresch	Coff Sh	A3	40
30	Goldsworth Road	Barcelona	Restaurant	A3	210
58 - 60	Goldsworth Road	Zizzi	Restaurant	A3	280
	Goldsworth Road	Methis	Indian Rest	A3	130
1	Goldsworth Road	Cafe Continental	Cafe	A3	110
65	Goldsworth Road	Pizza Express	Pizza Rest	A3	180
18	High Street	Binaka	Indian Restaurant	A3	130
16	High Street	L` Aroma	Italian Restaurant	A3	140
7	High Street	Poppadum Charlies	Restaurant	A3	160
21	High Street	Global Spice	Indian Restaurant	A3	190
	The Big Apple Leisure Centre, Crown Square	Diner	Cafe	A3	350
18	The Broadway	Sang Thai	Thai Restaurant	A3	130
3	The Peacocks Shopping Centre	Muffin Break	Cafe	A3	100
	The Peacocks Shopping Centre	Auberge	Restaurant	A3	290
	The Peacocks Shopping Centre	B Bs Coffee & Muffins	Cafe	A3	70
3	The Peacocks Shopping Centre	Muffin Break	Cafe	A3	100
	The Peacocks Shopping Centre	Auberge	Restaurant	A3	290
	The Peacocks Shopping Centre	B Bs Coffee & Muffins	Cafe	A3	70

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

54	The Peacocks Shopping Centre	Costa Coffee	Coffee Shop	A3	160
32D	The Peacocks Shopping Centre	Baskin Robbins	I/Cream Parl	A3	30
34	The Peacocks Shopping Centre	Tchibo	Coffee Shop & Catalogue Showroom	A3	200
48	Wolsey Place Centre, Wolsey Walk	Starbucks	Coffee Shop	A3	110
	Wolsey Place Centre, Wolsey Walk	B Bs	Coffee Shop	A3	80
41	Wolsey Place Centre, Wolsey Walk	Cafe Giardino	Cafe	A3	220
A1 - B1	Wolsey Place Centre, Wolsey Walk West	Cafe Americano	Cafe	A3	120
UNIT 12 - 14	Centrium , Station Approach	Lotus Lounge Bar	Bar & Rest	A4	250
43 - 47	Chertsey Road	The Rsvp	Public House	A4	370
46	Chertsey Road	Rat & Parrot	Public House	A4	710
12	Chertsey Road	The Station	Public House	A4	230
51 - 57	Chertsey Road	Wetherspoons	Public House	A4	850
11	Church Path	Bed	Public House	A4	240
	Church Street East	Hugos	Bar & Restaurant	A4	210
48	Commercial Way	Yates	Public House	A4	370
1	Crown Square	O'Neills	Public House	A4	310
69 - 71	Goldsworth Road	Archees	Bar & Restaurant	A4	200
5	Goldsworth Road	Caspers Wine Bar	Wine Bar & Rest	A4	80
	Goldsworth Road	The Goldsworth Arms	Public House	A4	400
	Guildford Road	The Sovereigns	Public House	A4	360
11	Guildford Road	Enzos	Bar & Rest	A4	90
	The Big Apple Leisure Centre, Crown Square	Chameleon	Bar	A4	440
14	The Broadway	Remix	Bar	A4	150
29	Chertsey Road	K F C	Fast Food Restaurant	A5	290
3	Chertsey Road	Woking Kebabs	Take Away	A5	60
58	Chertsey Road	Chilli Grill	Take Away	A5	60
11 to 17	Chertsey Road	Mcdonalds	F/Fd Rest	A5	340
3	Church Path	Goodfellas	Take Away	A5	70
29	Goldsworth Road	Al Pasha Kebab	Take Away	A5	80
3	Guildford Road	Pizza Hut	Pizza T/A	A5	140
14	High Street	Hippo Pizza	Pizza T/A	A5	100
6	High Street	Ko Kebab Original	Take Away	A5	150
1	The Broadway	Perfect Pizza	Pizza T/A	A5	60
5	The Broadway	Diamond Kebab	Take Away	A5	90
15	The Broadway	Sweet N Sour Express	Chinese Take Away	A5	150
8	The Broadway	Pizza Go Go	Pizza T/A	A5	70
27	The Peacocks Shopping Centre	Burger King	Fast Food	A5	610

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

			Restaurant		
B	The Peacocks Shopping Centre	Spudulike	Fast Food Restaurant	A5	60
A	The Peacocks Shopping Centre	Pizza Hut	Pizza Take Away	A5	60
D	The Peacocks Shopping Centre	K F C	Fast Food Restaurant	A5	120
C	The Peacocks Shopping Centre	Burger King	Fast Food Restaurant	A5	70
66	The Peacocks Shopping Centre	Mcdonalds	Fast Food Restaurant	A5	410
27	The Peacocks Shopping Centre	Burger King	Fast Food Restaurant	A5	610
B	The Peacocks Shopping Centre	Spudulike	Fast Food Restaurant	A5	60
A	The Peacocks Shopping Centre	Pizza Hut	Pizza Take Away	A5	60
D	The Peacocks Shopping Centre	K F C	Fast Food Restaurant	A5	120
C	The Peacocks Shopping Centre	Burger King	Fast Food Restaurant	A5	70
66	The Peacocks Shopping Centre	Mcdonalds	Fast Food Restaurant	A5	410
50	The Peacocks Shopping Centre	Zest	T/A	A5	40
E1	Wolsey Place Centre , Wolsey Walk West	Flava Shakes	T/A	A5	60
47	Poole Road	Kendall Self Drive	Car & Van Rental	Asg	200
5A	The Broadway	Galaxy	Taxi Hire	Asg	10
	Goldsworth Road	Morrisons	Fil Stn	Asg	110
77	Goldsworth Road	Woking Yamaha Centre	Motor Cycle Sales & Repairs	Asg	130
36 - 40	Cavendish House, Goldsworth Road		Office	B1	200
14	Chertsey Road	Mail Boxes Etc	Bus Serv	B1	90
44B	Chertsey Road		Office	B1	90
	Chobham House, Christchurch Way		Office	B1	1,260
41	Chobham Road	Fielding	Architecture	B1	140
33	Chobham Road		Dentist	B1	140
	Church Street West		Emergency Services	B1	1,200
	Crown House, Crown Square		Office (Some Vacant)	B1	340
	Duke Court, Duke Street		Office & Government Building	B1	6,610
	Duke House, Duke Street		Office	B1	280
10 to 24	Eurobet House, Church Street West		Office	B1	310
123 - 125	Goldsworth Road		Office	B1	190
15	Goldsworth Road	Jobcentre Plus		B1	460
79 - 87	Goldsworth Road	Kwik-Fit	Tyres & Exhausts	B1	350
32	Goldsworth Road		Office	B1	2150
31 - 43	Goldsworth Road		Office	B1	1330

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

13	Guildford Road	Anglian Windows	Doors & Windows	B1	170
	Hollywood House, Chobham Road		Office	B1	2,140
	Locke Way		Office	B1	2,030
	Poole Road		Office	B1	1,050
	Poole Road		Office	B1	210
1	Sab Miller , Forge End		Office	B1	1,870
	St Andrews House, West Street		Office	B1	1,400
8	Synergy House, Church Street West		Office	B1	70
	Systems House, Goldsworth Road		Office	B1	290
	The Big Apple Leisure Centre, Crown Square		Conference Centre	B1	480
	The Peacocks Shopping Centre		Office	B1	100
	The Peacocks Shopping Centre		Office	B1	100
	Victoria Gate, Chobham Road		Office	B1	1,270
	Victoria Way		Office	B1	190
	Victoria Way		Council Offices	B1	1,430
	West Street		Office	B1	240
	The Big Apple Leisure Centre, Crown Square	Metro	Hotel	C1	330
	Victoria Way	Holiday Inn	Hotel	C1	890
	Church Street East		Place Of Worship	D1	1,110
01-May	Church Street West		Place Of Worship	D1	810
4	High Street		Dental Surgery	D1	230
19	High Street	The Marjorie Richardson	Community Centre & Cafe	D1	140
	The Big Apple Leisure Centre, Crown Square		Kindergarten	D1	260
6	The Broadway		Dental Surgery	D1	60
	Town Square		Library	D1	1,540
	Goldsworth Road	Woking Railway Athletic Club		D2	370
	The Big Apple Leisure Centre, Crown Square	10 Pin	Bowling Alley	D2	300
	The Big Apple Leisure Centre, Crown Square	Vegas Casino	Casino	D2	510
	The Big Apple Leisure Centre, Crown Square	Gala Clubs	Bingo	D2	330
	The Big Apple Leisure Centre, Crown Square	Laser Quest	Entertainment Centre	D2	510
	The Big Apple Leisure Centre, Crown Square	Quake	Club	D2	380
	The Big Apple Leisure Centre, Crown Square	The Pool Room	Pool Club	D2	340
	The Peacocks Shopping Centre		Box Office	D2	60
	The Peacocks Shopping Centre		Box Office	D2	60
	Victoria Way	New Victoria Theatre		D2	930
	Victoria Way	Rhoda McGaw	Theatre	D2	850
	Victoria Way	Ambassadors	Cinema	D2	1,090

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

1	Albion House, High Street	Recruitment Express	Emp Agy	Misc	160
26	Commercial Way		Advice Centre	Misc	170
	Commercial Way	Brook St	Ent To Emp Agy	Misc	10
28	High Street	Personnel Selection Associates	Emp Agy	Misc	90
20	High Street		Advice Centre	Misc	100
24	High Street	Office People	Emp Agy	Misc	90
	R S P House, Victoria Road	Faith	Emp Agy	Misc	100
49	Wolsey Place Centre, Commercial Way	Reed Accountancy	Employment Agency	Misc	120
	Station Approach			Uc	510
	The Peacocks Shopping Centre		Store	Uc	530
	The Peacocks Shopping Centre		Store	Uc	530
	The Peacocks Shopping Centre			Uc	3,730
	The Peacocks Shopping Centre			Uc	1,200
	Victoria Way			Uc	4,410
5	Albion House , High Street		Vacant Outlet	Vacant	110
UNIT 7	Centrium, Station Approach		Vacant Outlet	Vacant	100
UNIT 9	Centrium, Station Approach		Vacant Outlet	Vacant	60
UNIT 10	Centrium, Station Approach		Vacant Outlet	Vacant	60
UNIT 11	Centrium, Station Approach		Vacant Outlet	Vacant	50
UNIT 8	Centrium, Station Approach		Vacant Outlet	Vacant	80
03 to 04	Chapel Street		Vacant Outlet	Vacant	130
56A	Chertsey Road		Vacant Outlet	Vacant	80
54	Chertsey Road		Vacant Outlet	Vacant	130
56	Chertsey Road		Vacant Outlet	Vacant	70
	Coronation House , Guildford Road		Vacant Other Building & Under Alteration	Vacant	720
	Crown House, Crown Square		Vacant Outlet	Vacant	140
UNIT 1 - 2	Eastgate , Station Approach		Vacant Outlet	Vacant	90
UNIT 3	Eastgate, Station Approach		Vacant Outlet	Vacant	30
	Goldsworth Road		Vacant Outlet	Vacant	120
	Goldsworth Road		Vacant Outlet	Vacant	100
	Goldsworth Road		Vacant Outlet	Vacant	170
49	Goldsworth Road		Vac & Und/Con	Vacant	100
47	Goldsworth Road		Vac & Und/Con	Vacant	90
45	Goldsworth Road		Vac & Und/Con	Vacant	120
25	High Street		Vacant Outlet	Vacant	60
08 to 10	High Street		Vacant Outlet & Under Alteration	Vacant	380
	Meirion House , Guildford Road		Vacant Other Building & Under Alteration	Vacant	1,120
			Vacant Outlet	Vacant	190

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

3	Victoria Way		Vacant Outlet	Vacant	70
5	Victoria Way		Vacant Outlet	Vacant	70
4	Victoria Way		Vacant Post Office	Vacant	330
31	Wolsey Place Centre , Wolsey Walk		Vacant Outlet	Vacant	110
17 - 19	Wolsey Place Centre, Commercial Way		Vacant Outlet	Vacant	280
			Vacant Outlet	Vacant	310
			Vacant Outlet	Vacant	90
			Vacant Outlet	Vacant	570
4	Albion House, High Street		Vacant Outlet	Vacant	110
6	Central Buildings, Chobham Road		Vacant Outlet	Vacant	50
4	Central Buildings, Chobham Road		Vacant Outlet	Vacant	50
26	Commercial Way		Vacant Outlet	Vacant	140
	Goldsworth Road		Vacant Outlet	Vacant	170
11	The Broadway		Vacant Outlet	Vacant	140
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	1,390
25	The Peacocks Shopping Centre		Vacant Outlet	Vacant	300
24	The Peacocks Shopping Centre		Vacant Outlet	Vacant	280
15	The Peacocks Shopping Centre		Vacant Outlet	Vacant	240
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	60
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	60
68A	The Peacocks Shopping Centre		Vacant Outlet	Vacant	240
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	60
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	60
	The Peacocks Shopping Centre		Vacant Outlet	Vacant	1,330
51	Wolsey Place Centre, Commercial Way		Vacant Outlet	Vacant	80
			Vacant Outlet	Vacant	2,200

West Byfleet

Number	Address	Fascia	Primary Activity	Use Class	Floorspace (gross sqm)
5	Old Woking Road	C A J Clarke	Jeweller	A1Comp	90
9	Station Approach	Sue Ryder	Charity Shop	A1Comp	120
7 To 9	Old Woking Road	Desire	Furniture	A1Comp	330
10	Station Approach	Collision	Optician	A1Comp	110
12	Station Approach	Corbetts	Books	A1Comp	100
19	Station Approach	The Flower Garden	Florist	A1Comp	130
57	Old Woking Road	Batemans	Optician	A1Comp	90
35	Old Woking Road	Woking Hospice	Charity Shop	A1Comp	110
17	Old Woking Road	Heritage Handles	Interior Decorations	A1Comp	120
03 To 4	Station Approach	Brittens Music	Musical Instruments & Sheet Music	A1Comp	200
65	Old Woking Road	Beds To Go	Furniture	A1Comp	170
69	Old Woking Road	Eltons	Art Materials	A1Comp	130
55	Old Woking Road	The Carpet Workshop	Carpets & Flooring	A1Comp	80
14	Station Approach	Boots The Chemist	Chemist	A1Comp	270
	Station Approach	Lloyds Pharmacy	Chemist	A1Comp	140
11	Station Approach	Bathroom Emporium	Fitted Furniture	A1Comp	110
15A	Station Approach	Heather Forster Ltd	China & Glassware	A1Comp	100
3	Old Woking Road	Computer Refurbs	Computer Equipment	A1Comp	110
11 To 13	Old Woking Road	Digital Surrounds	Posters & Picture Framing	A1Comp	180
41	Old Woking Road	Smart Cartridge	Computer Equipment	A1Comp	80
47	Old Woking Road	Delight Store	Ctn	A1Conv	190
8	Station Approach	Watsons	Baker	A1Conv	110
	Old Woking Road	Waitrose	Supermarket	A1Conv	1,700
26	Station Approach	Coco'S	Confectionery & Biscuits	A1Conv	50
	Old Woking Road	Tesco Express	C-Store	A1Conv	110
14	Station Approach	Costcutter	Convenience Store	A1Conv	230
20	Station Approach	F A Brookes	Butcher	A1Conv	50
54	Station Approach	Cloud Nine	Beauty Salon	A1Serv	100
1	Parvis Road	The Beach	Solarium	A1Serv	50
1	Station Approach	Thomas Cook	Travel Agent	A1Serv	120
4	Old Woking Road	Macco	Hairdressing	A1Serv	90
27	Station Approach	Lads & Dads	Hairdressing	A1Serv	30

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

28	Station Approach	Nida	Hairdressing	A1Serv	30
39	Old Woking Road	Envy	Hairdressing	A1Serv	140
52	Station Approach	Hair Mekanix	Hairdressing	A1Serv	90
45	Old Woking Road	Chris Jackson	Dry Cleaning	A1Serv	190
33	Old Woking Road	Lodge Bros	Undertakers	A1Serv	160
2	Station Approach	Castle Cleaners	Dry Cleaning	A1Serv	110
10	Old Woking Road	H S B C	Bank	A2	210
5 To 6	Station Approach	Nat West	Bank	A2	200
2	Old Woking Road	Homewood	Estate Agent	A2	100
44	Station Approach	Grants	Estate Agent	A2	200
49	Old Woking Road	Mann Countrywide	Estate Agent	A2	180
31	Old Woking Road	Paddy Power	Betting Office	A2	160
15	Station Approach	Gascoigne Pees	Estate Agent	A2	60
42	Station Approach	Coral	Betting Office	A2	150
25 - 27	Old Woking Road	Barclays Bank	Bank	A2	250
23	Old Woking Road	Lloyds Tsb	Bank	A2	390
8	Old Woking Road	Curchods	Estate Agent	A2	90
58	Station Approach	Waterfall Durrant & Barclay	Estate Agent	A2	100
51	Old Woking Road	Superfish	Fish Restaurant	A3	170
2 To 3	Parvis Road	Jholpai	Indian Restaurant	A3	90
16	Station Approach	Bell Amico	Cafe	A3	110
6	Old Woking Road	Haweli	Indian Restaurant	A3	110
18	Station Approach	Good Earth	Restaurant	A3	200
37	Station Approach	Sir & Madam	Thai Restaurant	A3	60
59	Old Woking Road	Cafe Floral	Cafe	A3	120
39	Station Approach	Ponte Vecchio	Italian Restaurant	A3	180
30 - 31	Station Approach	Trevi	Italian Restaurant	A3	230
63	Old Woking Road	Chu Chin Chow	Chinese Restaurant	A3	200
15	Old Woking Road	Halong Bay	Chinese Restaurant	A3	250
21 - 22	Station Approach	Prash News	Ctn	A3	30
71	Old Woking Road	Salvatore	Italian Restaurant	A3	110
	Old Woking Road	L'Arco	Italian Restaurant	A3	80
20A	Station Approach	Sandwiches & Coffee 2 Go	Sandwich Bar	A4	20
29	Station Approach	Corkers Wine Bar	Bar & Restaurant	A4	110
	Old Woking Road	The Yeoman	Public House	A4	460
38	Station Approach	Royal Chef	Chinese Take Away	A5	60
73	Old Woking Road	The Homestead	Take Away	A5	80
37	Old Woking Road	Tafts Interiors	Interior Decorations	A5	150
	Pyrford Road		Office	B1	260
	Pyrford Road		Office	B1	50

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

	Parvis Road	W Carey Ltd	Car Repairs	B1	200
	Park Court, Pyrford Road		Office	B1	220
	Lavender Park Road		Office	B1	480
	Pyrford Road		Office	B1	70
43	Old Woking Road	Chic	Ladies Wear	B1	100
53	Old Woking Road	Moat Management Services Ltd	Business Services	B1	190
5	Park Court, Pyrford Road		Dental Surgery	D1	150
	Old Woking Road		Library	D1	220
	Camphill Road		Place Of Worship	D1	720
49 - 50	Station Approach		Vacant Outlet	D1	380
	Madeira Road		Health Centre	D1	1,420
	Station Approach	West Byfleet Social Club	Social Club	D2	500
	Parvis Road	F D T S Ltd	Car Repairs	Other	90
	Parvis Road	W Carey Ltd	Car Repairs	Other	300
60	Station Approach	Waterfalls	?	Other	80
	Station Approach	Network Rail	Railway Station	Uc	80
	Lavender Park Road		Vacant Outlet	Vacant	160
56	Station Approach		Vacant Outlet	Vacant	70
33	Station Approach		Vacant Outlet	Vacant	90
23	Station Approach		Vacant Outlet	Vacant	30
35	Station Approach		Vacant Outlet	Vacant	80
75	Old Woking Road		Vacant Outlet	Vacant	150
42	Station Approach		Vacant Outlet	Vacant	230
1	Old Woking Road		Vacant Outlet	Vacant	170
	Station Approach		Vacant Outlet	Vacant	140
13	Station Approach		Vacant Outlet	Vacant	450
17	Station Approach		Vacant Outlet	Vacant	130
40	Station Approach		Vacant Outlet	Vacant	320
			Vacant Outlet	Vacant	230
40	Station Approach		Vacant Outlet	Vacant	100
Unit 1	Park Court, Pyrford Road		Vacant Outlet	Vacant	110
	Old Woking Road	Esso Petroleum	Filling Station	Asg	120

Knaphill

Number	Address	Fascia	Primary Activity	Use Class	Floorspace (gross sqm)
11	Anchor Crescent	Autumn Leaves Florist	Florist	A1Comp	63
1-3	Broadway	Ww Boorman & Son	Jeweller	A1Comp	142
5	Broadway	Debra Charity Shop	Charity Shop	A1Comp	122
11-13	Broadway	Moss Pharmacy	Pharmacy	A1Comp	232
12	Broadway	Mind	Charity Shop	A1Comp	68
3	High Street	Pets Kingdom	Pet Shop	A1Comp	106
7	High Street	Knaphill Home Care	Hardware Shop	A1Comp	98
12	High Street	Select Carpets	Furniture Shop	A1Comp	222
15	High Street	Cliftons	Turf Machinery	A1Comp	186
22	High Street	The Bead Box	Bead Shop	A1Comp	44
2	Albion Parade, 25 High Street	Rem Service Company	Electrical Shop	A1Comp	174
27A -29	High Street	Woking Hospice Treasure Trove	Charity Shop	A1Comp	139
31	High Street	Switchback Cycle	Cycle Shop	A1Comp	72
48	High Street	Keith Henderson Sport	Sports Shop	A1Comp	95
27-29	Broadway	Griffith'S By Valentino	Fashion	A1Comp	286
1-2	Anchor Crescent	Knaphill Post Office	Post Office	A1Conv	118
5	Anchor Crescent	Stef'S Homebake	Baker	A1Conv	68
21	Broadway	Sarwal'S Newsagents	Newsagent	A1Conv	95
9	High Street	Speciality Cakes	Cake Shop	A1Conv	73
24	High Street	Thresher	Off Licence	A1Conv	70
26	High Street	Co-Op	Supermarket	A1Conv	535
3	Anchor Crescent	Crown Cleaning Centre	Dry Cleaner	A1Serv	59
1	Anchor Hill	Pc Paramedics	Computer Fixing Services	A1Serv	63
3A	High Street	Head Hunters	Hairdresser	A1Serv	29
11	High Street	Eclipse	Hairdresser	A1Serv	70
3	Albion Parade, 25 High Street	Penny Hayter	Optician	A1Serv	58
4	Albion Parade, 25 High Street	Gallery 99	Picture Framer	A1Serv	54
5	Albion Parade, 25 High Street	Cut 1	Health & Beauty Salon	A1Serv	65
36	High Street	Mopps Barbers	Hairdresser	A1Serv	81

Woking Town, District & Local Centres Study
Appendix 2.3 Diversity of Use

54	High Street	Ena^ Ion	Beauty Salon	A1Serv	100
16	Lower Guildford Road	Knaphill Print	Printing	A1Serv	58
38	High Street	The Ironing Shop	Dry Cleaners	A1Serv	45
6	Anchor Crescent	Lyons And Company	Property Laywers	A2	64
7	Anchor Crescent	Ramparkt Financial Services	Financial Advisors	A2	61
8	Anchor Crescent	Mackrel/Turner/Ga rret Solicitor	Solicitors	A2	73
7-9	Broadway	Lloyd'S Bank	Bank	A2	191
1	High Street	Keelans Estate Agents	Estate Agent	A2	41
13	High Street	Hsbc Bank	Bank	A2	84
16-18	High Street	Barclays Bank	Bank	A2	357
6	Albion Parade, 25 High Street	Cal Conveyancing Alliance Limited	Conveyancing	A2	102
29A	High Street	Coral	Betting Shop	A2	67
32	High Street	Mann & Co	Estate Agent	A2	97
52	High Street	David Evans & Co	Property Lawyers	A2	102
74	Victoria Road	W Accountancy Limited	Accountants	A2	82
14	Broadway	Brandsons Residential Estate Agents	Estate Agent	A2	53
10	Anchor Crescent	Canton Chinese	Restaurant	A3	58
17-19	Broadway	Forbidden City	Restaurant	A3	121
5	High Street	Nino'S 2	Restaurant	A3	98
14	High Street	Kings House Coffee Shop	Restaurant	A3	
27	High Street	Knaphill Fish Bar	Take Away	A3	70
40	High Street	Darry'S Hut	Take Away	A3	79
42-44	High Street	Viceroy	Restaurant/Take Away	A3	124
50	High Street	Dragon'S Inn	Take Away	A3	69
	Anchor Crescent	The Anchor	Public House	A4	228
33	High Street	The Crown	Public House	A4	207
9	Anchor Crescent	Milano Pizza	Take Away	A5	53
8	Broadway	Simila Spice	Take Away	A5	47
15	Broadway	Domino'S Pizza	Take Away	A5	130
35	High Street	Residential	Residential	C3	217
4	Anchor Crescent	The Library	Library	D1	326
	Broadway	Knaphill Methodist Church	Church	D1	601
23	High Street	Total	Service Station Shop	SG	121
29	High Street			Vacant	
20	High Street	Vacant	Vacant	Vacant	199
34-34A	High Street	Miles Estate Agent	Estate Agent	Vacant	119

APPENDIX 3

Records of Stakeholder Consultation

APPENDIX 3.1

Description of Approach and Key Messages

STAKEHOLDER CONSULTATION

- 1 As part of our consultation we carried out two stakeholder consultation events and a number of telephone interviews. The events consisted of a launch event to explain to key stakeholders the purpose of the study, followed by a feedback event where we presented our key findings. We used both events as an opportunity to discuss key issues with the stakeholders. A list of attendees to the two events is provided at Appendix 3.2.

Record of Key Issues at Stakeholder Feedback Event

Woking

- If growth remains at the same rate as it has in past years, competition from other centres will increase.
- Organic/piecemeal expansion in the past has resulted in a non-cohesive town centre.
- WBC report that pre-application discussions are currently being undertaken on a number of sites throughout the town centre.
- It is important to understand whether the town centre is fit for purpose. For example, the closure of Marks & Spencer and the decision by John Lewis to locate a new store in Crawley and not Woking.
- Woking could (or should) follow the example of Reading where major redevelopment (Oracle Centre) has led to it becoming a leading retail centre.
- Chertsey Road area during the evening is problematic and hence new restaurants are locating to Goldsworth Road.
- Opportunity for a budget hotel to locate within the centre.
- The Woking Gateway announcement seems to answer the question of whether there should be modest expansion of a 'big bang' (see below).

West Byfleet

- Is West Byfleet fit for purpose?
- Suggested that any major redevelopment work will cause too much disruption to local businesses in the short term.
- New development in Woking will have a negative effect upon West Byfleet.
- The centre is significantly declining at present and something needs to be done or it will continue to decline.
- The major road dissecting the centre makes a major redevelopment.
- Opportunity to build upon the commercial leisure offer as there are a number of higher quality restaurants already present.
- Possible redevelopment of the Sheer House/Norwich Union block. Although, historically there are ownership issues preventing this development proceeding.

Knaphill

- Businesses are suffering from loss of trade.

- The Co-op store is very successful and it is possible demand for another similar size food store which will help to increase competition and increase linked trips between a foodstore and other stores in the centre.

Other Centres

- Opportunity for SMEs to occupy units that would otherwise be left vacant during the recession.
- Important not to dilute the retail offer too much.

Woking Gateway site

- Mixed use development comprising; retail, residential, office, leisure, transport hub.
- 47 acre site.
- Provide a link between main shopping area and the railway station.
- Large public consultation process to be undertaken involving local residents and businesses.
- Planning application to be submitted 2011.
- WBC willing to use CPO to enable development to go ahead.
- There will be other announcements on other sites in due course.

Stakeholder Interview Outputs

- 2 We approached a total of four agents and three other organisations to invite them to undertake telephone interviews and subsequently carried out three interviews with; the Woking Chamber of Commerce, Wosley Place Operations Manager and, an agent for Morgan Smithneys.
- 3 The interview with Woking Chamber of Commerce informed us that in terms of trading, rents and performance, business has remained static for the past three years. Parking accessibility and amenity provision is good but the town centre is currently suffering from the loss of Marks and Spencer and Woolworths and is in need of improved retail provision in the form of a new department store.
- 4 The interview with the Wosley Place Operations Manager informed us that trade and footfall within the shopping centre is currently in decline. The leisure facilities are key to attracting visitors to Woking town centre however, as identified in the above interview, the provision of a new of department stores is identified as a need for the centre, along with some higher quality multiple retailers. The Operations Manager thought that the reduction of car parking charges would see an increase of visitors to the centre.
- 5 Morgan Smithneys, Wadham and Islerwood and Richard Davey Associates are agents who operate in Woking, West Byfleet, Knaphill and St John's. Morgan Smithneys have experienced an increase in rents across all centres but were unable to provide specific figures. Morgan Smithneys felt that demand would be higher if there was an improved property offer and they generally rated the property offer within the borough as poor with insufficient vacant property available.

- 6 Wadham and Islerwood and Richard Davey Associates both said they were experiencing a slight decline in rents due to the current economic climate. All three agents claimed they are experiencing increasing demand for out of centre premises with highest demand for retail warehouse comparison floorspace, or convenience floorspace. According to Morgan Smithneys, within Woking town centre, typical requirements are 100 sq m for comparison operators and, 400 sq m for convenience operators.

APPENDIX 3.2

List of Attendees at Launch Event and Feedback Event

STAKEHOLDER CONSULTATION GUEST LIST

Launch Event

Name	Company
Douglas Spinks	WBC Deputy Chief Executive
Adrian Bishop	WBC Borough Planning Officer
David Johnson	WBC Corporate Strategy Manager
Laura Holman	WBC Economic Development Officer
Diane Spencer	WBC Asset Manager
Zafar Iqbal	Senior Policy Officer (Community Engagement)
Michaela Mercer	WBC Planning Enabling Manager
Peter Welvaert	WBC Principal Valuer
Vanessa Glynn	WBC Valuer
Cllr John Kingsbury	WBC Leader
Paul Fishwick	Surrey County Council
Richard Bolton	Surrey County Council
Steve Evans	Surrey County Council
Lynette Shanks	Surrey Police
Paul Webster	Woking Chamber of Commerce
Sue Granville	Woking Chamber of Commerce
David Robinson	Woking Chamber of Commerce
Mike Webb	Repropoint / Woking Chamber of Commerce
Graham Mott	W. Davies & Partners Solicitor / Woking Chamber of Commerce
Juliet Shears	Surrey Business Link (Economic Development)
Pauline Hedges	Surrey Chambers of Commerce
Ron Enticott	West Byfleet Business Association
Andy Davis	Waterfall Durrant/West Byfleet Business Association
Richard Smith	West Byfleet Traders Association
Roy Puttock	West Byfleet Traders Association
Richard Thomas	Byfleet, West Byfleet and Pyrford Residents' Association
Chris Glaso	Byfleet, West Byfleet and Pyrford Residents' Association
Graham Crystie	Byfleet, West Byfleet and Pyrford Residents' Association
Martin Dunham	Knaphill Residents' Association
Tim Keeping	Peacocks Centre
Mike Sheard	Moyallen
Tony Parrott	Wolsey Place
Hugo Stuttaford	Knight Frank
Robert Nipper	Holiday Inn
Anthony Pooley	The Lightbox
Chris Norrington	HG Wells
John McGuffog	
Isabelle Wragg	Learning & Skills Council - Property angle
Terry Eckersley	YMCA
Ryan Blanchard	Wadham and Isherwood
Peter Morgan	Morgan Smithyes

Feedback Event

Name	Company
Douglas Spinks	WBC Deputy Chief Executive
Adrian Bishop	WBC Borough Planning Officer
David Johnson	WBC Corporate Strategy Manager
Diane Spencer	WBC Asset Manager
Zafar Iqbal	Senior Policy Officer (Community Engagement)
Michaela Mercer	WBC Planning Enabling Manager
Peter Welvaert	WBC Principal Valuer
Cllr Richard Sanderson	WBC Cllr - LDF WG
Cllr John Kingsbury	WBC Leader
Sean Rendall	ECSC
Paul Fishwick	Surrey County Council
Steve Evans	Surrey County Council
Sue Granville	Woking Chamber of Commerce
David Robinson	Woking Chamber of Commerce
Graham Mott	W. Davies & Partners Solicitor / Woking Chamber of Commerce
Simon Matthews	Surrey Business Link
Andy Davis	Waterfall Durrant/West Byfleet Business Association
Roy Puttock	West Byfleet Business Association
Richard Thomas	Byfleet, West Byfleet and Pyrford Residents' Association
Tony Hayes Allen	Knaphill Residents' Association
Tim Keeping	Peacocks Centre
Mike Sheard	Moyallen
Richard Wheeler	Wolsey Place
Tony Parrott	Wolsey Place
Robert Nipper	Holiday Inn
Sue Morley	Ambassadors
Anthony Pooley	The Lightbox
Peter Morgan	Morgan Smithyes

APPENDIX 4

Smaller Centres Services Audit

Woking Town, District and Local Centres Study

Table A: Existing District Centres Total Count Audit

	West Byfleet	Knaphill	Sheerwater	St. Johns	Byfleet	Horsell	Goldsworth Park
Category 1							
Top-up Convenience ¹	2	0	2	0	2	1	0
Specialist/Independent Convenience ²	2	2	0	0	1	1	0
Newsagent	1	1	1	0	2	1	1
Off Licence	0	1	0	0	2	0	0
Takeaway	2	5	2	1	5	1	1
Café/Restaurant	18	10	2	4	10	7	0
Public House	1	2	1	1	2	0	1
Bookmakers	1	1	1	1	1	1	0
Launderette	2	2	0	1	2	2	0
Hairdresser/Beauty	8	5	1	5	6	4	1
Total	37	29	10	13	33	18	4
Category 2							
Supermarket ¹	1	0	0	1	0	1	1
Bank	4	3	0	0	1	0	0
Chemist/Pharmacy	2	1	1	1	1	1	1
Total	7	4	1	2	2	2	2
Category 3							
Superstore ¹	0	0	0	0	0	0	0
Post Office	1	1	1	1	1	1	1
Total	1	1	1	1	1	1	1
Total Weighted Score	63	46	18	24	44	29	15

Notes:

(1) We have based our classification of top-up convenience, supermarkets and superstores on the Typologies outlined in PPS6 and our own judgement. A top-up convenience store is defined as having a sales area of less than 500m², a supermarket is defined as having a sales area of between 500m² and 2,500m² and a superstore is defined as any foodstore with a sales area in excess of 2,500m².

(2) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.

(3) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

Woking Town, District and Local Centres Study

Table B: Existing District Centres Single Count Audit

	West Byfleet	Knaphill	Sheerwater	St. Johns	Byfleet	Horsell	Goldsworth Park
Category 1							
Top-up Convenience ¹	2		2		2	1	
Specialist/Independent Convenience ²	8	5	1	5	6	4	1
Newsagent	2	2			1	1	
Off Licence	1	1	1		2	1	1
Takeaway		1			2		
Café/Restaurant	2	5	2	1	5	1	1
Public House	18	10	2	4	10	7	
Bookmakers	1	2	1	1	2		1
Launderette	1	1	1	1	1	1	
Hairdresser/Beauty	2	2		1	2	2	
Total	9	9	7	6	10	8	4
Category 2							
Supermarket ¹	1			1		1	1
Bank	4	3			1		
Chemist/Pharmacy	2	1	1	1	1	1	1
Total	3	2	1	2	2	2	2
Category 3							
Superstore ¹							
Post Office	1	1	1	1	1	1	1
Total	1	1	1	1	1	1	1
Total Weighted Score	23	20	15	17	21	19	15

Notes:

(1) We have based our classification of top-up convenience, supermarkets and superstores on the Typologies outlined in PPS6 and our own judgement. A top-up convenience store is defined as having a sales area of less than 500m², a supermarket is defined as having a sales area of between 500m² and 2,500m² and a superstore is defined as any foodstore with a sales area in excess of 2,500m².

(2) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.

(3) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

Woking Town, District and Local Centres Study

Table C: Local Centres Total Count Audit

	Kingfield	Anchor Hill	Hermitage Road	Gorsewood Road	Brookwood	Guildford Road	Mayford	Wych Hill	Barnsbury	Westfield	Old Woking	Rydens Way	Oriental Road	Walton Road	Maybury Estate	Pyrford
	Category 1															
Top-up Convenience ¹	0	0	0	2	0	0	0	0	1	0	0	1	1	4	1	0
Specialist/Independent Convenience ²	1	0	0	1	0	0	0	0		0	0	0	1	0	0	0
Newsagent	2	0	0	0	0	0	0	1	0	1	0		0	1	0	0
Off Licence	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Takeaway	3	1	2	0	1	1	0	0	0	0	2	0	0	3	2	0
Café/Restaurant	1	1	2	0	4	1	0	0	0	3	1	0	0	1	0	0
Public House	1	0	0	0	1	2	1	0	0	0	1	0	2	0	1	0
Bookmakers	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Launderette	1	1	1	0	1	1	0	0	0	0	0	0	0	0	0	1
Hairdresser/Beauty	3	3	0	0	2	1	0	0	0	0	0	0	1	1	1	1
Total	13	6	7	3	9	6	1	1	1	4	4	1	5	10	5	3
	Category 2															
Supermarket ¹	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Bank	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Chemist/Pharmacy	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	1
Total	2	0	0	0	0	3	0	0	0	0	0	0	1	0	0	2
	Category 3															
Superstore ¹	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Office	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0
Total	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0
Total Weighted Score	24	6	7	3	14	15	6	1	1	9	4	1	13	10	5	9

Notes:

- (1) We have based our classification of top-up convenience, supermarkets and superstores on the Typologies outlined in PPS6 and our own judgement. A top-up convenience store is defined as having a sales area of less than 500m², a supermarket is defined as having a sales area of between 500m² and 2,500m² and a superstore is defined as any foodstore with a sales area in excess of 2,500m².
 (2) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.
 (3) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

Woking Town, District and Local Centres Study

Table D Local Centres Single Count Audit

	Kingfield	Anchor Hill	Hermitage Road	Gorsewood Road	Brookwood	Guildford Road	Mayford	Wych Hill	Barnsbury	Westfield	Old Woking	Rydens Way	Oriental Road	Walton Road	Maybury Estate	Pyrford
Top-up Convenience ¹				2					1			1	1	4	1	
Specialist/Independent Convenience ²	3	3			2	1						1	1	1	1	1
Newsagent	1			1									1			
Off Licence	2							1		1				1		
Takeaway	1		1													1
Café/Restaurant	3	1	2		1	1					2			3	2	
Public House	1	1	2		4	1				3	1			1		
Bookmakers	1				1	2	1				1		2		1	
Launderette			1													
Hairdresser/Beauty	1	1	1		1	1										1
Total	8	4	5	2	5	5	1	1	1	2	3	1	4	5	4	3
Supermarket ¹	1												1			1
Bank						1										
Chemist/Pharmacy	1					2										1
Total	2	0	0	0	0	2	0	0	0	0	0	0	1	0	0	2
Superstore ¹																
Post Office	1				1		1			1			1			
Total	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0
Total Weighted Score	19	4	5	2	10	11	6	1	1	7	3	1	12	5	4	9

Notes:
(1) We have based our classification of top-up convenience, supermarkets and superstores on the Typologies outlined in PPS6 and our own judgement. A top-up convenience store is defined as having a sales area of less than 500m², a supermarket is defined as having a sales area of between 500m² and 2,500m² and a superstore is defined as any foodstore with a sales area in excess of 2,500m².
(2) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.
(3) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

APPENDIX 5

Demand Survey

APPENDIX 5.1

Demand Survey Questionnaire (Focus)

WOKING TOWN, DISTRICT AND LOCAL CENTRES STUDY

Roger Tym & Partners is undertaking a Town, District and Local Centres Study for Woking Borough Council. Your (client's) business is understood to have expressed an interest in being represented in one (or a number) of these centres. Your comments will be appreciated and treated in complete confidence.

- Q1. Briefly describe the nature of your/your client's business (products/services offered; target market, current trading performance, etc.)

- Q2. Which of the main centres in Woking Borough are you interested in being represented in, and why?

CENTRE

REASON

Woking Town Centre _____

West Byfleet _____

Knaphill _____

Other (please specify) _____

- Q3a. Briefly describe your specific requirements.

Q3b. Is a town centre location essential? (please circle the relevant answer) YES NO

Q3c. What sales area would you require? _____ sq.ft. (min)

_____ sq.ft. (max)

Q3d. What other property requirements do you have? (lift/new build/servicing, etc.)

Q4a. Why aren't you already represented in the centre(s) specified in Q2? (give brief details)

Q4b. Is there anything that has discouraged you from locating in Woking's centres? (please be specific)

Q5. What do you consider are the main problems affecting the centres in Woking that need to be overcome?

- Q6. What particular conditions/complementary attractions etc. would encourage you to locate in Woking's centres?

Condition	Essential / Not essential (please specify)
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

- Q7. Please provide any other comments regarding how the main town centres in Woking could be improved:

Thank you for your co-operation

Please return the completed questionnaire to: Roger Tym & Partners, Fairfax House, 15 Fulwood Place, London, WC1V 6HU. Alternatively, fax to: 020 7831 7653.

APPENDIX 5.2

Demand Survey Questionnaire (Non-Focus)

WOKING TOWN, DISTRICT AND LOCAL CENTRES STUDY

Roger Tym & Partners is undertaking a Town, District and Local Centres Study for Woking Borough Council. We are interested to learn whether your (or your client's) business is interested in being represented in any centres within Woking Borough. Your comments will be appreciated and treated in complete confidence.

- Q1. Briefly describe the nature of your/your client's business (products/services offered; target market, current trading performance, etc.)

- Q2a. Would you be interested in locating in any of the following study centres? (please circle your answer(s))

Woking	YES	NO
West Byfleet	YES	NO
Knaphill	YES	NO

Other in Woking Borough (please specify) _____

- Q2b. If you answered 'YES' to any centres in Q2a, please give an outline of your specific requirements for that town:

Min floorspace required _____ sq.ft.

Max floorspace required _____ sq.ft.

Other property requirements _____

- Q3a. Is a town centre location essential? (please circle the relevant answer) YES NO

- Q3b. What sales area would you require? _____ sq.ft. (min)
- _____ sq.ft. (max)

- Q3c. What other property requirements do you have? (lift/new build/servicing, etc.)

Q4a. Why aren't you already represented in the Woking centre(s) specified in Q2a? (give brief details)

Q4b. Is there anything that has discouraged you from locating in Woking's centres? (please be specific)

Q4c. What do you consider are the main problems affecting any/all of the Woking centres that need to be overcome? (please specify any centre(s) that you refer to)

Q5. What particular conditions / complementary attractions etc. would encourage you to locate in any of the centres in Woking?

Condition	Essential / Not essential (please specify)
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Q6. Please provide any other comments regarding how the main town centres in Woking could be improved:

Thank you for your co-operation

Please return the completed questionnaire to: Roger Tym & Partners, Fairfax House, 15 Fulwood Place, London, WC1V 6HU. Alternatively, fax to: 020 7831 7653.

APPENDIX 5.3

Methodology and Results

DEMAND SURVEY

Methodology

- 1 Questionnaires were sent out to two separate groups of operators. The first group were those who are listed on the Focus database as having a published requirement within the borough. The second group were retailer operators who are represented in Guildford, Kingston or both but are not represented within Woking together with major food retailers not present in the borough. The purpose of this exercise was to establish the reasons why retailers were represented in Guildford and Kingston but not Woking. Guildford is also designated as Centres of Significant Change within the South East Plan and Kingston is designated as a metropolitan centre within the London Plan, thus having a similar role as Guildford and Woking. In comparison to Guildford and Kingston, the retail offer in Woking is not as strong.

Results

- 2 We sent out a total of 63 questionnaires and received 34 responses. A number of respondents provided their responses via the telephone and therefore did not complete the entire questionnaire resulting in limited information obtained.
- 3 As explained in Section 3 of the main report, the current economic climate has an impact upon the outcome of this study specifically in relation to operator demand. As the economic climate improves over time so will demand and this should be acknowledged. The following table lists the operators who were sent the survey. A number of respondents stated that they currently have no requirement due to the recession. Table 5.1 presents the responses to the survey.

Table 5.1 Responses to Demand Survey

Retailers Listed on Focus			
Retailer	Agent	Response	Comments
Maison Blanc Limited	Liggins Thomas Ltd	No response	No response
3 Mobile	Michael Peddar & Co	No requirement	
99p Stores Ltd	Proteus Property Consultants Ltd	No response	
Animal	Sibbett Gregory	Requirement within Woking Borough	2,000sqft sales - 1,000 ancillary storage in Woking Town Centre
British Heart Foundation	British Heart Foundation	No response	
Buy The Book	Burns Property Consultants	No response	
Café Glace	Stiles Harold Williams Ltd	No requirement	
Cafe Rouge Ltd	Davis Coffey Lyons	No response	

Woking Town, District & Local Centres Study
Appendix 5.3 Demand Survey

Costa Coffee	Briant Champion Long Ltd	No response	
Floors-2-Go	Cushman & Wakefield	No response	
Gamleys Ltd	Stiles Harold Williams Ltd	No requirement	
Individual Restaurant Company	Mason Owen & Partners	No response	
Laura Ashley Ltd	Laura Ashley Ltd	No response	
Liquid	King Sturge	No response	
Lok'nStore	Rapleys	No requirement due to current economic climate	
Machine Mart Limited	Machine Mart Limited	No response	
Mcdonalds	GVA Grimley	Requirement within Woking Borough	3,500sqft - W Byfleet Only
Oddbins Ltd	Oddbins Ltd	No requirement	
PamPurredPets	Myddelton & Major	No requirement	
Peacocks	Mason & Partners	No requirement due to current economic climate	
Pets At Home Ltd	Edgerley Simpson Howe & Partners	No response	
Right Price	Stiles Harold Williams Ltd	No requirement	
Shaw Trust	McMullen Commercial	No requirement	
Subway	Lambert Smith Hampton	No response	
Superdrug Stores Plc	Mason & Partners	No requirement due to current economic climate	
The Fragrance Shop	Cushman & Wakefield	No response	
Tile Depot	Rumsey & Partners	Requirement within Woking Borough	4,000-7,000sqft in Woking Town Centre
TJ Hughes Ltd	TJ Hughes Ltd	No response	
Travelodge	Bridger Bell	No response	
Vets4Pets Ltd	Vets4Pets Ltd	No response	
wok2go	Brendons	No requirement	

Retailers operating in Guildford &/or Kingston

Ann Summers	Charles Palmer Property	Requirement within Woking Borough	
Aldi	Aldi	No requirement	
Asda	Nash Bond Llp	No requirement	

Woking Town, District & Local Centres Study
Appendix 5.3 Demand Survey

Ask	King Sturge	No requirement due to current economic climate	
Austin Reed	Austin Reed Group Ltd	No requirement	
Borders	Churston Heard Ltd	No requirement due to current economic climate	unlikely to locate in survey area in short to medium term would prefer to locate in retail park
Clares	Savills Commercial	No response	
Coast	Leslie Perkins	No requirement	
East	Sgp Property Consultants	No requirement due to current economic climate	
Fat Face	Cushman & Wakefield	No response	
Game	Williams Gunter Hardwick	No response	
Ghost	CWM	No response	
Habitat	Harper Dennis Hobbs	No requirement due to current economic climate	
Jigsaw	Orme Prime Retail Ltd	No response	
JJB Sports	Morgan Williams	No response	
John Lewis	John Lewis	No response	
La Tasca	Brady Chartered Surveyors	No response	
Lidl	Boyatt Shopping Centre	Requirement within Woking Borough	Would like to locate in all three centres
Lush	Nash Bond Llp	No response	
Millies Cookies	Harper Dennis Hobbs	No requirement due to current economic climate	
Netto Food Stores Ltd	Netto Food Stores Ltd	No response	
Phase Eight	Leslie Perkins	No response	
Pret a Manger	Thomas Davidson & Partners	No requirement	
Reiss	Reiss	No response	
Sainsbury's	Harmer Ray Hoffbrand	No requirement	
Strada	Shelley Sandzer	No response	
Tesco	Brian Cradick & co	No response	
The Body Shop	Savills Commercial	No requirement	
Toni & Guy	David Menzies Ass	No response	
Uniqlo	Harper Dennis Hobbs	No response	
Warehouse	Warehouse	No response	

Woking Town, District & Local Centres Study
Appendix 5.3 Demand Survey

West Cornwall Pasty Co	Kitchen La Frenais Morgan	No requirement	
Zara	Harper Dennis Hobbs	No response	

4

APPENDIX 6

Visitor Survey

APPENDIX 6.1

Visitor Survey Questionnaire

NEMS market research WOKING TOWN CENTRE - VISITORS SURVEY 2009

Introduction: Good morning/afternoon, I am from **NEMS** market research, an independent market research company working on behalf of Woking Borough Council. We are conducting a short survey among people visiting Woking Town Centre and I wonder if you can spare a few minutes?

- Q.A First of all, can I ask you do you work in any of the following:
Market Research or Retail ?
If 'YES' – **CLOSE INTERVIEW. DO NOT COUNT AS INTERVIEW**
If 'NONE OF THESE' - GO TO Q.B

ASK ALL:

- Q.B. Could you tell me your **home postcode** ?
INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.

Home Postcode:

ASK ALL: SHOWCARD 'A'

- Q.1 How did you travel to Woking today ?
ONE ANSWER ONLY

	(1)
Car - driver	1
Car - passenger	2
<u>Bus</u>	<u>3</u>
Bicycle	4
Motorcycle	5
<u>Rail</u>	<u>6</u>
Taxi	7
On foot	8
Other (PLEASE WRITE IN)	9

ASK ALL:

- Q.2 How long do you intend to stay in Woking today?
ONE ANSWER ONLY

	(2)
Less than 30 minutes	1
30-59 minutes	2
<u>Between 1 – 2 hours</u>	<u>3</u>
Over 2 – 3 hours	4
Over 3 – 4 hours	5
<u>Over 4 hours</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'B'

- Q.3 How often do you do the following in Woking town centre (including Sunday)?
READ OUT ACTIVITIES. ONE ANSWER ONLY PER COLUMN

	Food & Groceries Shopping	Non-food Shopping (ie Clothes, shoes Electrical Goods etc)	Drinking / Eating Out	Private & Public Services (Bank/Solicitor/ Council Offices/ Library, etc)	Commercial Leisure Facilities (Cinema, Theatre, Bowling, etc.)
	(3)	(4)	(5)	(6)	(7)
Everyday	1	1	1	1	1
4 to 6 days a week	2	2	2	2	2
<u>2 to 3 days a week</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
1 day a week	4	4	4	4	4
Once every 2 weeks	5	5	5	5	5
<u>Once every month</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Once a quarter	7	7	7	7	7
Less often than once a quarter	8	8	8	8	8
<u>First time today</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Never	A	A	A	A	A
(Don't know)	B	B	B	B	B

ASK ALL:

- Q.4 What is the **main** reason for your visit here today?
DO NOT PROMPT ONE ANSWER ONLY

ASK ALL:

- Q.5 What **other** reason are you visiting here today?
DO NOT PROMPT ONE ANSWER ONLY

	Q.4 (8)	Q.5 (9)
To buy food items (not take-away / café / restaurant)	1	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2	2
<u>For services (e.g. bank, building society, hairdressers)</u>	<u>3</u>	<u>3</u>
To use a leisure facility (cinema, sports centre, bowling)	4	4
As a day visitor	5	5
<u>As a staying visitor</u>	<u>6</u>	<u>6</u>
Eat out (e.g. take-away / café / restaurant)	7	7
Work	8	8
<u>To meet someone</u>	<u>9</u>	<u>9</u>
Library / public services	A	A
Post Office	B	B
<u>Banks / Financial services</u>	<u>C</u>	<u>C</u>
Doctor, Dentist, etc	D	D
Other (PLEASE WRITE IN)	E	E
<hr/>		
(No other reason)	-	F

ASK ALL:

- Q.6 What are the main things that you **LIKE** about Woking town centre ?
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(10)
Near / convenient	1
Good public transport links	2
<u>Parking is easy</u>	<u>3</u>
Parking is cheap	4
Lack of congestion on roads	5
<u>Pedestrianised streets</u>	<u>6</u>
Little traffic-pedestrian conflict	7
Good directional signs to Centre	8
<u>Convenient drop off / pick up stops for buses / good location of bus station</u>	<u>9</u>
Ease of access to all (with pushchairs, wheelchairs, etc)	A
Well signposted route ways / good local maps	B
Other access / transport factor (PLEASE WRITE IN)	C
<hr/>	
General cleanliness of shopping streets	D
Feels safe / absence of threatening individuals / groups	E
<u>Presence of police / other security measures</u>	<u>F</u>
Nice street furniture / floral displays	G
Nice busy feel	H
<u>Not too crowded</u>	<u>I</u>
Character / atmosphere	J
Historic buildings / tourist attractions	K
Other environmental factor (PLEASE WRITE IN)	L
<hr/>	
Selection / choice of independent / specialist shops	M
<u>Selection / choice of multiple shops (i.e. high street chains such as Boots etc)</u>	<u>N</u>
Quality of shops	O
Specified shops (PLEASE WRITE IN)	P
<hr/>	
Prices are competitive in shops compared to other town/district centres	Q
Play area for children	R
<u>Range of places to eat</u>	<u>S</u>
Range of pubs / bars	T
Range of services (banks, insurance, hairdressers, etc)	U
<u>Range of leisure facilities</u>	<u>V</u>
Other points on shops / attractions (PLEASE WRITE IN)	W
<hr/>	
I like everything about Woking	X
(No opinion)	Y
(Nothing in particular)	Z

ASK ALL:Q.7 What are the main things you **DISLIKE** about Woking town centre?**DO NOT PROMPT CIRCLE UP TO 5 RESPONSES**

	(11)
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Difficulties in parking</u>	3
Location of parking	4
Parking is expensive	5
<u>Poor public transport links</u>	6
Road congestion	7
Poor directional signs to Centre	8
<u>Poor signage / routeways within centre / lack of maps of centre</u>	9
Inconvenient location of bus stops / bus station	A
	(12)
Difficulties with pushchairs, wheelchairs, etc	1
Other transport / access factor (PLEASE WRITE IN)	2
Dirty shopping streets	3
Feels unsafe / presence of threatening individuals / groups	4
<u>Lack of police presence / other security measures</u>	5
Lack of street furniture / floral displays	6
Not busy enough	7
<u>Over-crowded</u>	8
Other environmental factor (PLEASE WRITE IN)	9
	(13)
General lack of choice of multiple shops	1
General lack of independent / specialist shops	2
Quality of shops is inadequate (SPECIFY SHOPS LACKING IN QUALITY)	3
Shops too small	4
Lack of a larger supermarket	5
Specified shops absent (PLEASE WRITE IN)	6
Inadequate range of places to eat	7
Inadequate range of services	8
	(14)
Inadequate range of leisure facilities	1
Absence of play areas for children	2
Other (PLEASE WRITE IN)	3
I dislike everything about Woking	4
(No opinion)	5
(Nothing in particular)	6

ASK ALL: SHOWCARD 'C'

Q.8 How satisfied are you with the overall range and quality of shops in Woking town centre?

ONE ANSWER ONLY

	(15)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	3
Dissatisfied	4
Very dissatisfied	5
<u>No opinion</u>	6
(Don't know)	7

ASK ALL: SHOWCARD 'D'

Q.9 How often do you visit Woking town centre in the evenings?

DO NOT PROMPT. ONE ANSWER ONLY

	(16)	
Everyday	1	GO TO Q.10
4 to 6 days a week	2	GO TO Q.10
<u>2 to 3 days a week</u>	3	GO TO Q.10
1 day a week	4	GO TO Q.10
Once every 2 weeks	5	GO TO Q.10
<u>Once every month</u>	6	GO TO Q.10
Once a quarter	7	GO TO Q.10
Less often than once a quarter	8	GO TO Q.12
<u>Never</u>	9	GO TO Q.12
(Don't know)	A	GO TO Q.12

THOSE WHO VISIT ‘ONCE A QUARTER OR MORE’ AT Q.9, OTHERS GO TO Q.12:

- Q.10 What is the **main** purpose of your evening visits?
DO NOT PROMPT. ONE ANSWER ONLY

	(17)
Bars / pubs	1
Eating out	2
<u>Night Clubs</u>	<u>3</u>
Theatre	4
Concerts	5
<u>Gym / Health & fitness club</u>	<u>6</u>
Bingo / Casino	7
Shopping	8
<u>Meeting friends</u>	<u>9</u>
Other (PLEASE WRITE IN)	A

 (No main purpose) B

THOSE WHO VISIT ‘ONCE A QUARTER OR MORE’ AT Q.9, OTHERS GO TO Q.12: SHOWCARD ‘B’

- Q.11 How satisfied are you with Woking town centre’s performance as a location for evening entertainment ?
ONE ANSWER ONLY

	(18)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don’t know)	7

ASK ALL: SHOWCARD ‘B’

- Q.12 How satisfied are you with Woking town centre’s overall cultural offer – that is, its package of theatre / museum / art gallery / places of interest and so on?
ONE ANSWER ONLY

	(19)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don’t know)	7

ASK ALL: SHOWCARD ‘B’

- Q.13 How satisfied are you with Woking town centre’s overall family entertainment offer?
ONE ANSWER ONLY

	(20)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don’t know)	7

ASK ALL: SHOWCARD ‘E’

- Q.14 Could you please provide your assessment of the environmental quality of Woking town centre in terms of the following factors ?
READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (21)	Good (22)	Satisfactory (23)	Poor (24)	Very poor (25)	(Don’t know) (26)
Cleanliness of shopping streets	1	1	1	1	1	1
Personal safety / lighting / policing issues	2	2	2	2	2	2
<u>Quality of buildings / townscape</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Shelter from weather	4	4	4	4	4	4
Pedestrian / Vehicular safety issues	5	5	5	5	5	5

ASK ALL: SHOWCARD 'E'

Q.15 Could you please provide your assessment of the ease of access to Woking town centre in terms of the following factors ?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (27)	Good (28)	Satisfactory (29)	Poor (30)	Very poor (31)	(Don't know) (32)
Location of car parks	1	1	1	1	1	1
Security of car parks	2	2	2	2	2	2
<u>Location of rail / bus station</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Security of rail / bus station	4	4	4	4	4	4
Ease of cycling access	5	5	5	5	5	5
<u>Amount / quality of pedestrianisation</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Ease of movement around the centre on foot	7	7	7	7	7	7
Access for people with mobility / hearing / sighting disability	8	8	8	8	8	8

ASK ALL:

Q.16 How could Woking best be improved for shopping?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

Specified new shop (PLEASE WRITE IN)	(33) 1
Better choice of shops in general	2
<u>More clothes / fashion shops</u>	<u>3</u>
More quality / designer shops	4
More dept stores / larger stores	5
<u>More discount / cheaper goods</u>	<u>6</u>
More / improved supermarkets / food shops	7
More independent shops	8
Fewer empty shops / vacancies	9
Improved market	(34) 1
Better quality of shops	2
<u>Improve priority for pedestrians</u>	<u>3</u>
Less traffic / congestion	4
More shelter from wind / rain	5
<u>Improve appearance / environment of centre</u>	<u>6</u>
Remove litter more often	7
More parking	8
Cheaper parking	9
Free parking	(35) 1
More accessible car parking	2
<u>Better bus services to the centre</u>	<u>3</u>
Better/more frequent train services	4
Improved security measures / policing	5
<u>Better signposting within the Centre</u>	<u>6</u>
New / relocated bus stops	7
More children's play areas	8
More facilities for children	9
Crèche	(36) 1
More facilities for disabled	2
<u>More toilets</u>	<u>3</u>
More seating / benches	4
Redevelopments / changes to site (PLEASE SPECIFY SITES)	5
Other (PLEASE WRITE IN)	6
(Don't know)	7
(None mentioned)	8

ASK ALL:

Q.17 Are there any types of **leisure facilities** that you feel Woking is lacking in?

ONE ANSWER ONLY

	(37)	
Yes	1	GO TO Q.18
No	2	GO TO Q.20
(Don't know)	3	GO TO Q.20

ASK THOSE WHO ANSWERED 'YES' AT Q.17. OTHERS GO TO Q.20

Q.18 Which types of **leisure time uses (including food and drink uses)** do you feel Woking is lacking in?

DO NOT PROMPT: PROBE FULLY: What others?

(38)

Cinema	1	GO TO Q.19
Bingo hall	2	GO TO Q.19
<u>Family entertainment (ice-skating / bowling etc)</u>	3	GO TO Q.19
Leisure centre	4	GO TO Q.19
Health and fitness club	5	GO TO Q.19
Theatre	6	GO TO Q.19
Pubs / bars	7	GO TO Q.19
Restaurants	8	GO TO Q.19
Cafes	9	GO TO Q.19
Nightclubs	A	GO TO Q.19
Other (PLEASE WRITE IN)	B	GO TO Q.19

(Don't know)

C GO TO Q.20

ASK THOSE WHO ANSWERED 'YES' AT Q.17 AND SPECIFIED A LEISURE USE AT Q.18. OTHERS GO TO Q.20

Q.19 Where should these **leisure facilities** be situated?

DO NOT PROMPT: PROBE FULLY: Where else?

(39)

ASK ALL:

Q.20 Are there any types of **leisure facilities** that you feel Woking has too many of?

ONE ANSWER ONLY

(40)

Yes	1	GO TO Q.21
No	2	GO TO Q.22
(Don't know)	3	GO TO Q.22

ASK THOSE WHO ANSWERED 'YES' AT Q.20. OTHERS GO TO Q.22

Q.21 Which types of **leisure time uses (including food and drink uses)** do you feel Woking has too many of?

DO NOT PROMPT: PROBE FULLY: What others?

(41)

Cinema	1
Bingo hall	2
<u>Leisure centre</u>	3
Health and fitness club	4
Theatre	5
<u>Pubs / bars</u>	6
Restaurants / cafes	7
Nightclubs	8
Other (PLEASE WRITE IN)	9

(Don't know)

A

ASK ALL

Q.22 How could Woking town centre be improved to encourage people to spend more leisure time here?

DO NOT PROMPT: CIRCLE UP TO 5 RESPONSES

(42)

(43)

Specified new leisure operator (PLEASE WRITE IN) 1

More facilities for children

1

Crèche

2

More facilities for disabled

3

Better choice of leisure destination in general 2

More toilets

4

Better quality of leisure uses 3

More seating / benches

5

Improve priority for pedestrians 4

Redevelopments / changes to site (PLEASE SPECIFY SITES)

6

Less traffic / congestion 5

More shelter from wind / rain 6

Improve appearance / environment of centre 7

Other (PLEASE WRITE IN)

7

Remove litter more often 8

More parking 9

(44)

(Don't know)

8

Cheaper parking 1

(None mentioned)

9

Free parking 2

More accessible car parking 3

Better bus services to the centre 4

Better/more frequent train services 5

Improved security measures / policing 6

Better signposting within the Centre 7

New / relocated bus stops 8

More children's play areas 9

ASK ALL

Q.23 Which other centres do you visit on a regular basis?
DO NOT PROMPT: PROBE FULLY: What others?

	(45)
Basingstoke	1
Camberley	2
<u>Guildford</u>	<u>3</u>
Kingston upon Thames	4
Knaphill	5
<u>London (West End)</u>	<u>6</u>
Reading	7
Staines	8
<u>West Byfleet</u>	<u>9</u>
Weybridge	A
Other (PLEASE WRITE IN)	B

None	C

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: _____

ADDRESS: _____

POST CODE: TEL. No. _____

CLASSIFICATION**ABOUT YOURSELF**

To ensure the Council is meeting the needs of all of its residents it is important that we ask you a few questions about yourself. You do not have to answer these questions but if you do it will help us to learn more about the views of the community. Any answers you give will be completely confidential and only used for the purposes of analysing this survey.

ARE YOU MALE OR FEMALE:	(46)	WHAT WAS YOUR AGE LAST BIRTHDAY:	(47)
Male	1	16 – 24 years	1
Female	2	25 – 34 years	2
		<u>35 – 44 years</u>	<u>3</u>
		45 – 54 years	4
		55 – 64 years	5
		65+ years	6

DO YOU HAVE ACCESS TO THE INTERNET EITHER AT HOME OR AT WORK?

	(48)
YES BOTH	1
<u>AT HOME ONLY</u>	<u>2</u>
AT WORK ONLY	3
NO ACCESS TO THE INTERNET	4

SHOWCARD 'F'

EMPLOYMENT: WHICH OF THESE ACTIVITIES BEST DESCRIBES WHAT YOU ARE DOING AT PRESENT? (CODE ONE ANSWER ONLY)

	(49)
EMPLOYEE IN FULL-TIME JOB (30 HOURS PLUS)	1
EMPLOYEE IN PART-TIME JOB (UNDER 30 HOURS)	2
<u>SELF-EMPLOYED FULL OR PART-TIME</u>	<u>3</u>
FULL-TIME EDUCATION AT SCHOOL, COLLEGE OR UNIVERSITY	4
ON A GOVERNMENT SUPPORTED TRAINING SCHEME	5
<u>UNEMPLOYED AND AVAILABLE FOR WORK</u>	<u>6</u>
PERMANENTLY SICK / DISABLED	7
WHOLLY RETIRED FROM WORK	8
LOOKING AFTER THE HOME	9
DOING SOMETHING ELSE (PLEASE WRITE IN)	A

(CHECK WHETHER LOCATION SPECIFIED IS WITHIN THE CENTRE OF THE SURVEY TOWN)

LOCATION OF WORKPLACE: _____ (50)

IS THIS WITHIN THE CENTRE OF SURVEY TOWN	Yes	(51)
	No	1
		2

DO YOU HAVE ANY LONG STANDING ILLNESS, DISABILITY OR INFIRMITY THAT AFFECTS YOUR DAY TO DAY ACTIVITIES?

	(52)
Yes	1
No	2

TO WHICH OF THESE GROUPS DO YOU CONSIDER THAT YOU BELONG?

ETHNICITY: SHOWCARD 'G'

(53)		(54)		
A) WHITE		D) BLACK OR BLACK BRITISH		
WHITE - BRITISH	1	CARIBBEAN	1	
WHITE - IRISH	2	AFRICAN	2	
ANY OTHER WHITE BACKGROUND	3	ANY OTHER BLACK BACKGROUND	3	
(PLEASE WRITE IN)		(PLEASE WRITE IN)		
_____		_____		
B) MIXED		E)	CHINESE	4
WHITE AND BLACK CARIBBEAN	4	F)	OTHER ETHNIC GROUP	5
WHITE AND BLACK AFRICAN	5		(PLEASE WRITE IN)	
WHITE AND ASIAN	6			
ANY OTHER MIXED BACKGROUND	7			
(PLEASE WRITE IN)				

C) ASIAN OR ASIAN BRITISH				
INDIAN	8			
PAKISTANI	9			
BANGLADESHI	A			
ANY OTHER ASIAN BACKGROUND	B			
(PLEASE WRITE IN)				

HOUSEHOLD COMPOSITION (INCL RESPONDENT):	DAY OF INTERVIEW:	(55)
Number of adults (incl. resp.):	Monday	1
	Tuesday	2
No. of children 15 years and under:	<u>Wednesday</u>	3
	Thursday	4
Number of cars in Household:	Friday	5
	Saturday	6

LOCATION OF INTERVIEW:	(59)
Peacocks	1
<u>Town Square</u>	2
Wolsey Place	3
Commercial Way	4

CLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

	(60)	(61)
INTERVIEWER'S SIGNATURE: _____	DATE: <input type="text"/>	<input type="text"/>

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APPENDIX 6.2

Visitor Survey Results

NEMS market research WOKING TOWN CENTRE - VISITORS SURVEY 2009

Introduction: Good morning/afternoon, I am from **NEMS** market research, an independent market research company working on behalf of Woking Borough Council. We are conducting a short survey among people visiting West Byfleet town centre and I wonder if you can spare a few minutes?

- Q.A First of all, can I ask you do you work in any of the following:
Market Research or Retail ?
If 'YES' – **CLOSE INTERVIEW. DO NOT COUNT AS INTERVIEW**
If 'NONE OF THESE' - GO TO Q.B

ASK ALL:

- Q.B. Could you tell me your **home postcode** ?
INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.

Home Postcode:

ASK ALL: SHOWCARD 'A'

- Q.1 How did you travel to West Byfleet today ?
ONE ANSWER ONLY

	(1)
Car - driver	1
Car - passenger	2
<u>Bus</u>	<u>3</u>
Bicycle	4
Motorcycle	5
<u>Rail</u>	<u>6</u>
Taxi	7
On foot	8
Other (PLEASE WRITE IN)	9

ASK ALL:

- Q.2 How long do you intend to stay in West Byfleet today?
ONE ANSWER ONLY

	(2)
Less than 30 minutes	1
30-59 minutes	2
<u>Between 1 – 2 hours</u>	<u>3</u>
Over 2 – 3 hours	4
Over 3 – 4 hours	5
<u>Over 4 hours</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'B'

- Q.3 How often do you do the following in West Byfleet town centre (including Sunday)?
READ OUT ACTIVITIES. ONE ANSWER ONLY PER COLUMN

	Food & Groceries Shopping	Non-food Shopping (ie Clothes, shoes Electrical Goods etc)	Drinking / Eating Out	Private & Public Services (Bank/Solicitor/ Council Offices/ Library, etc)
	(3)	(4)	(5)	(6)
Everyday	1	1	1	1
4 to 6 days a week	2	2	2	2
<u>2 to 3 days a week</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
1 day a week	4	4	4	4
Once every 2 weeks	5	5	5	5
<u>Once every month</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Once a quarter	7	7	7	7
Less often than once a quarter	8	8	8	8
<u>First time today</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Never	A	A	A	A
(Don't know)	B	B	B	B

Q.4 ASK ALL:
What is the **main** reason for your visit here today?
DO NOT PROMPT ONE ANSWER ONLY

Q.5 ASK ALL:
What **other** reason are you visiting here today?
DO NOT PROMPT ONE ANSWER ONLY

	Q.4 (7)	Q.5 (8)
To buy food items (not take-away / café / restaurant)	1	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2	2
For services (e.g. bank, building society, hairdressers)	3	3
As a day visitor	5	5
As a staying visitor	6	6
Eat out (e.g. take-away / café / restaurant)	7	7
Work	8	8
To meet someone	9	9
Library / public services	A	A
Post Office	B	B
Banks / Financial services	C	C
Doctor, Dentist, etc	D	D
Other (PLEASE WRITE IN)	E	E
(No other reason)	-	F

Q.6 ASK ALL:
What are the main things that you **LIKE** about West Byfleet Town centre ?
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(9)
Near / convenient	1
Good public transport links	2
<u>Parking is easy</u>	3
Parking is cheap	4
Lack of congestion on roads	5
<u>Pedestrianised streets</u>	6
Little traffic-pedestrian conflict	7
Good directional signs to Centre	8
<u>Convenient drop off / pick up stops for buses / good location of bus station</u>	9
Ease of access to all (with pushchairs, wheelchairs, etc)	A
Well signposted route ways / good local maps	B
Other access / transport factor (PLEASE WRITE IN)	C
General cleanliness of shopping streets	D
Feels safe / absence of threatening individuals / groups	E
<u>Presence of police / other security measures</u>	F
Nice street furniture / floral displays	G
Nice busy feel	H
<u>Not too crowded</u>	I
Character / atmosphere	J
Historic buildings / tourist attractions	K
Other environmental factor (PLEASE WRITE IN)	L
Selection / choice of independent / specialist shops	M
<u>Selection / choice of multiple shops (i.e. high street chains such as Boots etc)</u>	N
Quality of shops	O
Specified shops (PLEASE WRITE IN)	P
Prices are competitive in shops compared to other town/district centres	Q
Play area for children	R
<u>Range of places to eat</u>	S
Range of pubs / bars	T
Range of services (banks, insurance, hairdressers, etc)	U
Other points on shops / attractions (PLEASE WRITE IN)	V
I like everything about West Byfleet	X
(No opinion)	Y
(Nothing in particular)	Z

ASK ALL:

Q.7 What are the main things you **DISLIKE** about West Byfleet town centre?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(10)
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Difficulties in parking</u>	3
Location of parking	4
Parking is expensive	5
<u>Poor public transport links</u>	6
Road congestion	7
Poor directional signs to Centre	8
<u>Poor signage / routeways within centre / lack of maps of centre</u>	9
Inconvenient location of bus stops / bus station	A
	(11)
Difficulties with pushchairs, wheelchairs, etc	1
Other transport / access factor (PLEASE WRITE IN)	2
Dirty shopping streets	3
Feels unsafe / presence of threatening individuals / groups	4
<u>Lack of police presence / other security measures</u>	5
Lack of street furniture / floral displays	6
Not busy enough	7
<u>Over-crowded</u>	8
Other environmental factor (PLEASE WRITE IN)	9
	(12)
General lack of choice of multiple shops	1
General lack of independent / specialist shops	2
Quality of shops is inadequate (SPECIFY SHOPS LACKING IN QUALITY)	3
Shops too small	4
Lack of a larger supermarket	5
Specified shops absent (PLEASE WRITE IN)	6
Inadequate range of places to eat	7
Inadequate range of services	8
	(13)
Inadequate range of leisure facilities	1
Absence of play areas for children	2
Other (PLEASE WRITE IN)	3
I dislike everything about Woking	4
(No opinion)	5
(Nothing in particular)	6

ASK ALL: SHOWCARD 'C'

Q.8 How satisfied are you with the overall range and quality of shops in West Byfleet town centre?

ONE ANSWER ONLY

	(14)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	3
Dissatisfied	4
Very dissatisfied	5
<u>No opinion</u>	6
(Don't know)	7

ASK ALL: SHOWCARD 'D'

Q.9 How often do you visit West Byfleet town centre in the evenings?

DO NOT PROMPT. ONE ANSWER ONLY

	(15)	
Everyday	1	GO TO Q.10
4 to 6 days a week	2	GO TO Q.10
<u>2 to 3 days a week</u>	3	GO TO Q.10
1 day a week	4	GO TO Q.10
Once every 2 weeks	5	GO TO Q.10
<u>Once every month</u>	6	GO TO Q.10
Once a quarter	7	GO TO Q.10
Less often than once a quarter	8	GO TO Q.12
<u>Never</u>	9	GO TO Q.12
(Don't know)	A	GO TO Q.12

THOSE WHO VISIT 'ONCE A QUARTER OR MORE' AT Q.9, OTHERS GO TO Q.12:

- Q.10 What is the **main** purpose of your evening visits?
DO NOT PROMPT. ONE ANSWER ONLY

		(16)
	Bars / pubs	1
	Eating out	2
5		
	Gym / Health & fitness club	6
		7
	Shopping	8
	Meeting friends	9
	Other (PLEASE WRITE IN)	A
	(No main purpose)	B

THOSE WHO VISIT 'ONCE A QUARTER OR MORE' AT Q.9, OTHERS GO TO Q.12: SHOWCARD 'B'

- Q.11 How satisfied are you with West Byfleet town centre's performance as a location for evening entertainment ?
ONE ANSWER ONLY

	(17)
Very satisfied	1
Satisfied	2
Neutral	3
Dissatisfied	4
Very dissatisfied	5
(No opinion)	6
(Don't know)	7

ASK ALL: SHOWCARD 'E'

- Q.12 Could you please provide your assessment of the environmental quality of West Byfleet town centre in terms of the following factors ?
READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (18)	Good (19)	Satisfactory (20)	Poor (21)	Very poor (22)	(Don't know) (23)
Cleanliness of shopping streets	1	1	1	1	1	1
Personal safety / lighting / policing issues	2	2	2	2	2	2
Quality of buildings / townscape	3	3	3	3	3	3
Shelter from weather	4	4	4	4	4	4
Pedestrian / Vehicular safety issues	5	5	5	5	5	5

ASK ALL: SHOWCARD 'E'

- Q.13 Could you please provide your assessment of the ease of access to Woking town centre in terms of the following factors ?
READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (24)	Good (25)	Satisfactory (26)	Poor (27)	Very poor (28)	(Don't know) (29)
Location of car parks	1	1	1	1	1	1
Security of car parks	2	2	2	2	2	2
Location of rail / bus station	3	3	3	3	3	3
Security of rail / bus station	4	4	4	4	4	4
Ease of cycling access	5	5	5	5	5	5
Amount / quality of pedestrianisation	6	6	6	6	6	6
Ease of movement around the centre on foot	7	7	7	7	7	7
Access for people with mobility / hearing / sighting disability	8	8	8	8	8	8

ASK ALL:

Q.14 How could West Byfleet best be improved for shopping?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(30)
Specified new shop (PLEASE WRITE IN)	1
Better choice of shops in general	2
More clothes / fashion shops	3
More quality / designer shops	4
More dept stores / larger stores	5
More discount / cheaper goods	6
More / improved supermarkets / food shops	7
More independent shops	8
Fewer empty shops / vacancies	9
	(31)
Improved market	1
Better quality of shops	2
Improve priority for pedestrians	3
Less traffic / congestion	4
More shelter from wind / rain	5
Improve appearance / environment of centre	6
Remove litter more often	7
More parking	8
Cheaper parking	9
	(32)
Free parking	1
More accessible car parking	2
Better bus services to the centre	3
Better/more frequent train services	4
Improved security measures / policing	5
Better signposting within the Centre	6
New / relocated bus stops	7
More children's play areas	8
More facilities for children	9
	(33)
Crèche	1
More facilities for disabled	2
More toilets	3
More seating / benches	4
Redevelopments / changes to site (PLEASE SPECIFY SITES)	5
Other (PLEASE WRITE IN)	6
(Don't know)	7
(None mentioned)	8

ASK ALL:Q.15 Are there any types of **leisure facilities** that you feel West Byfleet is lacking in and that should be provided here?**ONE ANSWER ONLY**

	(34)	
Yes	1	GO TO Q.18
No	2	GO TO Q.20
(Don't know)	3	GO TO Q.20

ASK THOSE WHO ANSWERED 'YES' AT Q.17. OTHERS GO TO Q.20Q.16 Which types of **leisure time uses (including food and drink uses)** do you feel West Byfleet is lacking in and that should be provided here?**DO NOT PROMPT: PROBE FULLY: What others?**

	(35)	
Cinema	1	GO TO Q.19
Bingo hall	2	GO TO Q.19
Family entertainment (ice-skating / bowling etc)	3	GO TO Q.19
Leisure centre	4	GO TO Q.19
Health and fitness club	5	GO TO Q.19
Theatre	6	GO TO Q.19
Pubs / bars	7	GO TO Q.19
Restaurants	8	GO TO Q.19
Cafes	9	GO TO Q.19
Nightclubs	A	GO TO Q.19
Other (PLEASE WRITE IN)	B	GO TO Q.19

(Don't know)	C	GO TO Q.20
--------------	---	-------------------

ASK THOSE WHO ANSWERED ‘YES’ AT Q.17 AND SPECIFIED A LEISURE USE AT Q.18. OTHERS GO TO Q.20

- Q.17 Where should these **leisure facilities** be situated?
DO NOT PROMPT: PROBE FULLY: Where else? (36)

ASK ALL:

- Q.18 Are there any types of **leisure facilities** that you feel West Byfleet has too many of?
ONE ANSWER ONLY (37)
- | | | |
|--------------|---|-------------------|
| Yes | 1 | GO TO Q.21 |
| No | 2 | GO TO Q.22 |
| (Don't know) | 3 | GO TO Q.22 |

ASK THOSE WHO ANSWERED ‘YES’ AT Q.20. OTHERS GO TO Q.22

- Q.19 Which types of **leisure time uses (including food and drink uses)** do you feel West Byfleet has too many of?
DO NOT PROMPT: PROBE FULLY: What others?

	(38)
Cinema	1
Bingo hall	2
<u>Leisure centre</u>	3
Health and fitness club	4
Theatre	5
<u>Pubs / bars</u>	6
Restaurants / cafes	7
Nightclubs	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK ALL

- Q.20 How could West Byfleet town centre be improved to encourage people to spend more leisure time here?
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(39)		(40)
Specified new leisure operator (PLEASE WRITE IN)	1	More facilities for children	1
		Crèche	2
		<u>More facilities for disabled</u>	3
<u>Better choice of leisure destination in general</u>	2	More toilets	4
<u>Better quality of leisure uses</u>	3	More seating / benches	5
Improve priority for pedestrians	4	Redevelopments / changes to site (PLEASE SPECIFY SITES)	6
Less traffic / congestion	5		
<u>More shelter from wind / rain</u>	6		
Improve appearance / environment of centre	7	Other (PLEASE WRITE IN)	7
Remove litter more often	8		
More parking	9		
	(41)	(Don't know)	8
Cheaper parking	1	(None mentioned)	9
Free parking	2		
<u>More accessible car parking</u>	3		
Better bus services to the centre	4		
Better/more frequent train services	5		
<u>Improved security measures / policing</u>	6		
Better signposting within the Centre	7		
New / relocated bus stops	8		
More children's play areas	9		

ASK ALL

Q.21 Which other centres do you visit on a regular basis?
DO NOT PROMPT: PROBE FULLY: What others?

	(42)
Basingstoke	1
Camberley	2
<u>Guildford</u>	<u>3</u>
Kingston upon Thames	4
Knaphill	5
<u>London (West End)</u>	<u>6</u>
Reading	7
Staines	8
<u>Woking</u>	<u>9</u>
Weybridge	A
Chertsey	
New Haw	
Addlestone	
Brooklands (M&S, Tesco, Argos, Mothercare, etc)	
Byfleet	
Sheerwater	
Goldsworth park	
Horsell	
St Johns	
Other (PLEASE WRITE IN)	B
<u>None</u>	C

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: _____

ADDRESS: _____

POST CODE: TEL. NO. _____

CLASSIFICATION**ABOUT YOURSELF**

To ensure the Council is meeting the needs of all of its residents it is important that we ask you a few questions about yourself. You do not have to answer these questions but if you do it will help us to learn more about the views of the community. Any answers you give will be completely confidential and only used for the purposes of analysing this survey.

ARE YOU MALE OR FEMALE:	(43)	WHAT WAS YOUR AGE LAST BIRTHDAY:	(44)
Male	1	16 – 24 years	1
Female	2	25 – 34 years	2
		<u>35 – 44 years</u>	<u>3</u>
		45 – 54 years	4
		55 – 64 years	5
		65+ years	6

DO YOU HAVE ACCESS TO THE INTERNET EITHER AT HOME OR AT WORK?

	(45)
YES BOTH	1
<u>AT HOME ONLY</u>	<u>2</u>
AT WORK ONLY	3
NO ACCESS TO THE INTERNET	4

SHOWCARD 'F'

EMPLOYMENT: WHICH OF THESE ACTIVITIES BEST DESCRIBES WHAT YOU ARE DOING AT PRESENT? (CODE ONE ANSWER ONLY)

	(46)
EMPLOYEE IN FULL-TIME JOB (30 HOURS PLUS)	1
EMPLOYEE IN PART-TIME JOB (UNDER 30 HOURS)	2
SELF-EMPLOYED FULL OR PART-TIME	3
FULL-TIME EDUCATION AT SCHOOL, COLLEGE OR UNIVERSITY	4
ON A GOVERNMENT SUPPORTED TRAINING SCHEME	5
UNEMPLOYED AND AVAILABLE FOR WORK	6
PERMANENTLY SICK / DISABLED	7
WHOLLY RETIRED FROM WORK	8
LOOKING AFTER THE HOME	9
DOING SOMETHING ELSE (PLEASE WRITE IN)	A

(CHECK WHETHER LOCATION SPECIFIED IS WITHIN THE CENTRE OF THE SURVEY TOWN)

LOCATION OF WORKPLACE: _____ (47)

IS THIS WITHIN THE CENTRE OF SURVEY TOWN	YES	(48)
	NO	1
		2

DO YOU HAVE ANY LONG STANDING ILLNESS, DISABILITY OR INFIRMITY THAT AFFECTS YOUR DAY TO DAY ACTIVITIES?

	(49)
Yes	1
No	2

TO WHICH OF THESE GROUPS DO YOU CONSIDER THAT YOU BELONG?

ETHNICITY: **SHOWCARD 'G'**

SECTION 1: <u>ETHNICITY</u>		(50)			(51)
A) WHITE			D) BLACK OR BLACK BRITISH		
	WHITE - BRITISH	1		CARIBBEAN	1
	WHITE - IRISH	2		AFRICAN	2
	ANY OTHER WHITE BACKGROUND	3		ANY OTHER BLACK BACKGROUND	3
	(PLEASE WRITE IN)			(PLEASE WRITE IN)	
B) MIXED			E)	CHINESE	4
	WHITE AND BLACK CARIBBEAN	4	F)	OTHER ETHNIC GROUP	5
	WHITE AND BLACK AFRICAN	5		(PLEASE WRITE IN)	
	WHITE AND ASIAN	6			
	ANY OTHER MIXED BACKGROUND	7			
	(PLEASE WRITE IN)				
C) ASIAN OR ASIAN BRITISH					
	INDIAN	8			
	PAKISTANI	9			
	BANGLADESHI	A			
	ANY OTHER ASIAN BACKGROUND	B			
	(PLEASE WRITE IN)				

HOUSEHOLD COMPOSITION (INCL RESPONDENT):		DAY OF INTERVIEW:	(52)
Number of adults (incl. resp.): (53)	Monday	1
		Tuesday	2
No. of children 15 years and under: (54)	<u>Wednesday</u>	<u>3</u>
		Thursday	4
Number of cars in Household: (55)	Friday	5
		Saturday	6

LOCATION OF INTERVIEW:	(56)
XXXX	1
<u>XXXXX</u>	<u>2</u>
XXXXX	3
XXXX	4

CLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ DATE: (57) (58)

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APPENDIX 6.3

Analysis of Visitor Survey Results

NEMS market research WOKING TOWN CENTRE - VISITORS SURVEY 2009

Introduction: Good morning/afternoon, I am from **NEMS** market research, an independent market research company working on behalf of Woking Borough Council. We are conducting a short survey among people visiting Knaphill town centre and I wonder if you can spare a few minutes?

- Q.A First of all, can I ask you do you work in any of the following:
Market Research or Retail ?
If 'YES' – **CLOSE INTERVIEW. DO NOT COUNT AS INTERVIEW**
If 'NONE OF THESE' - GO TO Q.B

ASK ALL:

- Q.B. Could you tell me your **home postcode** ?
INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.

Home Postcode:

--	--	--	--	--	--	--

ASK ALL: SHOWCARD 'A'

- Q.1 How did you travel to Knaphill today ?
ONE ANSWER ONLY

	(1)
Car - driver	1
Car - passenger	2
<u>Bus</u>	<u>3</u>
Bicycle	4
Motorcycle	5
<u>Rail</u>	<u>6</u>
Taxi	7
On foot	8
Other (PLEASE WRITE IN)	9

ASK ALL:

- Q.2 How long do you intend to stay in Knaphill today?
ONE ANSWER ONLY

	(2)
Less than 30 minutes	1
30-59 minutes	2
<u>Between 1 – 2 hours</u>	<u>3</u>
Over 2 – 3 hours	4
Over 3 – 4 hours	5
<u>Over 4 hours</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'B'

- Q.3 How often do you do the following in Knaphill town centre (including Sunday)?
READ OUT ACTIVITIES. ONE ANSWER ONLY PER COLUMN

	Food & Groceries Shopping	Non-food Shopping (ie Clothes, shoes Electrical Goods etc)	Drinking / Eating Out	Private & Public Services (Bank/Solicitor/ Council Offices/ Library, etc)
	(3)	(4)	(5)	(6)
Everyday	1	1	1	1
4 to 6 days a week	2	2	2	2
<u>2 to 3 days a week</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
1 day a week	4	4	4	4
Once every 2 weeks	5	5	5	5
<u>Once every month</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Once a quarter	7	7	7	7
Less often than once a quarter	8	8	8	8
<u>First time today</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Never	A	A	A	A
(Don't know)	B	B	B	B

ASK ALL:

- Q.4 What is the **main** reason for your visit here today?
DO NOT PROMPT ONE ANSWER ONLY

ASK ALL:

- Q.5 What **other** reason are you visiting here today?
DO NOT PROMPT ONE ANSWER ONLY

	Q.4 (7)	Q.5 (8)
To buy food items (not take-away / café / restaurant)	1	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2	2
For services (e.g. bank, building society, hairdressers)	3	3
As a day visitor	5	5
As a staying visitor	6	6
Eat out (e.g. take-away / café / restaurant)	7	7
Work	8	8
To meet someone	9	9
Library / public services	A	A
Post Office	B	B
Banks / Financial services	C	C
Doctor, Dentist, etc	D	D
Other (PLEASE WRITE IN)	E	E
(No other reason)	-	F

ASK ALL:

- Q.6 What are the main things that you **LIKE** about Knaphill Town centre ?
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(9)
Near / convenient	1
Good public transport links	2
<u>Parking is easy</u>	3
Parking is cheap	4
Lack of congestion on roads	5
<u>Pedestrianised streets</u>	6
Little traffic-pedestrian conflict	7
Good directional signs to Centre	8
<u>Convenient drop off / pick up stops for buses / good location of bus station</u>	9
Ease of access to all (with pushchairs, wheelchairs, etc)	A
Well signposted route ways / good local maps	B
Other access / transport factor (PLEASE WRITE IN)	C
General cleanliness of shopping streets	D
Feels safe / absence of threatening individuals / groups	E
<u>Presence of police / other security measures</u>	F
Nice street furniture / floral displays	G
Nice busy feel	H
<u>Not too crowded</u>	I
Character / atmosphere	J
Historic buildings / tourist attractions	K
Other environmental factor (PLEASE WRITE IN)	L
Selection / choice of independent / specialist shops	M
<u>Selection / choice of multiple shops (i.e. high street chains such as Boots etc)</u>	N
Quality of shops	O
Specified shops (PLEASE WRITE IN)	P
Prices are competitive in shops compared to other town/district centres	Q
Play area for children	R
<u>Range of places to eat</u>	S
Range of pubs / bars	T
Range of services (banks, insurance, hairdressers, etc)	U
Other points on shops / attractions (PLEASE WRITE IN)	W
I like everything about Knaphill	X
(No opinion)	Y
(Nothing in particular)	Z

ASK ALL:

Q.7 What are the main things you **DISLIKE** about Knaphill town centre?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(10)
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Difficulties in parking</u>	3
Location of parking	4
Parking is expensive	5
<u>Poor public transport links</u>	6
Road congestion	7
Poor directional signs to Centre	8
<u>Poor signage / routeways within centre / lack of maps of centre</u>	9
Inconvenient location of bus stops / bus station	A
	(11)
Difficulties with pushchairs, wheelchairs, etc	1
Other transport / access factor (PLEASE WRITE IN)	2
Dirty shopping streets	3
Feels unsafe / presence of threatening individuals / groups	4
<u>Lack of police presence / other security measures</u>	5
Lack of street furniture / floral displays	6
Not busy enough	7
<u>Over-crowded</u>	8
Other environmental factor (PLEASE WRITE IN)	9
	(12)
General lack of choice of multiple shops	1
General lack of independent / specialist shops	2
Quality of shops is inadequate (SPECIFY SHOPS LACKING IN QUALITY)	3
Shops too small	4
Lack of a larger supermarket	5
Specified shops absent (PLEASE WRITE IN)	6
Inadequate range of places to eat	7
Inadequate range of services	8
	(13)
Inadequate range of leisure facilities	1
Absence of play areas for children	2
Other (PLEASE WRITE IN)	3
I dislike everything about Knaphill	4
(No opinion)	5
(Nothing in particular)	6

ASK ALL: SHOWCARD 'C'

Q.8 How satisfied are you with the overall range and quality of shops in Knaphill town centre?

ONE ANSWER ONLY

	(14)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	3
Dissatisfied	4
Very dissatisfied	5
<u>No opinion</u>	6
(Don't know)	7

ASK ALL: SHOWCARD 'D'

Q.9 How often do you visit Knaphill town centre in the evenings?

DO NOT PROMPT. ONE ANSWER ONLY

	(15)	
Everyday	1	GO TO Q.10
4 to 6 days a week	2	GO TO Q.10
<u>2 to 3 days a week</u>	3	GO TO Q.10
1 day a week	4	GO TO Q.10
Once every 2 weeks	5	GO TO Q.10
<u>Once every month</u>	6	GO TO Q.10
Once a quarter	7	GO TO Q.10
Less often than once a quarter	8	GO TO Q.12
<u>Never</u>	9	GO TO Q.12
(Don't know)	A	GO TO Q.12

THOSE WHO VISIT 'ONCE A QUARTER OR MORE' AT Q.9, OTHERS GO TO Q.12:

- Q.10 What is the **main** purpose of your evening visits?
DO NOT PROMPT. ONE ANSWER ONLY

		(16)	
	Bars / pubs	1	
	Eating out	2	
5			
	<u>Gym / Health & fitness club</u>	6	
	<u>Meeting friends</u>	9	Shopping 8
	Other (PLEASE WRITE IN)	A	
	(No main purpose)	B	

THOSE WHO VISIT 'ONCE A QUARTER OR MORE' AT Q.9, OTHERS GO TO Q.12: SHOWCARD 'B'

- Q.11 How satisfied are you with Knaphill town centre's performance as a location for evening entertainment ?
ONE ANSWER ONLY

	(17)
Very satisfied	1
Satisfied	2
<u>Neutral</u>	3
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	6
(Don't know)	7

ASK ALL: SHOWCARD 'E'

- Q.12 Could you please provide your assessment of the environmental quality of Knaphill town centre in terms of the following factors ?
READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (18)	Good (19)	Satisfactory (20)	Poor (21)	Very poor (22)	(Don't know) (23)
Cleanliness of shopping streets	1	1	1	1	1	1
Personal safety / lighting / policing issues	2	2	2	2	2	2
<u>Quality of buildings / townscape</u>	3	3	3	3	3	3
Shelter from weather	4	4	4	4	4	4
Pedestrian / Vehicular safety issues	5	5	5	5	5	5

ASK ALL: SHOWCARD 'E'

Q.13 Could you please provide your assessment of the ease of access to Knaphill town centre in terms of the following factors ?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	Very good (24)	Good (25)	Satisfactory (26)	Poor (27)	Very poor (28)	(Don't know) (29)
Location of car parks	1	1	1	1	1	1
Security of car parks	2	2	2	2	2	2
<u>Location of rail / bus station</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Security of rail / bus station	4	4	4	4	4	4
Ease of cycling access	5	5	5	5	5	5
<u>Amount / quality of pedestrianisation</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Ease of movement around the centre on foot	7	7	7	7	7	7
Access for people with mobility / hearing / sighting disability	8	8	8	8	8	8

ASK ALL:

Q.14 How could Knaphill best be improved for shopping?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(30)
Specified new shop (PLEASE WRITE IN)	1
<u>Better choice of shops in general</u>	<u>2</u>
<u>More clothes / fashion shops</u>	<u>3</u>
More quality / designer shops	4
More dept stores / larger stores	5
<u>More discount / cheaper goods</u>	<u>6</u>
More / improved supermarkets / food shops	7
More independent shops	8
Fewer empty shops / vacancies	9
	(31)
Improved market	1
Better quality of shops	2
<u>Improve priority for pedestrians</u>	<u>3</u>
Less traffic / congestion	4
More shelter from wind / rain	5
<u>Improve appearance / environment of centre</u>	<u>6</u>
Remove litter more often	7
More parking	8
Cheaper parking	9
	(32)
Free parking	1
More accessible car parking	2
<u>Better bus services to the centre</u>	<u>3</u>
Better/more frequent train services	4
Improved security measures / policing	5
<u>Better signposting within the Centre</u>	<u>6</u>
New / relocated bus stops	7
More children's play areas	8
More facilities for children	9
	(33)
Crèche	1
More facilities for disabled	2
<u>More toilets</u>	<u>3</u>
More seating / benches	4
Redevelopments / changes to site (PLEASE SPECIFY SITES)	5
Other (PLEASE WRITE IN)	6
(Don't know)	7
(None mentioned)	8

ASK ALL:

Q.15 Are there any types of **leisure facilities** that you feel Knaphill is lacking in and that should be provided here?

ONE ANSWER ONLY

	(34)	
Yes	1	GO TO Q.18
No	2	GO TO Q.20
(Don't know)	3	GO TO Q.20

ASK THOSE WHO ANSWERED 'YES' AT Q.17, OTHERS GO TO Q.20

- Q.16 Which types of **leisure time uses (including food and drink uses)** do you feel Knaphill is lacking in and that should be provided here?

DO NOT PROMPT: PROBE FULLY: What others?

(35)

Cinema	1	GO TO Q.19
Bingo hall	2	GO TO Q.19
<u>Family entertainment (ice-skating / bowling etc)</u>	3	GO TO Q.19
Leisure centre	4	GO TO Q.19
Health and fitness club	5	GO TO Q.19
<u>Theatre</u>	6	GO TO Q.19
Pubs / bars	7	GO TO Q.19
Restaurants	8	GO TO Q.19
<u>Cafes</u>	9	GO TO Q.19
Nightclubs	A	GO TO Q.19
Other (PLEASE WRITE IN)	B	GO TO Q.19

(Don't know)

C GO TO Q.20

ASK THOSE WHO ANSWERED 'YES' AT Q.17 AND SPECIFIED A LEISURE USE AT Q.18, OTHERS GO TO Q.20

- Q.17 Where should these **leisure facilities** be situated?

DO NOT PROMPT: PROBE FULLY: Where else?

(36)

ASK ALL:

- Q.18 Are there any types of **leisure facilities** that you feel Knaphill has too many of?

ONE ANSWER ONLY

(37)

Yes	1	GO TO Q.21
No	2	GO TO Q.22
(Don't know)	3	GO TO Q.22

ASK THOSE WHO ANSWERED 'YES' AT Q.20, OTHERS GO TO Q.22

- Q.19 Which types of **leisure time uses (including food and drink uses)** do you feel Knaphill has too many of?

DO NOT PROMPT: PROBE FULLY: What others?

(38)

Cinema	1
Bingo hall	2
<u>Leisure centre</u>	3
Health and fitness club	4
Theatre	5
<u>Pubs / bars</u>	6
Restaurants / cafes	7
Nightclubs	8
Other (PLEASE WRITE IN)	9

(Don't know)

A

ASK ALL

- Q.20 How could Knaphill town centre be improved to encourage people to spend more leisure time here?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

(39)

(40)

Specified new leisure operator (PLEASE WRITE IN) 1

More facilities for children

1

Crèche

2

More facilities for disabled

3

Better choice of leisure destination in general 2

More toilets

4

Better quality of leisure uses 3

More seating / benches

5

Improve priority for pedestrians 4

Redevelopments / changes to site (PLEASE SPECIFY SITES)

6

Less traffic / congestion 5

More shelter from wind / rain 6

Improve appearance / environment of centre 7

Other (PLEASE WRITE IN)

7

Remove litter more often 8

More parking 9

(41)

(Don't know)

8

Cheaper parking 1

(None mentioned)

9

Free parking 2

More accessible car parking 3

Better bus services to the centre 4

Better/more frequent train services 5

Improved security measures / policing 6

Better signposting within the Centre 7

New / relocated bus stops 8

More children's play areas 9

ASK ALL

Q.21 Which other centres do you visit on a regular basis?
DO NOT PROMPT: PROBE FULLY: What others?

	(42)
Basingstoke	1
Camberley	2
<u>Guildford</u>	<u>3</u>
Kingston upon Thames	4
West Byfleet	5
<u>London (West End)</u>	<u>6</u>
Reading	7
Staines	8
<u>Woking</u>	<u>9</u>
Weybridge	A
Chertsey	
New Haw	
Addlestone	
Brooklands (M&S, Tesco, Argos, Mothercare, etc)	
Byfleet	
Sheerwater	
Goldsworth park	
Horsell	
St Johns	
Other (PLEASE WRITE IN)	B

None	C

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: _____

ADDRESS: _____

POST CODE: TEL. No. _____

CLASSIFICATION

ABOUT YOURSELF

To ensure the Council is meeting the needs of all of its residents it is important that we ask you a few questions about yourself. You do not have to answer these questions but if you do it will help us to learn more about the views of the community. Any answers you give will be completely confidential and only used for the purposes of analysing this survey.

ARE YOU MALE OR FEMALE:	(43)	WHAT WAS YOUR AGE LAST BIRTHDAY:	(44)
Male	1	16 – 24 years	1
Female	2	25 – 34 years	2
		<u>35 – 44 years</u>	<u>3</u>
		45 – 54 years	4
		55 – 64 years	5
		65+ years	6

DO YOU HAVE ACCESS TO THE INTERNET EITHER AT HOME OR AT WORK?

	(45)
YES BOTH	1
<u>AT HOME ONLY</u>	<u>2</u>
AT WORK ONLY	3
NO ACCESS TO THE INTERNET	4

SHOWCARD 'F'

EMPLOYMENT: WHICH OF THESE ACTIVITIES BEST DESCRIBES WHAT YOU ARE DOING AT PRESENT? (CODE ONE ANSWER ONLY)

	(46)
EMPLOYEE IN FULL-TIME JOB (30 HOURS PLUS)	1
EMPLOYEE IN PART-TIME JOB (UNDER 30 HOURS)	2
SELF-EMPLOYED FULL OR PART-TIME	3
FULL-TIME EDUCATION AT SCHOOL, COLLEGE OR UNIVERSITY	4
ON A GOVERNMENT SUPPORTED TRAINING SCHEME	5
UNEMPLOYED AND AVAILABLE FOR WORK	6
PERMANENTLY SICK / DISABLED	7
WHOLLY RETIRED FROM WORK	8
LOOKING AFTER THE HOME	9
DOING SOMETHING ELSE (PLEASE WRITE IN)	A

(CHECK WHETHER LOCATION SPECIFIED IS WITHIN THE CENTRE OF THE SURVEY TOWN)

LOCATION OF WORKPLACE: _____ (47)

IS THIS WITHIN THE CENTRE OF SURVEY TOWN	Yes	(48)
	No	1
		2

DO YOU HAVE ANY LONG STANDING ILLNESS, DISABILITY OR INFIRMITY THAT AFFECTS YOUR DAY TO DAY ACTIVITIES?

	(49)
Yes	1
No	2

TO WHICH OF THESE GROUPS DO YOU CONSIDER THAT YOU BELONG?

ETHNICITY: **SHOWCARD 'G'**

		(50)			(51)
A) WHITE			D) BLACK OR BLACK BRITISH		
	WHITE - BRITISH	1		CARIBBEAN	1
	WHITE - IRISH	2		AFRICAN	2
	ANY OTHER WHITE BACKGROUND	3		ANY OTHER BLACK BACKGROUND	3
	(PLEASE WRITE IN)			(PLEASE WRITE IN)	
B) MIXED			E)	CHINESE	4
	WHITE AND BLACK CARIBBEAN	4	F)	OTHER ETHNIC GROUP	5
	WHITE AND BLACK AFRICAN	5		(PLEASE WRITE IN)	
	WHITE AND ASIAN	6			
	ANY OTHER MIXED BACKGROUND	7			
	(PLEASE WRITE IN)				
C) ASIAN OR ASIAN BRITISH					
	INDIAN	8			
	PAKISTANI	9			
	BANGLADESHI	A			
	ANY OTHER ASIAN BACKGROUND	B			
	(PLEASE WRITE IN)				

HOUSEHOLD COMPOSITION (INCL RESPONDENT):		DAY OF INTERVIEW:	(52)
Number of adults (incl. resp.): (53)	Monday	1
		Tuesday	2
No. of children 15 years and under: (54)	<u>Wednesday</u>	<u>3</u>
		Thursday	4
Number of cars in Household: (55)	Friday	5
		Saturday	6

LOCATION OF INTERVIEW:	(56)
XXXX	1
<u>XXXXX</u>	<u>2</u>
XXXXX	3
XXXX	4

CLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ DATE: (57) (58)

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APPENDIX 7

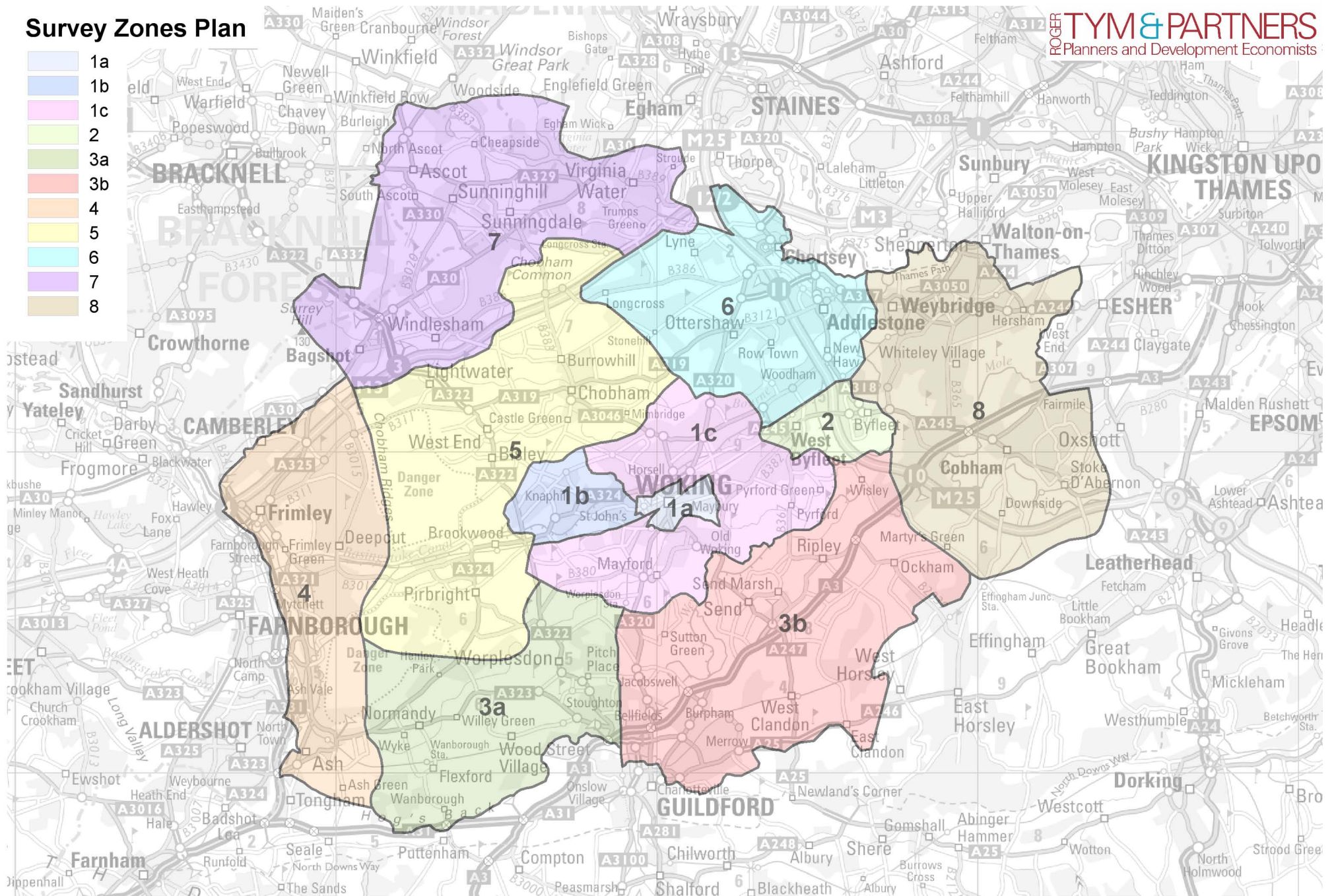
Household Survey Data

APPENDIX 7.1

Household Survey Study Area

Survey Zones Plan

- 1a
- 1b
- 1c
- 2
- 3a
- 3b
- 4
- 5
- 6
- 7
- 8



APPENDIX 7.2

Household Survey Questionnaire

Job No: 070409

Woking Town Centre, District and Local Centres Study

Good morning / afternoon / evening, I am from NEMS market research and we are conducting a short survey in your area about shopping on behalf of Woking Borough Council. Do you have time to answer some questions ? It will take about five minutes.

QA Are you the main shopper in your household?

- 1

Yes
- 2

No
- GO TO Q01
- CLOSE

PC Could you please provide your post code?

- 1 (PLEASE WRITE IN FULL POSTCODE)

Q01 In which shop does your household spend most money on food and groceries ?
DO NOT PROMPT. ONE ANSWER ONLY

Specified Stores:

- 001 Aldi, 46-48 London Road, Camberley, Surrey
- 002 Aldi, 76-86 High Street, Feltham, Greater London
- 003 Asda, 142 London Road, Kingston, Surrey
- 004 Asda, Princes Mead Shopping Centre, West Mead, Farnborough, Hampshire
- 005 Asda, Tilley Road, Feltham, Middlesex
- 006 Budgens, 1 Chertsey Road, Woking, Surrey (next to canopy/near Woking station)
- 007 Budgens, 14 Wharf Road, Ash Vale, Surrey
- 008 Budgens, 49 High Street, Shepperton
- 009 Budgens, 57/61 Guildford Road, The Square, Lightwater, Surrey
- 010 Budgens, 8 Station Approach, Virginia Water, Surrey
- 011 Budgens, The Hermitage, High Street, Ascot, Berkshire
- 012 Buy-Lo, 103-109 Victoria Road, Aldershot, Hampshire
- 013 Co-op Market Town, 14-20 The Broadway, New Haw, Addlestone, Surrey
- 014 Co-op, 111 High Street, Horsell, Woking, Surrey
- 015 Co-op, 11-13 St John's Road, St John's, Woking, Surrey
- 016 Co-op, 1-2 Inkerman Parade, Victoria Road, Knaphill, Surrey
- 017 Co-op, 15 Guildford Road, Woking, Surrey
- 018 Co-op, 2-3 Cobb House, Byfleet, West Byfleet, Surrey
- 019 Co-op, 26 High Street, Knaphill, Surrey
- 020 Co-op, 48 Woodbridge Hill, Guildford, Surrey
- 021 Co-op, 51-53 Green Lane, Addlestone, Surrey
- 022 Co-op, 69 Ash Street, Ash, Aldershot, Hampshire
- 023 Co-op, Marshall Parade, Coldharbour Road, Pyrford, Woking, Surrey
- 024 Cullens - 197-199 High Street, Guildford
- 025 Cullens - 197-199 High Street, Guildford
- 026 Farmfoods, Sunbury Cross Shopping Centre, Staines Road West, Sunbury, Middlesex
- 027 Iceland, 120-124 Station Road, Addlestone, Surrey
- 028 Lidl, 1-13 Hawthorne Crescent, Blackwater and Hawley
- 029 Lidl, Dogflud Way, Farnham, Surrey
- 030 Lidl, High Street, Crowthorne
- 031 Lidl, New Road, Feltham, Greater London
- 032 Marks & Spencer (Simply Food), Station Approach, Woking (Outside Woking station)
- 033 Marks & Spencer, 105 High Street, Staines, Middlesex
- 034 Marks & Spencer, 130 Peascod Street, Windsor, Berkshire
- 035 Marks & Spencer, 20 Ashley Centre, Epsom, Surrey
- 036 Marks & Spencer, 26 Clarence Street, Kingston Upon Thames, Surrey
- 037 Marks & Spencer, 61-65 High Street, Guildford, Surrey
- 038 Marks & Spencer, 67-73 Tolworth Rise North, Surbiton, Surrey
- 039 Marks & Spencer, Barnes Wallis Drive, Weybridge, Surrey (Brooklands)
- 040 Marks & Spencer, The Meadows, College Town, Sandhurst, Berkshire (Camberley)
- 041 Morrisons, Fleet Road, Elvetham Heath, Fleet, Hampshire
- 042 Morrisons, Goldsworth Road, Cherry Street, Woking, Surrey
- 043 Morrisons, Summit Avenue, Southwood, Farnborough, Hampshire
- 044 Morrisons, The Peel Centre, Bracknell, Berkshire
- 045 One Stop, 119-121 Collingwood Crescent, Boxgrove Park, Guildford, Surrey
- 046 One Stop, 18-20 Brox Road, Ottershaw, Woking, Surrey
- 047 One Stop, 3 Ansell Road, Frimley, Surrey
- 048 One Stop, 40 High Street, Ripley, Guildford, Surrey
- 049 One Stop, 58 Ash Street, Ash, Aldershot, Hampshire
- 050 One Stop, 9-10 The Green, Frimley Green, Camberley, Surrey
- 051 Sainsbury's Central, 50-58 Victoria Road, Surbiton, Surrey
- 052 Sainsbury's Central, 6 Cambridge Walk, Camberley, Surrey
- 053 Sainsbury's Central, Eden Walk, Eden Street, Kingston-Upon-Thames, Surrey
- 054 Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, Old Woking
- 055 Sainsbury's Local, 7 Heatheridge Arcade, Frimley, Surrey
- 056 Sainsbury's, 1 Sainsbury Centre, White Hart Row, Chertsey, Surrey
- 057 Sainsbury's, 15 Wolseley Walk, Woking, Surrey (Wolsey Place Shopping Centre)
- 058 Sainsbury's, 16 South Street, Farnham, Surrey
- 059 Sainsbury's, 30 Tangle Park Road, Hampton Nursery Lands, Hampton, Middlesex
- 060 Sainsbury's, 303 Uxbridge Road, St Clares, Hampton, Greater London
- 061 Sainsbury's, 53 New Zealand Avenue, Walton-On-Thames, Surrey
- 062 Sainsbury's, 7 Princess Square, Bracknell, Berkshire
- 063 Sainsbury's, 8 Kingsmead Centre, Farnborough, Hampshire
- 064 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
- 065 Sainsbury's, Bridge Way, Cobham, Surrey
- 066 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
- 067 Sainsbury's, Redding Way, Knaphill, Woking, Surrey (also known as Brookwood)
- 068 Sainsbury's, Retail Park, Kiln Lane, Epsom, Surrey
- 069 Sainsbury's, Richmond Road, Kingston Upon Thames, Surrey
- 070 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
- 071 Sainsbury's, The Causeway, Staines, Greater London
- 072 Sainsbury's, The Swan Centre, Leatherhead, Surrey
- 073 Sainsbury's, Water Lane, Farnham, Surrey
- 074 Sainsbury's, Woolsack Way, Godalming, Surrey
- 075 Somerfield, 1-4 The Square, Bagshot, Surrey
- 076 Somerfield, 161-165 Harsham Road, Halfway, Walton On Thames, Surrey
- 077 Tesco Express, 103 Queens Road, Weybridge, Surrey
- 078 Tesco Express, 1-3 Beaumaris Parade, Balmoral Drive, Frimley, Camberley, Surrey
- 079 Tesco Express, 77 Old Woking Road, West Byfleet, Surrey (part of Esso petrol station)
- 080 Tesco Extra, 117 Station Road, Addlestone, Surrey
- 081 Tesco Extra, Barnes Wallace Drive, Weybridge, Surrey (Brooklands)
- 082 Tesco Extra, Staines Road West, Sunbury on Thames, Greater London
- 083 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire (Camberley)
- 084 Tesco Metro, 114-118 WALTON ROAD, EAST MOLESEY
- 085 Tesco Metro, 20-28 Broad Street, Teddington, Greater London
- 086 Tesco Metro, 60-63 High Street, Egham, Surrey
- 087 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
- 088 Tesco, 98 High Street, Feltham, Greater London
- 089 Tesco, County Lane, Warfield, Bracknell, Berkshire
- 090 Tesco, Dedworth Road, Windsor, Berkshire
- 091 Tesco, Faggs Road, Feltham, Middlesex
- 092 Tesco, Hurst Road, West Molesey, Richmond, Greater London
- 093 Tesco, Oxshott Road, Leatherhead, Surrey

- 094 Tesco, Town Lane, Stanwell, Staines, Greater London
095 Tesco, Whitton Road, Bracknell, Berkshire
096 Waitrose, 1 Goldsworth Park, Denton Way, Woking, Surrey
097 Waitrose, 105 High Street, Esher, Surrey
098 Waitrose, 11-14 Bridge Street, Godalming, Surrey
099 Waitrose, 136 Liscombe, Birch Hill, Bracknell, Berkshire
100 Waitrose, 15A Claremont Road, Surbiton, Surrey
101 Waitrose, 16-18 Between Streets, Cobham, Surrey
102 Waitrose, 54 Ashley Centre, Epsom, Surrey
103 Waitrose, 60 Station Approach, West Byfleet, Surrey
104 Waitrose, 62-66 High Street, Weybridge, Surrey
105 Waitrose, Hersham Centre, Molesey Road, Hersham, Surrey
106 Waitrose, High Street, Frimley, Surrey
107 Waitrose, King Edward Court, Windsor, Berkshire
108 Waitrose, London Road, Sunningdale, Berkshire
109 Waitrose, The Hart, Farnham, Surrey
110 Waitrose, Tresham Crescent, Yateley, Hampshire
111 Waitrose, Two Rivers Retail Park, Mustard Mill Road, Staines, Middlesex
112 Waitrose, Unit A, The Hart Centre, Fleet, Hampshire
113 Waitrose, Wood Street, Kingston-Upon-Thames, Greater London
Local Shops:
114 Local Stores, Woking
115 Local Stores, St Johns
116 Local Stores, Goldsworth Park
117 Local Stores, Knaphill
118 Local Stores, Horsell
119 Local Stores, Sheerwater
120 Local Stores, Byfleet
121 Local Stores, West Byfleet
122 Local Stores, Send
123 Local Stores, Ash
124 Local Stores, Frimley
125 Local Stores, Lightwater
126 Local Stores, Chobham
127 Local Stores, Addlestone
128 Local Stores, Chertsy
129 Local Stores, Woodham
130 Local Stores, Ascot
131 Local Stores, Sunningdale
132 Local Stores, Virginia water
133 Local Stores, Cobham
134 Local Stores, Weybridge
135 Local Stores, Hersham
Other:
136 Internet / delivered GOTO Q03
137 Market Stalls (PLEASE PROBE FOR LOCATION)
138 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
139 (Don't know / varies)

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ?

READ OUT. ONE ANSWER ONLY

- 1 Always
2 Normally
3 Sometimes
4 Rarely
5 Never
6 (Don't know)

Q03 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01) ?
PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
2 (Don't know / varies)
3 (Refused)

IF INTERNET / DELIVERED AT Q01, GO TO Q06

Q04 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van driver
2 Car / van passenger
3 Bus
4 Train
5 Taxi
6 Walk
7 Bicycle
8 Motorcycle
9 Don't visit (shop via internet or phone).
A Other (PLEASE WRITE IN)
B (Don't know)

GO TO Q06

Q05 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY

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

Q06 In which shop does your household undertake most 'top-up' food and grocery purchases ?
DO NOT PROMPT. ONE ANSWER ONLY

Specified Stores:

- 001 Aldi, 46-48 London Road, Camberley, Surrey
- 002 Aldi, 76-86 High Street, Feltham, Greater London
- 003 Asda, 142 London Road, Kingston, Surrey
- 004 Asda, Princes Mead Shopping Centre, West Mead, Farnborough, Hampshire
- 005 Asda, Tilley Road, Feltham, Middlesex
- 006 Budgens, 1 Chertsey Road, Woking, Surrey (next to canopy/near Woking station)
- 007 Budgens, 14 Wharf Road, Ash Vale, Surrey
- 008 Budgens, 49 High Street, Shepperton
- 009 Budgens, 57/61 Guildford Road, The Square, Lightwater, Surrey
- 010 Budgens, 8 Station Approach, Virginia Water, Surrey
- 011 Budgens, The Hermitage, High Street, Ascot, Berkshire
- 012 Buy-Lo, 103-109 Victoria Road, Aldershot, Hampshire
- 013 Co-op Market Town, 14-20 The Broadway, New Haw, Addlestone, Surrey
- 014 Co-op, 111 High Street, Horsell, Woking, Surrey
- 015 Co-op, 11-13 St John's Road, St John's, Woking, Surrey
- 016 Co-op, 1-2 Inkerman Parade, Victoria Road, Knaphill, Surrey
- 017 Co-op, 15 Guildford Road, Woking, Surrey
- 018 Co-op, 2-3 Cobb House, Byfleet, West Byfleet, Surrey
- 019 Co-op, 26 High Street, Knaphill, Surrey
- 020 Co-op, 48 Woodbridge Hill, Guildford, Surrey
- 021 Co-op, 51-53 Green Lane, Addlestone, Surrey
- 022 Co-op, 69 Ash Street, Ash, Aldershot, Hampshire
- 023 Co-op, Marshall Parade, Coldharbour Road, Pyrford, Woking, Surrey
- 024 Cullens - 197-199 High Street, Guildford
- 025 Cullens - 197-199 High Street, Guildford
- 026 Farmfoods, Sunbury Cross Shopping Centre, Staines Road West, Sunbury, Middlesex
- 027 Iceland, 120-124 Station Road, Addlestone, Surrey
- 028 Lidl, 1-13 Hawthorne Crescent, Blackwater and Hawley
- 029 Lidl, Dogflud Way, Farnham, Surrey
- 030 Lidl, High Street, Crowthorne
- 031 Lidl, New Road, Feltham, Greater London
- 032 Marks & Spencer (Simply Food), Station Approach, Woking (Outside Woking station)
- 033 Marks & Spencer, 105 High Street, Staines, Middlesex
- 034 Marks & Spencer, 130 Peascod Street, Windsor, Berkshire
- 035 Marks & Spencer, 20 Ashley Centre, Epsom, Surrey
- 036 Marks & Spencer, 26 Clarence Street, Kingston Upon Thames, Surrey
- 037 Marks & Spencer, 61-65 High Street, Guildford, Surrey
- 038 Marks & Spencer, 67-73 Tolworth Rise North, Surbiton, Surrey
- 039 Marks & Spencer, Barnes Wallis Drive, Weybridge, Surrey (Brooklands)
- 040 Marks & Spencer, The Meadows, College Town, Sandhurst, Berkshire (Camberley)
- 041 Morrisons, Fleet Road, Elvetham Heath, Fleet, Hampshire
- 042 Morrisons, Goldsworth Road, Cherry Street, Woking, Surrey
- 043 Morrisons, Summit Avenue, Southwood, Farnborough, Hampshire
- 044 Morrisons, The Peel Centre, Bracknell, Berkshire
- 045 One Stop, 119-121 Collingwood Crescent, Boxgrove Park, Guildford, Surrey
- 046 One Stop, 18-20 Brox Road, Ottershaw, Woking, Surrey
- 047 One Stop, 3 Ansell Road, Frimley, Surrey
- 048 One Stop, 40 High Street, Ripley, Guildford, Surrey
- 049 One Stop, 58 Ash Street, Ash, Aldershot, Hampshire
- 050 One Stop, 9-10 The Green, Frimley Green, Camberley, Surrey
- 051 Sainsbury's Central, 50-58 Victoria Road, Surbiton, Surrey
- 052 Sainsbury's Central, 6 Cambridge Walk, Camberley, Surrey
- 053 Sainsbury's Central, Eden Walk, Eden Street, Kingston-Upon-Thames, Surrey
- 054 Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, Old Woking
- 055 Sainsbury's Local, 7 Heatheridge Arcade, Frimley, Surrey
- 056 Sainsbury's, 1 Sainsbury Centre, White Hart Row, Chertsey, Surrey
- 057 Sainsbury's, 15 Wolseley Walk, Woking, Surrey (Wolsey Place Shopping Centre)
- 058 Sainsbury's, 16 South Street, Farnham, Surrey
- 059 Sainsbury's, 30 Tangle Park Road, Hampton Nursery Lands, Hampton, Middlesex
- 060 Sainsbury's, 303 Uxbridge Road, St Clares, Hampton, Greater London
- 061 Sainsbury's, 53 New Zealand Avenue, Walton-On-Thames, Surrey
- 062 Sainsbury's, 7 Princess Square, Bracknell, Berkshire
- 063 Sainsbury's, 8 Kingsmead Centre, Farnborough, Hampshire
- 064 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
- 065 Sainsbury's, Bridge Way, Cobham, Surrey
- 066 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
- 067 Sainsbury's, Redding Way, Knaphill, Woking, Surrey (also known as Brookwood)
- 068 Sainsbury's, Retail Park, Kiln Lane, Epsom, Surrey
- 069 Sainsbury's, Richmond Road, Kingston Upon Thames, Surrey
- 070 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
- 071 Sainsbury's, The Causeway, Staines, Greater London
- 072 Sainsbury's, The Swan Centre, Leatherhead, Surrey
- 073 Sainsbury's, Water Lane, Farnham, Surrey
- 074 Sainsbury's, Woolsack Way, Godalming, Surrey
- 075 Somerfield, 1-4 The Square, Bagshot, Surrey
- 076 Somerfield, 161-165 Harsham Road, Halfway, Walton On Thames, Surrey
- 077 Tesco Express, 103 Queens Road, Weybridge, Surrey
- 078 Tesco Express, 1-3 Beaumaris Parade, Balmoral Drive, Frimley, Camberley, Surrey
- 079 Tesco Express, 77 Old Woking Road, West Byfleet, Surrey (part of Esso petrol station)
- 080 Tesco Extra, 117 Station Road, Addlestone, Surrey
- 081 Tesco Extra, Barnes Wallace Drive, Weybridge, Surrey (Brooklands)
- 082 Tesco Extra, Staines Road West, Sunbury on Thames, Greater London
- 083 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire (Camberley)
- 084 Tesco Metro, 114-118 WALTON ROAD, EAST MOLESEY
- 085 Tesco Metro, 20-28 Broad Street, Teddington, Greater London
- 086 Tesco Metro, 60-63 High Street, Egham, Surrey
- 087 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
- 088 Tesco, 98 High Street, Feltham, Greater London
- 089 Tesco, County Lane, Warfield, Bracknell, Berkshire
- 090 Tesco, Dedworth Road, Windsor, Berkshire
- 091 Tesco, Faggs Road, Feltham, Middlesex
- 092 Tesco, Hurst Road, West Molesey, Richmond, Greater London
- 093 Tesco, Oxshott Road, Leatherhead, Surrey
- 094 Tesco, Town Lane, Stanwell, Staines, Greater London
- 095 Tesco, Whitton Road, Bracknell, Berkshire
- 096 Waitrose, 1 Goldsworth Park, Denton Way, Woking, Surrey
- 097 Waitrose, 105 High Street, Esher, Surrey
- 098 Waitrose, 11-14 Bridge Street, Godalming, Surrey
- 099 Waitrose, 136 Liscombe, Birch Hill, Bracknell, Berkshire
- 100 Waitrose, 15A Claremont Road, Surbiton, Surrey
- 101 Waitrose, 16-18 Between Streets, Cobham, Surrey
- 102 Waitrose, 54 Ashley Centre, Epsom, Surrey
- 103 Waitrose, 60 Station Approach, West Byfleet, Surrey
- 104 Waitrose, 62-66 High Street, Weybridge, Surrey
- 105 Waitrose, Hersham Centre, Molesey Road, Hersham, Surrey
- 106 Waitrose, High Street, Frimley, Surrey
- 107 Waitrose, King Edward Court, Windsor, Berkshire

- 108 Waitrose, London Road, Sunningdale, Berkshire
109 Waitrose, The Hart, Farnham, Surrey
110 Waitrose, Tresham Crescent, Yateley, Hampshire
111 Waitrose, Two Rivers Retail Park, Mustard Mill Road, Staines, Middlesex
112 Waitrose, Unit A, The Hart Centre, Fleet, Hampshire
113 Waitrose, Wood Street, Kingston-Upon-Thames, Greater London
- Local Shops:**
114 Local Stores, Woking
115 Local Stores, St Johns
116 Local Stores, Goldsworth Park
117 Local Stores, Knaphill
118 Local Stores, Horsell
119 Local Stores, Sheerwater
120 Local Stores, Byfleet
121 Local Stores, West Byfleet
122 Local Stores, Send
123 Local Stores, Ash
124 Local Stores, Frimley
125 Local Stores, Lightwater
126 Local Stores, Chobham
127 Local Stores, Addlestone
128 Local Stores, Chertsy
129 Local Stores, Woodham
130 Local Stores, Ascot
131 Local Stores, Sunningdale
132 Local Stores, Virginia water
133 Local Stores, Cobham
134 Local Stores, Weybridge
135 Local Stores, Hersham
- Other:**
136 Internet / delivered
137 Market Stalls (PLEASE PROBE FOR LOCATION)
138 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
139 (Don't know / varies)
140 (Don't do top-up shopping) GO TO Q08

Q07 Approximately how much money does your household spend per week on top-up food and groceries shopping at (SHOP MENTIONED AT Q06) ?
PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
2 (Don't know / varies)
3 (Refused)

Q08 In addition, does your household also spend money on food and groceries in small shops in town centres or in villages ?

- 1 Yes GO TO Q09
2 No GO TO Q011

Q09 In which town centre or village does your household spend most money on food and groceries in these small shops ?
PROMPT IF NECESSARY. ONE ANSWER ONLY

- Centres:**
1 Local Stores, Woking
2 Local Stores, St Johns
3 Local Stores, Goldsworth Park
4 Local Stores, Knaphill
5 Local Stores, Horsell
6 Local Stores, Sheerwater
7 Local Stores, Byfleet
8 Local Stores, West Byfleet
9 Local Stores, Send
A Local Stores, Ash
B Local Stores, Frimley
C Local Stores, Lightwater
D Local Stores, Chobham
E Local Stores, Addlestone
F Local Stores, Chertsy
G Local Stores, Woodham
H Local Stores, Ascot
I Local Stores, Sunningdale
J Local Stores, Virginia water
K Local Stores, Cobham
L Local Stores, Weybridge
M Local Stores, Hersham
- Other:**
N Other (PLEASE WRITE IN)
O (Don't know / varies)

Q10 Approximately how much money does your household spend per week on food and groceries in these small shops?
PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
2 (Don't know / can't remember)
3 (Refused)

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREESTANDING STORE (INCLUDING SUPERMARKETS), OR COULD BE FACILITIES SUCH AS THE INTERNET, TV / INTERACTIVE SHOPPING OR USE OF A HOME CATALOGUE.

Q11 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes ?

DO NOT PROMPT. ONE ANSWER ONLY

Centres:

001 Addlestone
002 Aldershot
003 Ascot
004 Ash
005 Basingstoke
006 Bracknell
007 Byfleet
008 Camberley
009 Chertsey
010 Chobham
011 Cobham
012 Croydon
013 Farnborough
014 Farnham
015 Frimley
016 Godalming
017 Goldsworth Park
018 Guildford
019 Horsell
020 Hounslow
021 Kingston
022 Knaphill
023 Lightwater
024 London
025 Maidenhead
026 Portsmouth
027 Reading
028 Redhill/Reigate
029 Sheerwater
030 Slough
031 St Johns
032 Staines
033 Sunningdale
034 Sutton
035 Virginia water
036 Walton-on-Thames
037 West Byfleet
038 Weybridge
039 Windsor
040 Woking
041 Woodham

Retail Parks & Solus Stores:

042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
048 Sainsbury's Bridge Way, Cobham, Surrey
049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
054 Tesco, Oxshott Road, Leatherhead, Surrey
055 The Meadows, College Town, Sandhurst, Berkshire
056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
058 Woodbridge Road, Guildford (incl. PC World, Currys)

Other:

059 Internet / delivered
060 Abroad
061 Car boot sale (PROBE FOR LOCATION)
062 Other (PLEASE WRITE IN)
063 (Don't know / can't remember)
064 (Don't do this type of shopping)

GOTO Q15

Q12 And the time before that, where did you go to make a purchase of clothes or shoes?

DO NOT PROMPT. ONE ANSWER ONLY.

Centres:

- 001 Addlestone
- 002 Aldershot
- 003 Ascot
- 004 Ash
- 005 Basingstoke
- 006 Bracknell
- 007 Byfleet
- 008 Camberley
- 009 Chertsey
- 010 Chobham
- 011 Cobham
- 012 Croydon
- 013 Farnborough
- 014 Farnham
- 015 Frimley
- 016 Godalming
- 017 Goldsworth Park
- 018 Guildford
- 019 Horsell
- 020 Hounslow
- 021 Kingston
- 022 Knaphill
- 023 Lightwater
- 024 London
- 025 Maidenhead
- 026 Portsmouth
- 027 Reading
- 028 Redhill/Reigate
- 029 Sheerwater
- 030 Slough
- 031 St Johns
- 032 Staines
- 033 Sunningdale
- 034 Sutton
- 035 Virginia water
- 036 Walton-on-Thames
- 037 West Byfleet
- 038 Weybridge
- 039 Windsor
- 040 Woking
- 041 Woodham

Retail Parks & Solus Stores:

- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
- 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
- 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
- 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
- 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
- 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
- 048 Sainsbury's Bridge Way, Cobham, Surrey
- 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
- 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
- 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
- 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
- 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
- 054 Tesco, Oxshott Road, Leatherhead, Surrey
- 055 The Meadows, College Town, Sandhurst, Berkshire
- 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
- 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
- 058 Woodbridge Road, Guildford (incl. PC World, Currys)

Other:

- 059 Internet / delivered
- 060 Abroad
- 061 Car boot sale (PROBE FOR LOCATION)
- 062 Other (PLEASE WRITE IN)
- 063 (Don't know / can't remember)
- 064 (Nowhere else)

GO TO Q14

Q13 How do you normally travel to your main clothes and shoes shopping destination (STORE MENTIONED AT Q11)?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car/van driver
- 2 Car/van passenger
- 3 Bus
- 4 Train
- 5 Taxi
- 6 Walk
- 7 Bicycle
- 8 Motorcycle
- 9 Don't visit (shop via internet or phone).
- A Other
- B (Don't know)

Q14 How often do you normally visit your main clothes and shoes shopping destination (STORE MENTIONED AT Q11)?

DO NOT READ OUT. ONE ANSWER ONLY

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

Q15 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings ?
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury's Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)
- GO TO Q17

Q16 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings ?
DO NOT PROMPT. ONE ANSWER ONLY.

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury.s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Nowhere else)

Q17 Now can you tell me where your household last made a purchase of DIY, decorating goods or gardening items ?
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury.s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)
- GO TO Q19

Q18 And the time before that, where did your household go to make a purchase of DIY, decorating goods or gardening items?
DO NOT PROMPT. ONE ANSWER ONLY.

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury's Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Nowhere else)

Q19 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?

DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham

- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury,s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)

- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)

GO TO Q21

Q20 And the time before that, where did your household go to make a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?

DO NOT PROMPT. ONE ANSWER ONLY.

Centres:

- 001 Addlestone
- 002 Aldershot
- 003 Ascot
- 004 Ash
- 005 Basingstoke
- 006 Bracknell
- 007 Byfleet
- 008 Camberley
- 009 Chertsey
- 010 Chobham
- 011 Cobham
- 012 Croydon
- 013 Farnborough
- 014 Farnham
- 015 Frimley
- 016 Godalming
- 017 Goldsworth Park
- 018 Guildford
- 019 Horsell
- 020 Hounslow
- 021 Kingston
- 022 Knaphill
- 023 Lightwater
- 024 London
- 025 Maidenhead
- 026 Portsmouth
- 027 Reading
- 028 Redhill/Reigate
- 029 Sheerwater
- 030 Slough
- 031 St Johns
- 032 Staines
- 033 Sunningdale
- 034 Sutton
- 035 Virginia water
- 036 Walton-on-Thames
- 037 West Byfleet
- 038 Weybridge
- 039 Windsor
- 040 Woking
- 041 Woodham

Retail Parks & Solus Stores:

- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
- 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
- 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
- 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
- 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
- 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
- 048 Sainsbury's Bridge Way, Cobham, Surrey
- 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
- 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
- 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
- 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
- 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
- 054 Tesco, Oxshott Road, Leatherhead, Surrey
- 055 The Meadows, College Town, Sandhurst, Berkshire
- 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
- 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
- 058 Woodbridge Road, Guildford (incl. PC World, Currys)

Other:

- 059 Internet / delivered
- 060 Abroad
- 061 Car boot sale (PROBE FOR LOCATION)
- 062 Other (PLEASE WRITE IN)
- 063 (Don't know / can't remember)
- 064 (Nowhere else)

Q21 Can you tell me where you or your household last made a purchase of **health, beauty or chemist items?**
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury's Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)
- GO TO Q23

Q22 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury.s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Nowhere else)

Q23 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham

- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury.s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)

- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)

GO TO Q25

- Q24 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**
- DO NOT PROMPT. ONE ANSWER ONLY
- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham
- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury's Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)
- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Nowhere else)

Q25 And where was the last purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?
DO NOT PROMPT. ONE ANSWER ONLY

- Centres:**
- 001 Addlestone
 - 002 Aldershot
 - 003 Ascot
 - 004 Ash
 - 005 Basingstoke
 - 006 Bracknell
 - 007 Byfleet
 - 008 Camberley
 - 009 Chertsey
 - 010 Chobham
 - 011 Cobham
 - 012 Croydon
 - 013 Farnborough
 - 014 Farnham
 - 015 Frimley
 - 016 Godalming
 - 017 Goldsworth Park
 - 018 Guildford
 - 019 Horsell
 - 020 Hounslow
 - 021 Kingston
 - 022 Knaphill
 - 023 Lightwater
 - 024 London
 - 025 Maidenhead
 - 026 Portsmouth
 - 027 Reading
 - 028 Redhill/Reigate
 - 029 Sheerwater
 - 030 Slough
 - 031 St Johns
 - 032 Staines
 - 033 Sunningdale
 - 034 Sutton
 - 035 Virginia water
 - 036 Walton-on-Thames
 - 037 West Byfleet
 - 038 Weybridge
 - 039 Windsor
 - 040 Woking
 - 041 Woodham

- Retail Parks & Solus Stores:**
- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
 - 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
 - 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
 - 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
 - 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
 - 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
 - 048 Sainsbury.s Bridge Way, Cobham, Surrey
 - 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
 - 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
 - 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
 - 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
 - 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
 - 054 Tesco, Oxshott Road, Leatherhead, Surrey
 - 055 The Meadows, College Town, Sandhurst, Berkshire
 - 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
 - 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
 - 058 Woodbridge Road, Guildford (incl. PC World, Currys)

- Other:**
- 059 Internet / delivered
 - 060 Abroad
 - 061 Car boot sale (PROBE FOR LOCATION)
 - 062 Other (PLEASE WRITE IN)
 - 063 (Don't know / can't remember)
 - 064 (Don't do this type of shopping)

GO TO Q27

Q26 And the time before that, where did you or your household go to make a purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?

DO NOT PROMPT. ONE ANSWER ONLY.

Centres:

- 001 Addlestone
- 002 Aldershot
- 003 Ascot
- 004 Ash
- 005 Basingstoke
- 006 Bracknell
- 007 Byfleet
- 008 Camberley
- 009 Chertsey
- 010 Chobham
- 011 Cobham
- 012 Croydon
- 013 Farnborough
- 014 Farnham
- 015 Frimley
- 016 Godalming
- 017 Goldsworth Park
- 018 Guildford
- 019 Horsell
- 020 Hounslow
- 021 Kingston
- 022 Knaphill
- 023 Lightwater
- 024 London
- 025 Maidenhead
- 026 Portsmouth
- 027 Reading
- 028 Redhill/Reigate
- 029 Sheerwater
- 030 Slough
- 031 St Johns
- 032 Staines
- 033 Sunningdale
- 034 Sutton
- 035 Virginia water
- 036 Walton-on-Thames
- 037 West Byfleet
- 038 Weybridge
- 039 Windsor
- 040 Woking
- 041 Woodham

Retail Parks & Solus Stores:

- 042 Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey
- 043 Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey
- 044 Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)
- 045 Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)
- 046 Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)
- 047 Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)
- 048 Sainsbury.s Bridge Way, Cobham, Surrey
- 049 Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey
- 050 Sainsbury's, Clay Lane, Burpham, Guildford, Surrey
- 051 Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire
- 052 Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire
- 053 Tesco, 5 Wellington Avenue, Aldershot, Hampshire
- 054 Tesco, Oxshott Road, Leatherhead, Surrey
- 055 The Meadows, College Town, Sandhurst, Berkshire
- 056 Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon, (previously MFI))
- 057 Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey
- 058 Woodbridge Road, Guildford (incl. PC World, Currys)

Other:

- 059 Internet / delivered
- 060 Abroad
- 061 Car boot sale (PROBE FOR LOCATION)
- 062 Other (PLEASE WRITE IN)
- 063 (Don't know / can't remember)
- 064 (Nowhere else)

Q27 Do you use the Internet to undertake your shopping (food or non-food)?

DO NOT READ OUT. ONE ANSWER ONLY

- | | | |
|---|-----|-----------|
| 1 | Yes | GO TO Q28 |
| 2 | No | GO TO Q29 |

Q28	What sort of goods do you typically purchase via the Internet? ONLY PROMPT IF RESPONDENT DOES NOT ANSWER 'FOOD AND GROCERY' CATEGORY. CAN BE MULTI-CODED. RANK UP TO 3 ANSWERS.			
		1st mention	2nd mention	3rd mention
1	Food and Groceries			
2	Clothes and Shoes			
3	Furniture, Carpets, Soft Household Furnishings			
4	DIY and Decorating Goods			
5	Domestic Appliances			
6	CDs, DVDs, games, books etc....			
7	Other specialist Non-Food Items (PLEASE WRITE IN)			
8	(Don't know)			
Q29	Do you visit Woking Town Centre on a regular basis ? DO NOT READ OUT. ONE ANSWER ONLY			
1	Yes			
2	No			
3	(Don't know / varies)			
Q30	Can I ask, are there things that could be improved about Woking Town Centre? DO NOT PROMPT. RANK UP TO 3 ANSWERS			
		1st mention	2nd mention	3rd mention
	Travel/Parking			
1	More parking provision (not enough parking)			
2	Cheaper parking (parking too expensive)			
3	Free parking			
4	Better links from car parks to Centre (car parking isn't accessible enough)			
5	Better/more frequent bus service (inadequate bus service to the centre)			
6	New/relocated bus stops			
7	Better/more frequent train service (inadequate train service to the centre)			
8	Better signage around Centre			
9	Improve priority for pedestrians			
A	Improve access for wheelchairs and pushchairs users			
	Shops			
B	More (larger) covered shopping centres/malls			
C	Improved market			
D	More choice of shops (general)			
E	More clothes/fashion shops			
F	More quality/designer shops			
G	More dept stores/larger stores			
H	More discount/cheaper goods			
I	More/improved supermarkets/food shops			
J	Fewer empty shops/vacancies			
K	More independent shops			
L	Specific shop missing from Town Centre (PLEASE WRITE IN)			
	Facilities			
M	More facilities for children			
N	Crèche			
O	Better/more safety/security/CCTV/police presence			
P	More facilities for disabled			
Q	More toilets			
R	More seating/benches			
	Leisure/Entertainment			
S	More/better cafes			
T	More/better restaurants			
U	More/better bars/nightclubs			
V	More/better cinema or theatre			
W	More/better family entertainment (ice skating/bowling/etc)			
X	More/better heath clubs/gyms			
	Environment			
Y	Less litter			
Z	Improved shelter from wind/rain			
a	Nicer shopping environment			
	Others			
b	Other (PLEASE WRITE IN)			
c	(Don't Know)			

FINALLY, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES

Q31A In which town, village or out-of-town location does your household spend most money on Restaurants?

- Centres:**
- 1 Woking
 - 2 Knaphill
 - 3 St Johns
 - 4 Goldsworth Park
 - 5 Sheerwater
 - 6 Horsell
 - 7 West Byfleet
 - 8 Byfleet
 - 9 Frimley
 - A Ash
 - B Lightwater
 - C Chobham
 - D Addlestone
 - E Chertsey
 - F Woodham
 - G Ascot
 - H Sunningdale
 - I Virginia water
 - J Cobham
 - K Weybridge
- Destinations outside study area:**
- L Reading
 - M London
 - N Camberley
 - O Bracknell
 - P Staines
 - Q Windsor
 - R Slough
 - S Maidenhead
 - T Kingston
 - U Hounslow
 - V Sutton
 - W Croydon
 - X Redhill/Reigate
 - Y Guildford
 - Z Aldershot
 - a Farnborough
 - b Basingstoke
 - c Farnham
 - d Godalming
 - e Portsmouth
 - f Walton-on-Thames
- Other:**
- g Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - h (Don't know / varies)
 - i (Don't do this activity)

Q31B In which town, village or out-of-town location does your household spend most money on Cafes / Pubs / Bars?

- Centres:**
- 1 Woking
 - 2 Knaphill
 - 3 St Johns
 - 4 Goldsworth Park
 - 5 Sheerwater
 - 6 Horsell
 - 7 West Byfleet
 - 8 Byfleet
 - 9 Frimley
 - A Ash
 - B Lightwater
 - C Chobham
 - D Addlestone
 - E Chertsey
 - F Woodham
 - G Ascot
 - H Sunningdale
 - I Virginia water
 - J Cobham
 - K Weybridge
- Destinations outside study area:**
- L Reading
 - M London
 - N Camberley
 - O Bracknell
 - P Staines
 - Q Windsor
 - R Slough
 - S Maidenhead
 - T Kingston
 - U Hounslow
 - V Sutton
 - W Croydon
 - X Redhill/Reigate
 - Y Guildford
 - Z Aldershot
 - a Farnborough
 - b Basingstoke
 - c Farnham
 - d Godalming
 - e Portsmouth
 - f Walton-on-Thames
- Other:**
- g Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - h (Don't know / varies)
 - i (Don't do this activity)

Q31C In which town, village or out-of-town location does your household spend most money on the Cinema / Theatre?

- Centres:**
- 1 Woking
 - 2 Knaphill
 - 3 St Johns
 - 4 Goldsworth Park
 - 5 Sheerwater
 - 6 Horsell
 - 7 West Byfleet
 - 8 Byfleet
 - 9 Frimley
 - A Ash
 - B Lightwater
 - C Chobham
 - D Addlestone
 - E Chertsey
 - F Woodham
 - G Ascot
 - H Sunningdale
 - I Virginia water
 - J Cobham
 - K Weybridge
- Destinations outside study area:**
- L Reading
 - M London
 - N Camberley
 - O Bracknell
 - P Staines
 - Q Windsor
 - R Slough
 - S Maidenhead
 - T Kingston
 - U Hounslow
 - V Sutton
 - W Croydon
 - X Redhill/Reigate
 - Y Guildford
 - Z Aldershot
 - a Farnborough
 - b Basingstoke
 - c Farnham
 - d Godalming
 - e Portsmouth
 - f Walton-on-Thames
- Other:**
- g Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - h (Don't know / varies)
 - i (Don't do this activity)

Q31D In which town, village or out-of-town location does your household spend most money on Bingo / Casino / Bookmakers?

- Centres:**
- 1 Woking
 - 2 Knaphill
 - 3 St Johns
 - 4 Goldsworth Park
 - 5 Sheerwater
 - 6 Horsell
 - 7 West Byfleet
 - 8 Byfleet
 - 9 Frimley
 - A Ash
 - B Lightwater
 - C Chobham
 - D Addlestone
 - E Chertsey
 - F Woodham
 - G Ascot
 - H Sunningdale
 - I Virginia water
 - J Cobham
 - K Weybridge
- Destinations outside study area:**
- L Reading
 - M London
 - N Camberley
 - O Bracknell
 - P Staines
 - Q Windsor
 - R Slough
 - S Maidenhead
 - T Kingston
 - U Hounslow
 - V Sutton
 - W Croydon
 - X Redhill/Reigate
 - Y Guildford
 - Z Aldershot
 - a Farnborough
 - b Basingstoke
 - c Farnham
 - d Godalming
 - e Portsmouth
 - f Walton-on-Thames
- Other:**
- g Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - h (Don't know / varies)
 - i (Don't do this activity)

Q31E In which town, village or out-of-town location does your household spend most money on Health & Fitness?

- Destinations:**
- 1 ActivZone Gym - within Guildford College of Furth, Stoke Park, Guildford
 - 2 Addlestone Leisure Centre, School Lane, Addlestone, Surrey
 - 3 Curves – Owen House, Heathside Road, Woking
 - 4 David Lloyd – Westfield Avenue, Old Woking
 - 5 Dragons Health Club - Epsom Rd, Merrow, Guildford
 - 6 Energie Ladies Fitness Club - 12 High St, Walton-On-Thames
 - 7 Fullbrook Sports Centre – New Haw, Addlestone
 - 8 Guildford Spectrum, Parkway, Guildford
 - 9 Horizons Health & Fitness Club – Old Woking Road, Woking
 - A LA Fitness - Arthurs Bridge Wharf, Horsell Moor, Woking
 - B Moves Fitness Ltd 11 Primrose Rd, Walton-On-Thames
 - C Nuffield Health & Wellbeing (formerly Cannons) – Pyrford Road, West Byfleet (may also call it Pyrford)
 - D Peak Fitness - 51a - 57a Chertsey Road, Woking
 - E St Johns Fitness Centre (previously fitness) - 5-7, St. Johns Rd, St Johns, Woking
 - F Winston Churchill School Sports Centre – Hermitage Road, St Johns
 - G Woking Leisure Centre/Pool in the Park - Woking
 - H XLCise - 33 Westmead, Woking,
- Destinations outside study area:**
- I (Elmbridge Leisure Centre) Elmbridge Xcel Leisure Complex, [Waterside Drive Walton on Thames
 - J Fitness First Godalming - 1st Floor, 48-56 High Street, Godalming
 - K Godalming Leisure Centre - Broadwater Park, Summers Road, Godalming
 - L LS Fitness Ltd - 16 Courtlands, Manor Rd, Walton-On-Thames
 - M Quantum Health & Fitness – University of Surrey, Guildford
 - N Spirit Health and Fitness – Post House Hotel, Egerton Road, Guildford
- Other:**
- O Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - P (Don't know / varies)
 - Q (Don't do this activity)

Q31F In which town, village or out-of-town location does your household spend most money on Family entertainment centre (i.e. Ten Pin bowling/ Skating Rink)?

- Destinations:**
- 1 Big Apple – Woking
 - 2 Guildford Spectrum – Parkway, Guildford
- Destinations outside study area:**
- 3 Bowlplex - The Atrium, Park Street, Camberley
 - 4 The Rotunda, Clarence Street, Kingston upon Thames,
 - 5 Charrington Bowl - Kingston Rd, Surbiton,
 - 6 Quantum Puruits – Beech Hill, Brook, Godalming
 - 7 Sutton Palace Superbowl - The Megazone Building, St. Nicholas Way, Sutton
 - 8 Valley Park Leisure Complex, Hesterman Way, Croydon
- Other:**
- 9 Other Locations (PLEASE WRITE IN EXACT LOCATION)
 - A (Don't know / varies)
 - B (Don't do this activity)

Q32 How often do you visit the following within Woking?
READ OUT. ONE ANSWER PER COLUMN

	The Ambassadors Cinema - Woking	The New Victoria Theatre, Woking	The Big Apple Leisure Centre, Woking
1	Once a week or more		
2	Every two weeks		
3	Once a month		
4	Every two months		
5	Once or Twice a year		
6	Never		
7	(Don't know)		

GEN Gender of respondent.
CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

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

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

WOR Which of the following best describes the chief wage earner of your household's current employment situation ?
READ OUT. ONE ANSWER ONLY

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

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

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

LAN Where English is not your first language, please specify your main language:
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 No other language / English is my first language
- 2 Other language (PLEASE SPECIFY)
- 3 (Don't know / varies)
- 4 (Refused)

DIS Do you consider you have a disability? If so, what is the nature of your disability?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 No disabilities
- 2 Disability (PLEASE SPECIFY)
- 3 (Don't know / varies)
- 4 (Refused)

ETH What would best describe your ethnic origin (according to the census)?
DO NOT READ OUT. ONE ANSWER ONLY.

- White:**
- 1 White – British
- 2 White - Irish
- 3 Any other white background (PLEASE SPECIFY)
- Black or Black British:**
- 4 Black - Caribbean
- 5 Black - African
- 6 Black - Any other black background (PLEASE SPECIFY)
- Mixed:**
- 7 Mixed - White and black
- 8 Mixed - Caribbean
- 9 White - White and black African
- A White - White and Asian
- B White - Any other mixed background (PLEASE SPECIFY)
- Asian:**
- C Asian - Chinese
- D Asian - Indian
- E Asian - Pakistani
- F Asian - Bangladeshi
- G Asian - Any other Asian background (PLEASE SPECIFY)
- Other:**
- H Gypsy
- I Any other ethnic background (PLEASE SPECIFY)
- J (Don't know)
- K (Refused)

Thank & Close

APPENDIX 7.3

Household Survey Results

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 216

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 In which shop does your household spend most money on food and groceries ?																							
Aldi, 46-48 London Road, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, 76-86 High Street, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 142 London Road, Kingston, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Princes Mead Shopping Centre, West Mead, Farnborough, Hampshire	2.6%	29	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	12.9%	24	0.0%	0	1.0%	1	1.0%	1	0.0%
Asda, Tilley Road, Feltham, Middlesex	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Budgens, 1 Chertsey Road, Woking, Surrey (next to canopy/near Woking station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, 14 Wharf Road, Ash Vale, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, 49 High Street, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, 57/61 Guildford Road, The Square, Lightwater, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%
Budgens, 8 Station Approach, Virginia Water, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, The Hermitage, High Street, Ascot, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Buy-Lo, 103-109 Victoria Road, Aldershot, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Market Town, 14-20 The Broadway, New Haw, Addlestone, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Co-op, 51-53 Green Lane, Addlestone, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 69 Ash Street, Ash, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 2-3 Cobb House, Byfleet, West Byfleet, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 111 High Street, Horsell, Woking, Surrey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 48 Woodbridge Hill,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 217

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Guildford, Surrey																								
Co-op, 1-2 Inkerman Parade, Victoria Road, Knaphill, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 26 High Street, Knaphill, Surrey	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Pyrford, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 11-13 St John's Road, St John's, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15 Guildford Road, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullens - 197-199 High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sunbury Cross Shopping Centre, Staines Road West, Sunbury, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, Addlestone, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1-13 Hawthorne Crescent, Blackwater and Hawley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Dogflud Way, Farnham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 20 Ashley Centre, Epsom, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 61-65 High Street, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 26 Clarence Street, Kingston Upon Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, College Town, Sandhurst, Berkshire (Camberley)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 105 High Street, Staines, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 67-73 Tolworth Rise North, Surbiton, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 218

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Marks & Spencer, Barnes Wallis Drive, Weybridge, Surrey (Brooklands)	0.5%	5	1.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, 130 Peascod Street, Windsor, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Station Approach, Woking (Outside Woking station)	0.2%	2	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fleet Road, Elvetham Heath, Fleet, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, Woking, Surrey	7.4%	82	28.3%	8	21.9%	18	29.4%	38	0.0%	0	0.0%	0	5.9%	7	1.0%	2	7.1%	5	3.0%	4	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, 119-121 Collingwood Crescent, Boxgrove Park, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 18-20 Brox Road, Ottershaw, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 3 Ansell Road, Frimley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 40 High Street, Ripley, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 58 Ash Street, Ash, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 9-10 The Green, Frimley Green, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, 6 Cambridge Walk, Camberley, Surrey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, Eden Walk, Eden Street, Kingston-Upon-Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, 50-58 Victoria Road, Surbiton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 219

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Surrey													
Sainsbury's Local, 7 Heatheridge Arcade, Frimley, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, Old Woking	0.2%	2	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	2.0%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 7 Princess Square, Bracknell, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	4.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 1 Sainsbury Centre, White Hart Row, Chertsey, Surrey	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bridge Way, Cobham, Surrey	2.5%	28	0.0%	0	0.0%	0	2.0%	3	6.1%	2	0.0%	0	0.0%
Sainsbury's, Retail Park, Kiln Lane, Epsom, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 8 Kingsmead Centre, Farnborough, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 16 South Street, Farnham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Water Lane, Farnham, Surrey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Woolsack Way, Godalming, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	9.1%	100	1.0%	0	0.0%	0	3.9%	5	0.0%	0	24.2%	16	68.3%
Sainsbury's, 30 Tangley Park Road, Hampton Nursery Lands, Hampton, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 303 Uxbridge Road, St Clares, Hampton, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking, Surrey (also known as Brookwood)	9.8%	108	13.1%	4	46.7%	38	14.7%	19	3.0%	1	8.1%	5	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 220

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Richmond Road, Kingston Upon Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Swan Centre, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines, Greater London	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.2%	6	1.0%	2
Sainsbury's, 53 New Zealand Avenue, Walton-On-Thames, Surrey	2.6%	29	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	28
Sainsbury's, 15 Wolseley Walk, Woking, Surrey (Wolsey Place Shopping Centre)	1.7%	19	13.1%	4	2.9%	2	7.8%	10	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, 1-4 The Square, Bagshot, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Somerfield, 161-165 Harsham Road, Halfway, Walton On Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1-3 Beaumaris Parade, Balmoral Drive, Frimley, Camberley, Surrey	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 77 Old Woking Road, West Byfleet, Surrey (part of Esso petrol station)	0.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 103 Queens Road, Weybridge, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco Extra, 117 Station Road, Addlestone, Surrey	6.6%	72	1.0%	0	1.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	48.5%	58	3.1%	3	3.0%	5
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire (Camberley)	3.8%	42	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	16.8%	31	3.1%	2	0.0%	0	7.2%	7	0.0%	0
Tesco Extra, Staines Road West, Sunbury on Thames, Greater London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallace Drive, Weybridge, Surrey (Brooklands)	7.0%	77	6.1%	2	1.9%	2	7.8%	10	50.5%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	18.2%	22	1.0%	1	13.0%	21
Tesco Metro, 60-63 High Street, Egham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Metro, 114-118 Walton road, East Molesey	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Tesco Metro, 20-28 Broad Street, Teddington,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 221

Weighted:

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Greater London																								
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	17.8%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco, County Lane, Warfield, Bracknell, Berkshire	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0
Tesco, Whitton Road, Bracknell, Berkshire	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	9.3%	9	0.0%	0
Tesco, Faggs Road, Feltham, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 98 High Street, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Tesco, Hurst Road, West Molesey, Richmond, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 136 Liscombe, Birch Hill, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 16-18 Between Streets, Cobham, Surrey	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	15
Waitrose, 54 Ashley Centre, Epsom, Surrey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, 105 High Street, Esher, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Unit A, The Hart Centre, Fleet, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley, Surrey	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, Godalming, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hersham Centre, Molesey Road, Hersham, Surrey	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	15
Waitrose, Wood Street, Kingston-Upon-Thames, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Two Rivers Retail Park, Mustard Mill Road, Staines, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Waitrose, London Road, Sunningdale, Berkshire	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.1%	3	0.0%	0	20.6%	20	0.0%	0
Waitrose, 15A Claremont Road, Surbiton, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, West Byfleet, Surrey	3.9%	43	11.1%	3	1.0%	1	12.7%	17	28.3%	10	0.0%	0	4.0%	5	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0
Waitrose, 62-66 High Street, Weybridge, Surrey	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	13.0%	21
Waitrose, King Edward Court, Windsor, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, 1 Goldsworth Park, Denton Way, Woking, Surrey	2.8%	31	15.2%	4	12.4%	10	8.8%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Stores, Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Hersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Knaphill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Send	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, West Byfleet	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Stores, Weybridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.8%	53	3.0%	1	2.9%	2	5.9%	8	3.0%	1	3.0%	2	5.9%	7	3.0%	5	6.1%	5	5.1%	6	4.1%	4	7.0%	11
Market Stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Queen Elizabeth Park, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Aldershot Road, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 223

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local stores, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ashenden Road, Guildford	3.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	30	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside catchment area	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2	0.0%	0	0.0%	0	2.1%	2	0.0%
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	2.7%	30	3.0%	1	3.8%	3	0.0%	0	0.0%	0	8.1%	5	2.0%	2	1.0%	2	3.1%	2	1.0%	1	3.1%	3	6.0%
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99	
Sample:	1100			99		105		102		99		99		101		101		98		99		97	

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trip ?

Always	4.9%	51	4.2%	1	4.9%	4	2.1%	3	11.5%	4	1.0%	1	4.2%	5	8.2%	15	4.3%	3	2.1%	2	3.2%	3	7.5%
Normally	7.6%	79	5.2%	1	4.9%	4	12.5%	15	9.4%	3	3.1%	2	2.1%	2	8.2%	15	3.3%	2	11.7%	13	3.2%	3	11.8%
Sometimes	20.5%	215	26.0%	7	18.6%	15	16.7%	20	25.0%	9	10.4%	7	21.1%	23	15.3%	27	19.6%	14	34.0%	39	24.7%	23	20.4%
Rarely	6.9%	73	8.3%	2	12.7%	10	8.3%	10	11.5%	4	6.3%	4	6.3%	7	4.1%	7	1.1%	1	8.5%	10	9.7%	9	5.4%
Never	59.8%	627	56.3%	15	58.8%	47	60.4%	74	42.7%	15	79.2%	51	66.3%	72	64.3%	114	70.7%	51	42.6%	49	59.1%	56	54.8%
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%
Weighted base:	1047			27		79		122		35		64		109		178		72		114		94	
Sample:	1051			96		102		96		96		96		95		98		92		94		93	

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q03 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01) ?																								
Less than £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10-19	0.9%	10	4.0%	1	1.9%	2	2.0%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
£20-29	4.8%	53	8.1%	2	5.7%	5	6.9%	9	4.0%	1	4.0%	3	7.9%	9	6.9%	13	5.1%	4	1.0%	1	4.1%	4	1.0%	2
£30-39	5.0%	55	3.0%	1	2.9%	2	9.8%	13	6.1%	2	6.1%	4	5.9%	7	4.0%	7	6.1%	5	3.0%	4	4.1%	4	4.0%	7
£40-49	7.4%	81	7.1%	2	9.5%	8	2.0%	3	8.1%	3	5.1%	3	8.9%	10	6.9%	13	12.2%	9	8.1%	10	12.4%	12	5.0%	8
£50-59	9.5%	104	17.2%	5	7.6%	6	12.7%	17	15.2%	6	6.1%	4	9.9%	11	5.0%	9	5.1%	4	9.1%	11	7.2%	7	15.0%	25
£60-69	8.7%	96	10.1%	3	6.7%	5	12.7%	17	8.1%	3	4.0%	3	9.9%	11	9.9%	18	8.2%	6	7.1%	9	6.2%	6	9.0%	15
£70-79	8.2%	91	4.0%	1	8.6%	7	9.8%	13	6.1%	2	9.1%	6	7.9%	9	8.9%	16	7.1%	5	11.1%	13	9.3%	9	5.0%	8
£80-89	7.3%	80	6.1%	2	9.5%	8	5.9%	8	9.1%	3	8.1%	5	10.9%	13	7.9%	15	6.1%	5	5.1%	6	8.2%	8	5.0%	8
£90-99	3.2%	36	4.0%	1	3.8%	3	2.9%	4	3.0%	1	6.1%	4	2.0%	2	6.9%	13	2.0%	2	1.0%	1	3.1%	3	1.0%	2
£100-124	24.1%	265	12.1%	3	23.8%	19	17.6%	23	21.2%	8	27.3%	18	18.8%	22	27.7%	51	20.4%	16	30.3%	37	23.7%	23	28.0%	46
£125-149	2.7%	30	2.0%	1	1.0%	1	2.9%	4	1.0%	0	5.1%	3	3.0%	3	2.0%	4	5.1%	4	2.0%	2	4.1%	4	2.0%	3
£150-174	5.9%	65	3.0%	1	3.8%	3	4.9%	6	5.1%	2	7.1%	5	3.0%	3	7.9%	15	8.2%	6	3.0%	4	4.1%	4	10.0%	16
£175-199	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
£200-249	1.7%	18	2.0%	1	2.9%	2	2.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.1%	2	3.0%	5
£250+	0.7%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	5
(Don't know / Varies)	7.6%	84	15.2%	4	8.6%	7	5.9%	8	10.1%	4	9.1%	6	6.9%	8	4.0%	7	8.2%	6	12.1%	15	6.2%	6	8.0%	13
(Refused)	2.1%	23	1.0%	0	3.8%	3	2.0%	3	1.0%	0	1.0%	1	3.0%	3	2.0%	4	3.1%	2	2.0%	2	3.1%	3	1.0%	2
Mean:		88		77		84		79		79		91		81		87		89		89		88		104
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
Q04 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?																								
Car / van driver	75.2%	788	66.7%	18	68.6%	54	64.6%	79	63.5%	22	78.1%	50	71.6%	78	76.5%	136	88.0%	63	76.6%	88	82.8%	78	79.6%	121
Car / van passenger	12.2%	128	9.4%	3	10.8%	9	16.7%	20	10.4%	4	17.7%	11	17.9%	19	13.3%	24	8.7%	6	8.5%	10	12.9%	12	6.5%	10
Bus	3.2%	34	3.1%	1	6.9%	5	8.3%	10	4.2%	1	3.1%	2	2.1%	2	3.1%	5	2.2%	2	3.2%	4	1.1%	1	0.0%	0
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.0%	73	19.8%	5	11.8%	9	8.3%	10	18.7%	7	1.0%	1	5.3%	6	2.0%	4	1.1%	1	10.6%	12	1.1%	1	11.8%	18
Bicycle	0.6%	6	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit (shop via internet or phone).	1.1%	11	0.0%	0	1.0%	1	1.0%	1	1.0%	0	0.0%	0	3.2%	3	2.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Weighted base:		1047		27		79		122		35		64		109		178		72		114		94		152
Sample:		1051		96		102		96		96		96		95		98		92		94		93		93

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q05 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?																								
Everyday	2.4%	25	1.0%	0	6.9%	5	0.0%	0	5.3%	2	0.0%	0	1.1%	1	1.0%	2	0.0%	0	7.4%	9	1.1%	1	3.3%	5
5-6 times a week	0.7%	8	0.0%	0	2.0%	2	1.1%	1	0.0%	0	1.0%	1	1.1%	1	1.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
3-4 times a week	6.6%	68	10.4%	3	6.9%	5	4.2%	5	6.3%	2	10.4%	7	2.2%	2	2.1%	4	5.4%	4	5.3%	6	2.2%	2	18.5%	28
Twice a week	12.1%	125	20.8%	6	13.9%	11	11.6%	14	21.1%	7	7.3%	5	15.2%	16	5.2%	9	13.0%	9	18.1%	21	8.6%	8	13.0%	20
Once a week	66.2%	686	60.4%	16	56.4%	44	68.4%	83	60.0%	21	67.7%	44	69.6%	73	74.0%	129	66.3%	48	63.8%	73	68.8%	65	59.8%	90
Once every two weeks	8.3%	86	6.2%	2	9.9%	8	11.6%	14	5.3%	2	6.3%	4	6.5%	7	11.5%	20	8.7%	6	3.2%	4	14.0%	13	4.3%	7
Once a month	2.3%	24	1.0%	0	2.0%	2	3.2%	4	1.1%	0	2.1%	1	2.2%	2	3.1%	5	5.4%	4	1.1%	1	4.3%	4	0.0%	0
Less often	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	0.0%	0	1.0%	1	0.0%	0	1.1%	0	4.2%	3	2.2%	2	2.1%	4	1.1%	1	0.0%	0	1.1%	1	1.1%	2
Weighted base:	1036		27		78		121		35		64		105		174		72		114		94		151	
Sample:	1042		96		101		95		95		96		92		96		92		94		93		92	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 226

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q06 In which shop does your household undertake most 'top-up' food and grocery purchases ?																								
Aldi, 46-48 London Road, Camberley, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 76-86 High Street, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 142 London Road, Kingston, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princes Mead Shopping Centre, West Mead, Farnborough, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tilley Road, Feltham, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 1 Chertsey Road, Woking, Surrey (next to canopy/near Woking station)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 14 Wharf Road, Ash Vale, Surrey	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	5.0%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Budgens, 49 High Street, Shepperton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 57/61 Guildford Road, The Square, Lightwater, Surrey	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	2	17.3%	13	0.0%	0	0.0%	0	0.0%	0
Budgens, 8 Station Approach, Virginia Water, Surrey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Budgens, The Hermitage, High Street, Ascot, Berkshire	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0
Buy-Lo, 103-109 Victoria Road, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, 14-20 The Broadway, New Haw, Addlestone, Surrey	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	12	0.0%	0	0.0%	0
Co-op, 51-53 Green Lane, Addlestone, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, 69 Ash Street, Ash, Aldershot, Hampshire	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Cobb House, Byfleet, West Byfleet, Surrey	0.2%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 111 High Street, Horsell, Woking, Surrey	0.9%	10	1.0%	0	1.0%	1	6.9%	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
Co-op, 48 Woodbridge Hill,	0.5%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 227

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Guildford, Surrey																								
Co-op, 1-2 Inkerman Parade, Victoria Road, Knaphill, Surrey	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 26 High Street, Knaphill, Surrey	0.8%	9	0.0%	0	8.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Pyrford, Woking, Surrey	0.5%	5	0.0%	0	0.0%	0	3.9%	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
Co-op, 11-13 St John's Road, St John's, Woking, Surrey	0.6%	6	1.0%	0	4.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 15 Guildford Road, Woking, Surrey	0.1%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullens - 197-199 High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sunbury Cross Shopping Centre, Staines Road West, Sunbury, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, Addlestone, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1-13 Hawthorne Crescent, Blackwater and Hawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dogflud Way, Farnham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 20 Ashley Centre, Epsom, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 61-65 High Street, Guildford, Surrey	0.5%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 26 Clarence Street, Kingston Upon Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, College Town, Sandhurst, Berkshire (Camberley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 105 High Street, Staines, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 67-73 Tolworth Rise North, Surbiton, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 228

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Marks & Spencer, Barnes Wallis Drive, Weybridge, Surrey (Brooklands)	0.9%	10	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Marks & Spencer, 130 Peascod Street, Windsor, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Station Approach, Woking (Outside Woking station)	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fleet Road, Elvetham Heath, Fleet, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, Woking, Surrey	3.0%	33	9.1%	3	11.4%	9	9.8%	13	0.0%	0	1.0%	1	3.0%	3	1.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 119-121 Collingwood Crescent, Boxgrove Park, Guildford, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 18-20 Brox Road, Ottershaw, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 3 Ansell Road, Frimley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 40 High Street, Ripley, Guildford, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 58 Ash Street, Ash, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 9-10 The Green, Frimley Green, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, 6 Cambridge Walk, Camberley, Surrey	1.1%	12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Central, Eden Walk, Eden Street, Kingston-Upon-Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, 50-58 Victoria Road, Surbiton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 229

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Surrey													
Sainsbury's Local, 7 Heatheridge Arcade, Frimley, Surrey	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, Old Woking	1.0%	11	4.0%	1	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 7 Princess Square, Bracknell, Berkshire	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 1 Sainsbury Centre, White Hart Row, Chertsey, Surrey	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bridge Way, Cobham, Surrey	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Retail Park, Kiln Lane, Epsom, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 8 Kingsmead Centre, Farnborough, Hampshire	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 16 South Street, Farnham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Water Lane, Farnham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Woolsack Way, Godalming, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 30 Tangley Park Road, Hampton Nursery Lands, Hampton, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 303 Uxbridge Road, St Clares, Hampton, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking, Surrey (also known as Brookwood)	3.4%	38	1.0%	0	19.0%	16	2.0%	3	1.0%	0	3.0%	2	0.0%

by Zone

Weighted:

**Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners**

Page 230

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Richmond Road, Kingston Upon Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Swan Centre, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Causeway, Staines, Greater London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, 53 New Zealand Avenue, Walton-On-Thames, Surrey	1.2%	13	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%
Sainsbury's, 15 Wolseley Walk, Woking, Surrey (Wolsey Place Shopping Centre)	1.8%	20	19.2%	5	2.9%	2	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Somerfield, 1-4 The Square, Bagshot, Surrey	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	13	0.0%	0	0.0%
Somerfield, 161-165 Harsham Road, Halfway, Walton On Thames, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 1-3 Beaumaris Parade, Balmoral Drive, Frimley, Camberley, Surrey	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 77 Old Woking Road, West Byfleet, Surrey (part of Esso petrol station)	0.5%	5	0.0%	0	1.0%	1	2.9%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 103 Queens Road, Weybridge, Surrey	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Tesco Extra, 117 Station Road, Addlestone, Surrey	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	30	0.0%	0	3.0%	5	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire (Camberley)	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	7	1.0%	1	0.0%	0	2.1%	2	0.0%
Tesco Extra, Staines Road West, Sunbury on Thames, Greater London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Tesco Extra, Barnes Wallace Drive, Weybridge, Surrey (Brooklands)	1.7%	19	1.0%	0	0.0%	0	2.0%	3	18.2%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	3.0%	5	0.0%
Tesco Metro, 60-63 High Street, Egham, Surrey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%
Tesco Metro, 114-118 Walton road, East Molesey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, 20-28 Broad Street, Teddington,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 231

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Greater London																								
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, County Lane, Warfield, Bracknell, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Whitton Road, Bracknell, Berkshire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Tesco, Faggs Road, Feltham, Middlesex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 98 High Street, Feltham, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Tesco, Hurst Road, West Molesey, Richmond, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 136 Liscombe, Birch Hill, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 16-18 Between Streets, Cobham, Surrey	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
Waitrose, 54 Ashley Centre, Epsom, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 105 High Street, Esher, Surrey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, The Hart, Farnham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Unit A, The Hart Centre, Fleet, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley, Surrey	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, Godalming, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hersham Centre, Molesey Road, Hersham, Surrey	2.2%	25	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	23
Waitrose, Wood Street, Kingston-Upon-Thames, Greater London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Two Rivers Retail Park, Mustard Mill Road, Staines, Middlesex	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 232

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Waitrose, London Road, Sunningdale, Berkshire	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	13.4%	13	0.0%	0
Waitrose, 15A Claremont Road, Surbiton, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, West Byfleet, Surrey	1.7%	18	1.0%	0	1.0%	1	2.9%	4	22.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	2
Waitrose, 62-66 High Street, Weybridge, Surrey	2.1%	23	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	11.0%	18
Waitrose, King Edward Court, Windsor, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 1 Goldsworth Park, Denton Way, Woking, Surrey	1.9%	21	3.0%	1	17.1%	14	3.9%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Addlestone	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Local Stores, Ascot	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Local Stores, Ash	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Byfleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local Stores, Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Stores, Chobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Local Stores, Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Stores, Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Hersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Horsell	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Knaphill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Lightwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Local Stores, Send	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sheerwater	0.3%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Virginia Water	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Local Stores, West Byfleet	0.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Local Stores, Woking	1.7%	19	2.0%	1	1.0%	1	10.8%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Local Stores, Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.6%	29	2.0%	1	3.8%	3	2.0%	3	3.0%	1	4.0%	3	2.0%	2	0.0%	0	2.0%	2	4.0%	5	5.2%	5	3.0%	5
Market Stalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Walton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	2
Budgens, Queen Elizabeth Park, Guildford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Aldershot Road, Guildford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 233

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Local stores, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local stores, Guildford	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsburys Local, High Street, Guildford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco, Ashenden Road, Guildford	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other - outside catchment area	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Other zones 3a	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other zones 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other zones 8	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
(Don't know / varies)	5.5%	60	12.1%	3	2.9%	2	5.9%	8	4.0%	1	7.1%	5	6.9%	8	5.0%	9	2.0%	2	1.0%	1	9.3%	9	7.0%	11
(Don't do top-up shopping)	24.9%	274	31.3%	9	21.9%	18	22.5%	29	32.3%	12	27.3%	18	31.7%	37	25.7%	47	29.6%	23	26.3%	32	20.6%	20	18.0%	29
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

Q07 Approximately how much money does your household spend per week on top-up food and groceries shopping at (SHOP MENTIONED AT Q06) ?

Less than £10	13.7%	113	11.8%	2	11.0%	7	24.1%	24	17.9%	4	11.1%	5	17.4%	14	13.3%	18	13.0%	7	9.6%	9	10.4%	8	11.0%	15
£10-19	27.7%	229	35.3%	7	22.0%	14	38.0%	38	28.4%	7	20.8%	10	24.6%	19	25.3%	35	27.5%	15	19.2%	17	33.8%	26	30.5%	41
£20-29	23.2%	191	16.2%	3	23.2%	15	12.7%	13	26.9%	7	20.8%	10	23.2%	18	28.0%	38	18.8%	10	32.9%	29	22.1%	17	23.2%	31
£30-39	9.8%	81	8.8%	2	11.0%	7	2.5%	3	6.0%	1	15.3%	7	10.1%	8	9.3%	13	11.6%	6	11.0%	10	10.4%	8	12.2%	16
£40-49	4.6%	38	7.4%	1	2.4%	2	2.5%	3	4.5%	1	9.7%	5	1.4%	1	5.3%	7	10.1%	5	2.7%	2	2.6%	2	6.1%	8
£50-59	4.6%	38	2.9%	1	3.7%	2	2.5%	3	7.5%	2	2.8%	1	5.8%	5	6.7%	9	2.9%	2	6.8%	6	6.5%	5	2.4%	3
£60-69	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£70-79	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£80-89	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£90-99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100-124	0.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	2
£125-149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150-174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£175-199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200-249	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies)	13.1%	108	17.6%	3	22.0%	14	15.2%	15	7.5%	2	16.7%	8	14.5%	11	8.0%	11	11.6%	6	15.1%	13	11.7%	9	11.0%	15
(Refused)	1.9%	16	0.0%	0	3.7%	2	0.0%	0	1.5%	0	1.4%	1	2.9%	2	1.3%	2	2.9%	2	2.7%	2	1.3%	1	2.4%	3
Mean:	22.9			21.3		23.2		18.0		21.5		25.2		21.0		24.8		23.7		24.3		23.6		23.3
Weighted base:	826			19		64		100		25		48		79		136		54		89		78		134
Sample:	813			68		82		79		67		72		69		75		69		73		77		82

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	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08 In addition, does your household also spend money on food and groceries in small shops in town centres or in villages ?																								
Yes	34.4%	378	32.3%	9	35.2%	29	41.2%	53	33.3%	12	29.3%	19	25.7%	30	28.7%	53	52.0%	40	40.4%	49	33.0%	33	32.0%	52
No	65.6%	722	67.7%	19	64.8%	53	58.8%	76	66.7%	24	70.7%	47	74.3%	86	71.3%	131	48.0%	37	59.6%	72	67.0%	66	68.0%	111
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

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	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09 In which town centre or village does your household spend most money on food and groceries in these small shops ?																								
Local Stores, Addlestone	7.0%	26	3.1%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	23	0.0%	0	3.1%	2
Local Stores, Ascot	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	7	0.0%	0
Local Stores, Ash	2.7%	10	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	17.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Byfleet	3.2%	12	3.1%	0	2.7%	1	0.0%	0	60.6%	7	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.1%	2
Local Stores, Chertsey	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7	0.0%	0	0.0%	0
Local Stores, Chobham	3.3%	13	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	10	0.0%	0	0.0%	0	3.1%	2
Local Stores, Cobham	2.8%	11	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	10
Local Stores, Frimley	3.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Goldsworth Park	0.6%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Stores, Hersham	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	15.6%	8
Local Stores, Horsell	2.9%	11	6.3%	1	5.4%	2	16.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Knaphill	3.3%	12	0.0%	0	37.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local Stores, Lightwater	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	8	0.0%	0	6.2%	2	0.0%	0
Local Stores, Send	0.9%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sheerwater	1.7%	6	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, St Johns	1.0%	4	3.1%	0	8.1%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Sunningdale	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	12.5%	4	0.0%	0
Local Stores, Virginia Water	2.0%	8	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	18.8%	6	0.0%	0
Local Stores, West Byfleet	2.1%	8	0.0%	0	2.7%	1	4.8%	3	27.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local Stores, Weybridge	2.7%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	10
Local Stores, Woking	13.5%	51	59.4%	5	27.0%	8	50.0%	27	3.0%	0	6.9%	1	7.7%	2	0.0%	0	7.8%	3	5.0%	2	0.0%	0	3.1%	2
Local Stores, Woodham	1.3%	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	10.0%	5	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Camberley	5.4%	21	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	18	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Guildford	5.9%	22	3.1%	0	0.0%	0	0.0%	0	0.0%	0	48.3%	9	42.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	14.3%	54	6.3%	1	2.7%	1	2.4%	1	3.0%	0	17.2%	3	19.2%	6	10.3%	5	23.5%	9	10.0%	5	28.1%	9	25.0%	13
Other zones 1a	0.7%	3	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Other zones 7	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0
Other zones 8	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
(Don't know / varies)	4.9%	18	12.5%	1	0.0%	0	0.0%	0	3.0%	0	17.2%	3	15.4%	5	10.3%	5	3.9%	2	0.0%	0	6.2%	2	0.0%	0
Weighted base:	378			9		29		53		12		19		30		53		40		49		33		52
Sample:	383			32		37		42		33		29		26		29		51		40		32		32

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For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q10 Approximately how much money does your household spend per week on food and groceries in these small shops?																								
Less than £10	22.7%	86	12.5%	1	16.2%	5	35.7%	19	39.4%	5	24.1%	5	23.1%	7	20.7%	11	21.6%	9	15.0%	7	25.0%	8	18.7%	10
£10-19	33.5%	127	28.1%	3	40.5%	12	33.3%	18	30.3%	4	31.0%	6	34.6%	10	24.1%	13	33.3%	13	30.0%	15	50.0%	16	34.4%	18
£20-29	14.8%	56	12.5%	1	5.4%	2	7.1%	4	12.1%	1	17.2%	3	15.4%	5	24.1%	13	17.6%	7	20.0%	10	3.1%	1	18.7%	10
£30-39	4.5%	17	3.1%	0	0.0%	0	4.8%	3	0.0%	0	10.3%	2	0.0%	0	6.9%	4	3.9%	2	7.5%	4	0.0%	0	6.3%	3
£40-49	1.1%	4	0.0%	0	2.7%	1	2.4%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
£50-59	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.8%	1	6.9%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2
£60-69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£70-79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£80-89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£90-99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100-124	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£125-149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150-174	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£175-199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200-249	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies)	18.3%	69	43.8%	4	32.4%	9	11.9%	6	15.2%	2	13.8%	3	19.2%	6	13.8%	7	17.6%	7	22.5%	11	18.8%	6	15.6%	8
(Refused)	2.4%	9	0.0%	0	2.7%	1	2.4%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.0%	1	5.0%	2	3.1%	1	3.1%	2
Mean:	17.3		15.6		14.1		15.8		12.4		17.7		15.5		25.6		16.5		17.3		11.7		17.6	
Weighted base:	378		9		29		53		12		19		30		53		40		49		33		52	
Sample:	383		32		37		42		33		29		26		29		51		40		32		32	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 237

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q11 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes ?																								
Addlestone	1.3%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	12	2.1%	2	0.0%	0		
Aldershot	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	9.9%	18	0.0%	0	0.0%	0	0.0%	0		
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0		
Basingstoke	0.3%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bracknell	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.1%	3	0.0%	0
Byfleet	0.3%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camberley	9.5%	105	1.0%	0	4.8%	4	0.0%	0	0.0%	0	2.0%	1	3.0%	3	37.6%	69	12.2%	9	1.0%	1	16.5%	16	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farnborough	1.6%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.9%	15	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Farnham	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Godalming	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	15.6%	172	18.2%	5	13.3%	11	15.7%	20	7.1%	3	45.5%	30	51.5%	59	8.9%	16	14.3%	11	4.0%	5	3.1%	3	5.0%	8
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	5.3%	58	2.0%	1	1.9%	2	2.0%	3	5.1%	2	1.0%	1	0.0%	0	1.0%	2	2.0%	2	6.1%	7	1.0%	1	24.0%	39
Knaphill	0.7%	8	1.0%	0	4.8%	4	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.1%	23	3.0%	1	2.9%	2	1.0%	1	2.0%	1	3.0%	2	1.0%	1	0.0%	0	4.1%	3	1.0%	1	2.1%	2	5.0%	8
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	3	1.0%	0	1.0%	1	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.2%	5	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	3.9%	42	0.0%	0	1.9%	2	1.0%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	16.2%	19	12.4%	12	3.0%	5
Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	3.4%	38	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	3.0%	4	0.0%	0	19.0%	31
West Byfleet	0.5%	5	3.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Weybridge	3.4%	38	2.0%	1	1.0%	1	3.9%	5	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	15	0.0%	0	9.0%	15
Windsor	2.1%	23	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	2.0%	2	1.0%	1	16.5%	16	0.0%	0
Woking	21.9%	241	52.5%	15	46.7%	38	50.0%	65	32.3%	12	14.1%	9	13.9%	16	6.9%	13	29.6%	23	28.3%	34	5.2%	5	7.0%	11
Woodham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 238

Weighted:

April 2009

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bridge Wharf, Woking, Surrey												
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	2.4%	26	5.1%	1	0.0%	0	5.9%	8	17.2%	6	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Bridge Way, Cobham, Surrey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Oxshott Road, Leatherhead, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Meadows, College Town, Sandhurst, Berkshire	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 239

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.0%	77	6.1%	2	7.6%	6	11.8%	15	5.1%	2	8.1%	5	9.9%	11	4.0%	7	7.1%	5	3.0%	4	6.2%	6	8.0%	13
Abroad	1.2%	13	0.0%	0	1.9%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	1.0%	2	0.0%	0	3.0%	4	1.0%	1	2.0%	3
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	3.2%	35	1.0%	0	2.9%	2	2.0%	3	6.1%	2	3.0%	2	3.0%	3	1.0%	2	2.0%	2	3.0%	4	5.2%	5	6.0%	10
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	18	1.0%	0	3.8%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	4	3.1%	2	0.0%	0	1.0%	1	3.0%	5
(Don't do this type of shopping)	3.0%	33	2.0%	1	0.0%	0	2.0%	3	5.1%	2	3.0%	2	8.9%	10	2.0%	4	3.1%	2	2.0%	2	4.1%	4	2.0%	3
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 240

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q12 And the time before that, where did you go to make a purchase of clothes or shoes?																								
Addlestone	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	1.0%	2
Aldershot	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	0.0%	0
Byfleet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1	0.0%	0
Camberley	6.4%	69	1.0%	0	1.9%	2	1.0%	1	0.0%	0	2.1%	1	2.2%	2	23.2%	42	10.5%	8	1.0%	1	11.8%	11	0.0%	0
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Cobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farnborough	2.1%	23	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	8.1%	15	2.1%	2	0.0%	0	3.2%	3	1.0%	2
Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	15.8%	169	22.7%	6	11.4%	9	16.0%	20	12.8%	4	37.5%	24	37.0%	39	12.1%	22	17.9%	13	7.2%	9	2.2%	2	12.2%	20
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingston	4.5%	48	3.1%	1	1.0%	1	0.0%	0	8.5%	3	1.0%	1	2.2%	2	1.0%	2	2.1%	2	4.1%	5	3.2%	3	18.4%	29
Knaphill	0.5%	6	1.0%	0	3.8%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.2%	24	3.1%	1	2.9%	2	2.0%	3	2.1%	1	3.1%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	5.4%	5	5.1%	8
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.5%	5	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.9%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.1%	2	0.0%	0	4.3%	4	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	3.6%	39	0.0%	0	1.9%	2	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	14.4%	17	7.5%	7	6.1%	10
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	2.0%	22	0.0%	0	0.0%	0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	10.2%	16
West Byfleet	0.3%	4	1.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weybridge	1.6%	17	2.1%	1	1.9%	2	1.0%	1	3.2%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0	5.2%	6	1.1%	1	2.0%	3
Windsor	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	8.6%	8	0.0%	0
Woking	19.3%	206	39.2%	11	41.0%	33	33.0%	42	24.5%	8	18.8%	12	15.2%	16	4.0%	7	26.3%	20	28.9%	34	6.5%	6	10.2%	16
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Page 241

April 2009

Weighted:	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bridge Wharf, Woking, Surrey												
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.4%	15	3.1%	1	0.0%	0	4.0%	5	11.7%	4	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 242

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.8%	40	3.1%	1	6.7%	5	9.0%	11	2.1%	1	6.3%	4	4.3%	5	0.0%	0	2.1%	2	1.0%	1	4.3%	4	4.1%	7
Abroad	1.0%	10	0.0%	0	1.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.1%	2	1.1%	1	2.0%	3
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	1.9%	20	1.0%	0	4.8%	4	4.0%	5	1.1%	0	1.0%	1	2.2%	2	1.0%	2	0.0%	0	0.0%	0	1.1%	1	3.1%	5
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.1%	97	8.2%	2	9.5%	8	10.0%	13	7.4%	3	9.4%	6	13.0%	14	7.1%	13	8.4%	6	10.3%	12	9.7%	9	7.1%	11
(Nowhere else)	15.9%	169	7.2%	2	8.6%	7	14.0%	18	13.8%	5	13.5%	9	17.4%	18	22.2%	40	22.1%	16	16.5%	19	16.1%	15	12.2%	20
Weighted base:	1067			27		82		127		35		64		105		180		74		118		94		160
Sample:	1066			97		105		100		94		96		92		99		95		97		93		98

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q13 How does your household normally travel to its main clothes and shoes shopping destination (STORE MENTIONED AT Q11)?																								
Car/van driver	64.4%	687	33.0%	9	61.0%	50	51.0%	65	63.8%	22	67.7%	44	40.2%	42	70.7%	127	73.7%	55	73.2%	86	77.4%	73	71.4%	115
Car/van passenger	5.9%	63	2.1%	1	1.9%	2	8.0%	10	8.5%	3	8.3%	5	10.9%	11	5.1%	9	3.2%	2	7.2%	9	4.3%	4	4.1%	7
Bus	10.9%	116	6.2%	2	11.4%	9	18.0%	23	9.6%	3	9.4%	6	20.7%	22	12.1%	22	12.6%	9	8.2%	10	7.5%	7	2.0%	3
Train	3.8%	41	7.2%	2	6.7%	5	1.0%	1	3.2%	1	3.1%	2	2.2%	2	4.0%	7	3.2%	2	2.1%	2	3.2%	3	7.1%	11
Taxi	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.3%	56	42.3%	12	8.6%	7	10.0%	13	6.4%	2	1.0%	1	8.7%	9	2.0%	4	0.0%	0	3.1%	4	1.1%	1	3.1%	5
Bicycle	0.8%	8	1.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Motorcycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Don't visit (shop via internet or phone).	5.9%	62	6.2%	2	5.7%	5	10.0%	13	5.3%	2	7.3%	5	9.8%	10	3.0%	5	7.4%	5	2.1%	2	5.4%	5	5.1%	8
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	1	0.0%	0	1.0%	2	0.0%	0	1.0%	1	1.1%	1	1.0%	2
(Don't know)	1.8%	19	1.0%	0	4.8%	4	1.0%	1	0.0%	0	1.0%	1	2.2%	2	1.0%	2	0.0%	0	2.1%	2	0.0%	0	4.1%	7
Weighted base:	1067			27		82		127		35		64		105		180		74		118		94		160
Sample:	1066			97		105		100		94		96		92		99		95		97		93		98
Q14 How often does your household normally visit its main clothes and shoes shopping destination (STORE MENTIONED AT Q11)?																								
Everyday	1.7%	18	3.1%	1	6.7%	5	1.0%	1	0.0%	0	2.1%	1	3.3%	3	0.0%	0	0.0%	0	3.1%	4	0.0%	0	1.0%	2
5-6 times a week	0.3%	4	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
3-4 times a week	1.0%	11	6.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.2%	2	1.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Twice a week	1.4%	15	7.2%	2	1.9%	2	1.0%	1	3.2%	1	1.0%	1	2.2%	2	1.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	3
Once a week	9.6%	102	15.5%	4	7.6%	6	12.0%	15	6.4%	2	16.7%	11	10.9%	11	10.1%	18	3.2%	2	9.3%	11	4.3%	4	10.2%	16
Once every two weeks	9.2%	98	9.3%	3	14.3%	12	5.0%	6	9.6%	3	14.6%	9	5.4%	6	14.1%	25	8.4%	6	11.3%	13	7.5%	7	4.1%	7
Once a month	26.3%	281	17.5%	5	25.7%	21	23.0%	29	26.6%	9	22.9%	15	32.6%	34	33.3%	60	28.4%	21	20.6%	24	31.2%	29	20.4%	33
Less often	45.8%	488	33.0%	9	39.0%	32	54.0%	69	51.1%	18	37.5%	24	37.0%	39	35.4%	64	55.8%	41	44.3%	52	53.8%	51	56.1%	90
(Don't know)	4.8%	51	5.2%	1	4.8%	4	3.0%	4	3.2%	1	4.2%	3	6.5%	7	4.0%	7	4.2%	3	9.3%	11	2.2%	2	5.1%	8
Weighted base:	1067			27		82		127		35		64		105		180		74		118		94		160
Sample:	1066			97		105		100		94		96		92		99		95		97		93		98

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 244

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q15 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings ?													
Addlestone	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldershot	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash	1.4%	15	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Byfleet	0.5%	6	0.0%	0	0.0%	0	1.0%	1	5.1%	2	0.0%	0	0.0%
Camberley	3.8%	41	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	14.9%
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Chobham	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%
Cobham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croydon	2.0%	22	0.0%	0	4.8%	4	2.0%	3	3.0%	1	1.0%	1	2.0%
Farnborough	6.6%	73	2.0%	1	4.8%	4	0.0%	0	0.0%	0	8.1%	5	3.0%
Farnham	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	0.0%
Frimley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%
Godalming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	11.2%	123	13.1%	4	9.5%	8	11.8%	15	8.1%	3	30.3%	20	34.7%
Horsell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston	3.9%	42	3.0%	1	1.0%	1	2.0%	3	9.1%	3	3.0%	2	3.0%
Knaphill	0.6%	7	1.0%	0	2.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%
Lightwater	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
London	1.3%	15	0.0%	0	0.0%	0	2.0%	3	3.0%	1	3.0%	2	1.0%
Maidenhead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.9%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	2.3%	25	1.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	2.0%
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-on-Thames	2.0%	22	0.0%	0	0.0%	0	2.0%	3	1.0%	0	0.0%	0	2.0%
West Byfleet	1.2%	14	0.0%	0	1.0%	1	2.9%	4	5.1%	2	0.0%	0	1.0%
Weybridge	1.9%	21	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%
Windsor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Woking	9.5%	104	25.3%	7	23.8%	19	26.5%	34	9.1%	3	4.0%	2	1.0%
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 245

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	2.6%	29	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.1%	7	10.9%	13	1.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	3
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	1.6%	18	4.0%	1	1.0%	1	8.8%	11	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.0%	1	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.0%	11	0.0%	0	1.9%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	5
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	0.5%	5	0.0%	0	1.0%	1	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 246

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.9%	76	5.1%	1	9.5%	8	9.8%	13	1.0%	0	5.1%	3	4.0%	5	8.9%	16	8.2%	6	11.1%	13	3.1%	3	4.0%	7
Abroad	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	2.3%	26	1.0%	0	1.0%	1	0.0%	0	3.0%	1	3.0%	2	2.0%	2	1.0%	2	3.1%	2	0.0%	0	5.2%	5	6.0%	10
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
(Don't know / can't remember)	5.3%	58	6.1%	2	14.3%	12	2.0%	3	11.1%	4	7.1%	5	10.9%	13	2.0%	4	3.1%	2	1.0%	1	10.3%	10	2.0%	3
(Don't do this type of shopping)	24.2%	266	33.3%	9	17.1%	14	21.6%	28	29.3%	11	18.2%	12	24.8%	29	27.7%	51	24.5%	19	26.3%	32	26.8%	26	22.0%	36
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 247

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Q16 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings ?																					
Addlestone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2							
Aldershot	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0							
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1							
Ash	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.7%	4							
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0							
Bracknell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0							
Byfleet	0.6%	5	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	2.7%	2							
Camberley	3.2%	26	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.9%	3	12.3%	16							
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1							
Chobham	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0							
Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0							
Croydon	0.8%	6	0.0%	0	0.0%	0	1.3%	1	2.9%	1	2.5%	1	1.3%	1							
Farnborough	4.7%	39	1.5%	0	1.2%	1	0.0%	0	7.4%	4	2.6%	2	19.2%	25							
Farnham	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0							
Frimley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4							
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Guildford	8.9%	75	12.1%	2	4.6%	3	7.5%	8	4.3%	1	24.7%	13	23.7%	21							
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Kingston	4.6%	38	6.1%	1	1.2%	1	2.5%	3	5.7%	1	2.5%	1	0.0%	0							
Knaphill	0.2%	2	1.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1							
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
London	2.0%	16	0.0%	0	3.4%	2	2.5%	3	1.4%	0	1.2%	1	0.0%	0							
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Reading	1.0%	8	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1							
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Slough	0.8%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2							
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Staines	1.8%	15	0.0%	0	1.2%	1	1.3%	1	2.9%	1	0.0%	0	0.0%	0							
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Walton-on-Thames	1.9%	16	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	4.1%	4							
West Byfleet	0.4%	3	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	0.0%	0							
Weybridge	1.7%	14	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	5.5%	5							
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Woking	7.0%	58	25.8%	5	16.1%	11	17.5%	18	10.0%	3	4.9%	3	5.3%	5							
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0							

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 248

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	1.3%	11	0.0%	0	2.3%	2	1.3%	1	2.9%	1	2.5%	1	5.3%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	2.0%	17	1.5%	0	0.0%	0	8.8%	9	1.4%	0	0.0%	0	0.0%	0	2.7%	4	4.1%	2	1.4%	1	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	0.5%	4	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	2
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	0.4%	3	0.0%	0	1.2%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 249

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.9%	41	3.0%	1	2.3%	2	6.3%	6	1.4%	0	4.9%	3	1.3%	1	5.5%	7	5.4%	3	13.7%	12	2.8%	2	2.6%	3
Abroad	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car boot sale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	1.3%	11	0.0%	0	1.2%	1	0.0%	0	1.4%	0	2.5%	1	1.3%	1	2.7%	4	0.0%	0	0.0%	0	2.8%	2	1.3%	2
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
(Don't know / can't remember)	27.5%	229	27.3%	5	52.9%	36	21.3%	22	32.9%	8	27.2%	15	31.6%	27	16.4%	22	35.1%	20	20.5%	18	33.8%	24	24.4%	31
(Nowhere else)	17.9%	150	18.2%	3	8.0%	5	17.5%	18	21.4%	6	16.1%	9	21.1%	18	24.7%	33	14.9%	9	11.0%	10	18.3%	13	20.5%	26
Weighted base:	834			19		68		102		26		54		87		133		58		89		72		128
Sample:	829			66		87		80		70		81		76		73		74		73		71		78

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q17 Now can you tell me where your household last made a purchase of DIY, decorating goods or gardening items ?																								
Addlestone	1.0%	11	1.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.1%	7	0.0%	0	0.0%	0
Aldershot	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	13.4%	13	0.0%	0
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	2.1%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	9.9%	18	2.0%	2	0.0%	0	3.1%	3	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	2
Cobham	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	9.7%	107	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	2.0%	2	42.6%	78	14.3%	11	2.0%	2	10.3%	10	0.0%	0
Farnham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Frimley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	11	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	7.2%	80	3.0%	1	1.0%	1	4.9%	6	4.0%	1	37.4%	25	31.7%	37	1.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	3
Horsell	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill	3.8%	42	2.0%	1	26.7%	22	5.9%	8	3.0%	1	1.0%	1	0.0%	0	0.0%	0	12.2%	9	1.0%	1	0.0%	0	0.0%	0
Lightwater	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.1%	3	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.6%	7	1.0%	0	4.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Staines	2.5%	27	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	16	11.3%	11	0.0%	0
Sunningdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walton-on-Thames	5.5%	61	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0	31.0%	51
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	6.5%	71	0.0%	0	0.0%	0	2.0%	3	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	29	0.0%	0	22.0%	36
Windsor	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0
Woking	9.4%	103	28.3%	8	19.0%	16	30.4%	39	7.1%	3	4.0%	3	2.0%	2	1.0%	2	6.1%	5	17.2%	21	2.1%	2	2.0%	3
Woodham	0.6%	7	0.0%	0	0.0%	0	2.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	1.4%	15	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 251

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	7.2%	79	3.0%	1	3.8%	3	2.9%	4	7.1%	3	31.3%	21	33.7%	39	1.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	3
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	3.6%	40	11.1%	3	4.8%	4	15.7%	20	12.1%	4	0.0%	0	2.0%	2	1.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	0.6%	7	1.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	3
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	4.1%	45	10.1%	3	16.2%	13	6.9%	9	2.0%	1	4.0%	3	0.0%	0	0.0%	0	18.4%	14	1.0%	1	1.0%	1	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	2.3%	25	4.0%	1	8.6%	7	5.9%	8	5.1%	2	1.0%	1	0.0%	0	0.0%	0	4.1%	3	2.0%	2	1.0%	1	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	23
Bagshot	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.2%	5	0.0%	0
Longacres Garden Centre, London Road, Bagshot	1.7%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	6.1%	5	0.0%	0	2.1%	2	1.0%	2
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	2.2%	25	2.0%	1	0.0%	0	0.0%	0	6.1%	2	1.0%	1	1.0%	1	2.0%	4	1.0%	1	1.0%	1	3.1%	3	7.0%	11
Other zones 1c	0.2%	2	1.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other zones 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other zones 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
(Don't know / can't remember)	1.9%	21	3.0%	1	3.8%	3	2.0%	3	4.0%	1	0.0%	0	2.0%	2	2.0%	4	3.1%	2	1.0%	1	2.1%	2	1.0%	2
(Don't do this type of shopping)	14.7%	162	28.3%	8	5.7%	5	13.7%	18	16.2%	6	12.1%	8	24.8%	29	13.9%	25	10.2%	8	10.1%	12	25.8%	25	11.0%	18
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 253

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q18 And the time before that, where did your household go to make a purchase of DIY, decorating goods or gardening items?													
Addlestone	1.1%	10	1.4%	0	0.0%	0	1.1%	1	3.6%	1	0.0%	0	0.0%
Aldershot	0.6%	6	0.0%	0	1.0%	1	1.1%	1	0.0%	0	3.4%	2	0.0%
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%
Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%
Camberley	2.7%	25	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	13.8%
Chertsey	0.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Cobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	7.7%	72	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	31.0%
Farnham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%
Frimley	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%
Godalming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	7.1%	66	5.6%	1	2.0%	2	2.3%	3	6.0%	2	43.7%	25	31.6%
Horsell	0.5%	4	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	2.6%
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaphill	2.7%	26	1.4%	0	14.1%	11	4.5%	5	1.2%	0	1.1%	1	0.0%
Lightwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Maidenhead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Johns	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Staines	1.6%	15	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-on-Thames	6.3%	59	0.0%	0	0.0%	0	1.1%	1	7.2%	2	0.0%	0	0.0%
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%
Weybridge	4.8%	45	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	7.9%	74	32.4%	6	20.2%	16	20.5%	23	3.6%	1	1.1%	1	3.9%
Woodham	0.3%	3	0.0%	0	1.0%	1	1.1%	1	1.2%	0	0.0%	0	0.0%
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 254

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	5.1%	48	14.1%	3	5.1%	4	3.4%	4	7.2%	2	13.8%	8	25.0%	22	1.1%	2	2.3%	2	2.2%	2	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	2.7%	25	11.3%	2	4.0%	3	13.6%	15	6.0%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	0.1%	1	1.4%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	2.8%	26	9.9%	2	10.1%	8	3.4%	4	2.4%	1	2.3%	1	0.0%	0	0.0%	0	11.4%	8	1.1%	1	0.0%	0	1.1%	2
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	1.9%	18	4.2%	1	7.1%	5	5.7%	6	4.8%	1	1.1%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.4%	1	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.6%	2	0.0%	0	1.1%	1	2.2%	2	0.0%	0	1.1%	2
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car boot sale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.9%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.5%	7
Bagshot	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.0%	0	2.8%	2	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	1.6%	15	0.0%	0	0.0%	0	0.0%	0	7.2%	2	1.1%	1	1.3%	1	0.0%	0	1.1%	1	1.1%	1	1.4%	1	5.6%	8
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.7%	7	0.0%	0	5.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other zones 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.7%	82	8.4%	2	13.1%	10	14.8%	17	12.0%	4	3.4%	2	7.9%	7	4.6%	7	11.4%	8	9.0%	10	11.1%	8	5.6%	8
(Nowhere else)	22.9%	215	8.4%	2	11.1%	9	25.0%	28	18.1%	6	17.2%	10	23.7%	21	35.6%	56	19.3%	13	15.7%	17	25.0%	18	24.7%	36
Weighted base:	938			20		77		112		31		58		87		158		69		108		73		146
Sample:	929			71		99		88		83		87		76		87		88		89		72		89

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q19 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																								
Addlestone	5.5%	60	0.0%	0	0.0%	0	2.9%	4	7.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	29.3%	35	2.1%	2	9.0%	15
Aldershot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	11.3%	11	0.0%	0
Byfleet	0.7%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	3
Camberley	2.2%	24	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.9%	15	6.1%	5	1.0%	1	0.0%	0	0.0%	0
Chertsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Croydon	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	8.7%	95	0.0%	0	0.0%	0	2.0%	3	0.0%	0	2.0%	1	0.0%	0	41.6%	76	9.2%	7	0.0%	0	8.2%	8	0.0%	0
Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	1	0.0%	0	3.1%	3	0.0%	0
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	8.0%	88	4.0%	1	8.6%	7	8.8%	11	2.0%	1	37.4%	25	26.7%	31	3.0%	5	4.1%	3	0.0%	0	2.1%	2	1.0%	2
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	3.5%	38	3.0%	1	2.9%	2	1.0%	1	3.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.1%	2	16.0%	26
Knaphill	1.9%	21	3.0%	1	9.5%	8	3.9%	5	1.0%	0	0.0%	0	0.0%	0	1.0%	2	6.1%	5	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London	0.3%	3	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	2	0.0%	0	8.2%	8	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	11	0.0%	0	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.1%	4	2.0%	3
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	7
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	3.9%	43	0.0%	0	1.9%	2	2.0%	3	7.1%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	8.1%	10	1.0%	1	15.0%	25
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	7.9%	87	29.3%	8	21.9%	18	24.5%	32	7.1%	3	2.0%	1	0.0%	0	1.0%	2	12.2%	9	8.1%	10	1.0%	1	2.0%	3
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 257

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	6.1%	67	4.0%	1	8.6%	7	2.0%	3	3.0%	1	22.2%	15	23.8%	27	3.0%	5	6.1%	5	0.0%	0	0.0%	0	2.0%	3
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	3.9%	43	9.1%	3	9.5%	8	18.6%	24	1.0%	0	0.0%	0	2.0%	2	0.0%	0	4.1%	3	2.0%	2	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	3.7%	41	2.0%	1	0.0%	0	1.0%	1	26.3%	10	0.0%	0	2.0%	2	0.0%	0	2.0%	2	10.1%	12	0.0%	0	8.0%	13
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	1.2%	14	2.0%	1	3.8%	3	2.9%	4	1.0%	0	2.0%	1	0.0%	0	0.0%	0	4.1%	3	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 258

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%
Woodbridge Road, Guildford (incl. PC World, Currys)	13.7%	151	19.2%	5	8.6%	7	15.7%	20	8.1%	3	12.1%	8	15.8%	18	6.9%	13	14.3%	11	17.2%	21	18.6%	18	16.0%
Internet / delivered	0.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside catchment area	1.3%	14	2.0%	1	0.0%	0	1.0%	1	1.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.1%	4	3.0%
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3b	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	4.1%	45	2.0%	1	9.5%	8	1.0%	1	3.0%	1	0.0%	0	3.0%	3	8.9%	16	2.0%	2	4.0%	5	3.1%	3	3.0%
(Don't do this type of shopping)	12.7%	140	17.2%	5	6.7%	5	10.8%	14	15.2%	6	13.1%	9	16.8%	19	10.9%	20	15.3%	12	9.1%	11	21.6%	21	11.0%
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99	
Sample:	1100			99		105		102		99		99		101		101		98		99		97	

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q20 And the time before that, where did your household go to make a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																								
Addlestone	4.3%	41	0.0%	0	0.0%	0	2.2%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	20.0%	22	2.6%	2	7.9%	11
Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0
Byfleet	0.4%	4	0.0%	0	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Camberley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	2.4%	2	0.0%	0	2.6%	2	0.0%	0
Chertsey	0.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	5.6%	54	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	26.7%	44	6.0%	4	1.1%	1	3.9%	3	0.0%	0
Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	7.6%	73	2.4%	1	4.1%	3	5.5%	6	0.0%	0	36.0%	21	31.0%	30	1.1%	2	7.2%	5	1.1%	1	1.3%	1	2.2%	3
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.6%	16	3.7%	1	0.0%	0	0.0%	0	4.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.9%	11
Knaphill	0.8%	8	1.2%	0	6.1%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.1%	2
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.7%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.6%	5	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.1%	2
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	10	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	4	2.6%	2	1.1%	2
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
West Byfleet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	2	0.0%	0	0.0%	0
Weybridge	4.1%	40	1.2%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	11.1%	12	1.3%	1	15.7%	23
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	8.2%	79	30.5%	7	16.3%	12	27.5%	32	4.8%	1	0.0%	0	3.6%	3	0.0%	0	8.4%	5	11.1%	12	2.6%	2	2.2%	3
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 260

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Jewson Ltd, Horsell, Arthurs Bridge Wharf, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	4.2%	40	2.4%	1	8.2%	6	2.2%	3	1.2%	0	12.8%	7	17.9%	17	2.2%	4	3.6%	2	0.0%	0	0.0%	0	0.0%
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	2.4%	23	7.3%	2	5.1%	4	11.0%	13	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.6%	2	1.1%	1	0.0%	0	0.0%
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	3.8%	36	1.2%	0	1.0%	1	2.2%	3	16.7%	5	0.0%	0	3.6%	3	0.0%	0	0.0%	0	7.8%	9	1.3%	1	10.1%
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	0.6%	6	1.2%	0	3.1%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Meadows, College Town, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 261

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Right/Paul Simon, (previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.8%	8	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.1%	2
Internet / delivered	9.6%	92	22.0%	5	8.2%	6	9.9%	11	4.8%	1	14.0%	8	7.1%	7	7.8%	13	10.8%	7	7.8%	9	13.2%	10	10.1%	15
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	17.4%	167	15.9%	4	33.7%	26	15.4%	18	14.3%	4	8.1%	5	16.7%	16	15.6%	25	21.7%	14	13.3%	15	18.4%	14	18.0%	26
(Nowhere else)	20.9%	201	9.8%	2	8.2%	6	18.7%	22	26.2%	8	18.6%	11	16.7%	16	36.7%	60	21.7%	14	13.3%	15	25.0%	19	19.1%	28
Weighted base:	960			23		76		116		31		58		96		163		65		110		77		146
Sample:	953			82		98		91		84		86		84		90		83		90		76		89

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 262

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																						
Addlestone	4.4%	49	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	34.3%	41	0.0%	0	4.0%	7
Aldershot	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.9%	16	0.0%	0	0.0%	0	0.0%	0
Ascot	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11	0.0%	0
Ash	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	1.0%	1	0.0%	0
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.3%	15	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	12.4%	12
Byfleet	0.6%	6	0.0%	0	0.0%	0	1.0%	1	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	6.5%	71	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	56	9.2%	7	0.0%	0	7.2%	7
Chertsey	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Cobham	2.4%	27	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	26
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	13	0.0%	0	0.0%	0	0.0%	0
Farnham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Frimley	2.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	24	0.0%	0	0.0%	0	0.0%	0
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.6%	6	1.0%	0	4.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	11.7%	129	9.1%	3	1.9%	2	2.0%	3	3.0%	1	65.7%	44	52.5%	61	3.0%	5	7.1%	5	3.0%	4	1.0%	1
Horsell	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Kingston	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Knaphill	1.8%	19	0.0%	0	16.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9	0.0%	0	1.0%	1	0.0%	0
London	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	2.2%	24	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	9.1%	11	10.3%	10	0.0%	0
Sunningdale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.1%	4	0.0%	0
Walton-on-Thames	4.0%	43	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	25.0%	41
West Byfleet	2.9%	32	3.0%	1	1.0%	1	5.9%	8	27.3%	10	1.0%	1	1.0%	1	0.0%	0	1.0%	1	8.1%	10	0.0%	0
Weybridge	4.8%	53	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	25.0%	41
Windsor	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	1.0%	2
Woking	19.9%	219	73.7%	21	55.2%	45	68.6%	89	13.1%	5	5.1%	3	13.9%	16	0.0%	0	28.6%	22	8.1%	10	5.2%	5
Woodham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 263

Weighted:

April 2009

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bridge Wharf, Woking, Surrey												
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.7%	19	0.0%	0	0.0%	0	1.0%	1	19.2%	7	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	1.0%	11	0.0%	0	4.8%	4	1.0%	1	0.0%	0	2.0%	1
Sainsbury's, Bridge Way, Cobham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Oxshott Road, Leatherhead, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Meadows, College Town, Sandhurst, Berkshire	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 264

April 2009

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(previously MFI))												
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.9%	32	0.0%	0	3.8%	3	5.9%	8	1.0%	0	6.1%	4
Abroad	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	1.4%	16	1.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	5
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
(Don't know / can't remember)	1.0%	10	2.0%	1	1.0%	1	0.0%	0	2.0%	1	1.0%	2
(Don't do this type of shopping)	7.2%	80	9.1%	3	1.9%	2	10.8%	14	9.1%	3	8.1%	5
Weighted base:	1100		28		82		130		36		66	
Sample:	1100		99		105		102		99		99	

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8												
Q22 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																								
Addlestone	3.6%	36	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	27.3%	29	1.1%	1	2.1%	3
Aldershot	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.3%	13	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	13	0.0%	0
Byfleet	0.4%	4	0.0%	0	0.0%	0	1.1%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Camberley	5.8%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	26.3%	45	8.6%	6	0.0%	0	7.9%	7	0.0%	0
Chertsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Chobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	2
Cobham	1.4%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	13
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.7%	7	1.1%	0	3.9%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	11.2%	114	6.7%	2	4.9%	4	4.4%	5	0.0%	0	52.7%	32	47.4%	51	5.3%	9	9.7%	7	2.3%	2	1.1%	1	0.0%	0
Horsell	0.4%	4	0.0%	0	1.0%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.0%	10	1.1%	0	1.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1	3.2%	5
Knaphill	1.2%	12	0.0%	0	10.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	2.2%	2	0.0%	0
London	1.1%	11	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.3%	8
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	2.3%	23	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	11	11.2%	10	1.1%	2
Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	3.5%	36	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	22.3%	34
West Byfleet	2.2%	22	2.2%	1	0.0%	0	8.8%	10	17.8%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Weybridge	3.7%	37	1.1%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.0%	9	2.2%	2	16.0%	25
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Woking	16.1%	164	63.3%	16	50.5%	40	45.1%	52	15.6%	5	8.8%	5	11.6%	13	1.1%	2	18.3%	13	13.6%	15	1.1%	1	1.1%	2
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Page 266

April 2009

Weighted:	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bridge Wharf, Woking, Surrey												
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.2%	12	0.0%	0	1.0%	1	1.1%	1	15.6%	5	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	0.3%	3	1.1%	0	1.9%	2	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Bridge Way, Cobham, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 267

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.9%	30	1.1%	0	1.9%	2	8.8%	10	1.1%	0	3.3%	2	2.1%	2	2.1%	4	4.3%	3	2.3%	2	2.2%	2	1.1%	2
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	4.5%	4	1.1%	2
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Other zones 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other zones 8	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
(Don't know / can't remember)	4.4%	45	6.7%	2	9.7%	8	3.3%	4	3.3%	1	3.3%	2	2.1%	2	3.2%	5	12.9%	9	1.1%	1	4.5%	4	4.3%	7
(Nowhere else)	22.1%	226	13.3%	3	10.7%	9	22.0%	25	30.0%	10	18.7%	11	22.1%	24	27.4%	47	21.5%	16	18.2%	19	23.6%	21	25.5%	39
Weighted base:	1020			25		80		116		33		61		109		173		73		107		90		154
Sample:	1019			90		103		91		90		91		95		95		93		88		89		94

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 268

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q23 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
Addlestone	2.1%	23	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.1%	10	4.1%	4	5.0%	8
Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.2%	6	0.0%	0
Byfleet	1.4%	16	0.0%	0	1.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	6.0%	10
Camberley	3.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	36	1.0%	1	0.0%	0	3.1%	3	0.0%	0
Chertsey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	3
Chobham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Cobham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.6%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	6.2%	68	2.0%	1	3.8%	3	3.9%	5	1.0%	0	22.2%	15	17.8%	21	4.0%	7	3.1%	2	3.0%	4	2.1%	2	5.0%	8
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	6.0%	10
Knaphill	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.6%	7	1.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.0%	3
Maidenhead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	8.2%	8	1.0%	2
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	10
West Byfleet	0.8%	8	2.0%	1	0.0%	0	2.9%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Weybridge	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	8
Windsor	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Woking	12.9%	142	26.3%	7	37.1%	30	27.5%	36	11.1%	4	9.1%	6	8.9%	10	3.0%	5	20.4%	16	13.1%	16	3.1%	3	5.0%	8
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ind Est, Camberley, Surrey																								
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study

Weighted:

For Roger Tym & Partners

Page 269

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	1.0%	11	2.0%	1	1.9%	2	3.9%	5	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.1%	12	1.0%	0	1.0%	1	1.0%	1	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.0%	3
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	0.3%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.3%	69	3.0%	1	5.7%	5	4.9%	6	8.1%	3	5.1%	3	5.9%	7	2.0%	4	11.2%	9	13.1%	16	8.2%	8	5.0%	8
Abroad	0.6%	6	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	2
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	1.5%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.0%	3	2.0%	4	2.0%	2	0.0%	0	1.0%	1	4.0%	7
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	38	6.1%	2	9.5%	8	2.0%	3	3.0%	1	6.1%	4	5.9%	7	1.0%	2	0.0%	0	1.0%	1	4.1%	4	4.0%	7
(Don't do this type of shopping)	45.2%	497	51.5%	14	35.2%	29	52.0%	67	52.5%	19	47.5%	31	48.5%	56	47.5%	87	46.9%	36	44.4%	54	46.4%	46	35.0%	57
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q24 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?													
Addlestone	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%
Aldershot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Bracknell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
Byfleet	0.7%	4	0.0%	0	1.5%	1	0.0%	0	2.1%	0	0.0%	0	1.8%
Camberley	3.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	20	5.8%
Chertsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Cobham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	1.1%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.7%
Farnham	0.8%	5	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Frimley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	8.7%	53	2.1%	0	4.4%	2	6.1%	4	4.3%	1	30.8%	11	36.5%
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston	1.9%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%
Knaphill	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Maidenhead	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Redhill/Reigate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	2.3%	14	0.0%	0	1.5%	1	0.0%	0	2.1%	0	0.0%	0	0.0%
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-on-Thames	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
West Byfleet	0.6%	4	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%
Weybridge	2.3%	14	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%
Windsor	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Woking	19.3%	116	56.2%	8	41.2%	22	49.0%	30	19.2%	3	17.3%	6	9.6%
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus DIY Ltd, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ind Est, Camberley, Surrey													
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 272

Weighted:

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.6%	3	2.1%	0	0.0%	0	2.0%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.0%	6	0.0%	0	0.0%	0	2.0%	1	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.5%	2
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 273

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.0%	42	6.3%	1	5.9%	3	8.2%	5	4.3%	1	5.8%	2	1.9%	1	5.7%	5	11.5%	5	10.9%	7	13.5%	7	4.6%	5
Abroad	0.8%	5	2.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	2.7%	16	0.0%	0	1.5%	1	2.0%	1	0.0%	0	1.9%	1	0.0%	0	3.8%	4	3.8%	2	0.0%	0	3.8%	2	6.2%	7
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.1%	73	14.6%	2	29.4%	16	8.2%	5	8.5%	1	7.7%	3	17.3%	10	5.7%	5	17.3%	7	10.9%	7	11.5%	6	9.2%	10
(Nowhere else)	23.9%	144	10.4%	1	13.2%	7	20.4%	13	31.9%	6	21.2%	7	19.2%	11	37.7%	36	25.0%	10	20.0%	13	26.9%	14	23.1%	25
Weighted base:	603			14		53		62		17		35		59		96		41		67		53		106
Sample:	593			48		68		49		47		52		52		53		52		55		52		65

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 And where was the last purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?																						
Addlestone	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	16.2%	19	2.1%	2	1.0%	2
Aldershot	0.9%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.0%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	9.3%	9	0.0%	0
Byfleet	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Camberley	5.9%	65	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	53	6.1%	5	0.0%	0	7.2%	7
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chobham	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Cobham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	8
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0
Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Godalming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Goldsworth Park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	9.5%	104	7.1%	2	1.9%	2	4.9%	6	4.0%	1	29.3%	19	33.7%	39	9.9%	18	11.2%	9	2.0%	2	2.1%	2
Horsell	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	2.4%	27	2.0%	1	1.9%	2	1.0%	1	3.0%	1	1.0%	1	1.0%	1	2.0%	4	0.0%	0	3.0%	4	0.0%	13
Knaphill	0.6%	6	0.0%	0	4.8%	4	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.8%	9	3.0%	1	1.9%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.1%	2
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	8.1%	10	5.2%	5
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walton-on-Thames	2.1%	23	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	18
West Byfleet	0.7%	8	1.0%	0	0.0%	0	2.0%	3	11.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.6%	28	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	12.0%	20
Windsor	0.8%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0
Woking	15.7%	173	46.5%	13	45.7%	37	41.2%	53	13.1%	5	5.1%	3	10.9%	13	2.0%	4	27.6%	21	15.2%	18	2.1%	3
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY Ltd, Park Farm Ind Est, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 275

Weighted:

April 2009

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bridge Wharf, Woking, Surrey												
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	1.0%	12	0.0%	0	0.0%	0	2.9%	4	11.1%	4	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl. Sainsbury's/Homebase)	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 276

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	22.5%	248	18.2%	5	21.9%	18	22.5%	29	22.2%	8	32.3%	21	18.8%	22	15.8%	29	25.5%	20	20.2%	24	19.6%	19	32.0%	52
Abroad	0.2%	2	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Car boot sale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.1%	2	0.0%	0
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	26	2.0%	1	3.8%	3	2.0%	3	2.0%	1	2.0%	1	3.0%	3	2.0%	4	1.0%	1	3.0%	4	3.1%	3	2.0%	3
(Don't do this type of shopping)	19.8%	218	17.2%	5	9.5%	8	18.6%	24	23.2%	8	22.2%	15	26.7%	31	20.8%	38	16.3%	12	18.2%	22	28.9%	28	16.0%	26
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 277

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q26 And the time before that, where did you or your household go to make a purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?													
Addlestone	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldershot	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	5.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	35	9.8%
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cobham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.8%
Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Goldsworth Park	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	11.3%	100	7.3%	2	5.3%	4	9.6%	10	5.3%	1	37.7%	19	43.2%
Horsell	0.2%	2	1.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston	3.5%	31	2.4%	1	1.1%	1	0.0%	0	3.9%	1	0.0%	0	1.3%
Knaphill	0.5%	4	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	1.2%
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London	1.6%	14	0.0%	0	2.1%	2	2.4%	3	1.3%	0	2.6%	1	0.0%
Maidenhead	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	1.6%	14	0.0%	0	1.1%	1	0.0%	0	1.3%	0	0.0%	0	0.0%
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-on-Thames	2.0%	18	0.0%	0	0.0%	0	1.2%	1	1.3%	0	0.0%	0	0.0%
West Byfleet	1.0%	9	2.4%	1	0.0%	0	4.8%	5	6.6%	2	0.0%	0	0.0%
Weybridge	1.6%	14	1.2%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%
Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Woking	16.3%	144	45.1%	10	44.2%	33	33.7%	36	13.2%	4	6.5%	3	14.9%
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus DIY Ltd, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ind Est, Camberley, Surrey													
Jewson Ltd, Horsell, Arthurs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 278

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Bridge Wharf, Woking, Surrey																								
Ladymead Retail Park, Europa Park Rd, Guildford, Surrey (incl. Sports World, Comet, B&Q, Homebase, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, 151, Oriental Rd, Woking, Surrey (incl. Halfords, Currys, Focus DIY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (incl. Argos, Currys, M&S, Tesco Extra, Mothercare)	0.7%	6	0.0%	0	0.0%	0	1.2%	1	9.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking, Surrey (incl.Sainsbury's/Homebase)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sainsbury's, Blackwater Valley Road, Watchmoor Park, Camberley, Surrey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford, Surrey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bagshot Road, Bracknell, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, Aldershot, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, Leatherhead, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, College Town, Sandhurst, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet, Surrey (incl. Halfords, Carpet Right/Paul Simon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 279

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(previously MFI))																								
Wickes, 102 Inkerman Rd, Knaphill, Woking, Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (incl. PC World, Currys)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	17.5%	154	22.0%	5	16.8%	12	18.1%	19	21.1%	6	24.7%	13	12.2%	10	15.0%	22	17.1%	11	12.3%	12	15.9%	11	23.8%	33
Abroad	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q, Kingston Road, Leatherhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	0.5%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.7%	59	7.3%	2	10.5%	8	4.8%	5	3.9%	1	3.9%	2	8.1%	7	7.5%	11	6.1%	4	7.4%	7	5.8%	4	6.0%	8
(Nowhere else)	21.0%	185	11.0%	3	11.6%	9	20.5%	22	26.3%	7	20.8%	11	14.9%	13	28.8%	42	24.4%	16	19.8%	19	33.3%	23	15.5%	21
Weighted base:	882			23		74		105		28		52		85		145		64		99		70		137
Sample:	883			82		95		83		76		77		74		80		82		81		69		84

Q27 Do you use the Internet to undertake your shopping (food or non-food)?

Yes	56.9%	626	46.5%	13	52.4%	43	51.0%	66	44.4%	16	65.7%	44	45.5%	53	58.4%	107	59.2%	45	56.6%	68	55.7%	55	71.0%	116
No	43.1%	474	53.5%	15	47.6%	39	49.0%	64	55.6%	20	34.3%	23	54.5%	63	41.6%	76	40.8%	31	43.4%	52	44.3%	44	29.0%	47
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q28 What sort of goods do you typically purchase via the Internet?																								
1st mention																								
Food and Groceries	13.7%	86	13.0%	2	20.0%	9	19.2%	13	18.2%	3	7.7%	3	17.4%	9	13.6%	15	19.0%	9	5.4%	4	11.1%	6	12.7%	15
Clothes and Shoes	10.5%	66	17.4%	2	5.5%	2	7.7%	5	4.5%	1	20.0%	9	19.6%	10	11.9%	13	8.6%	4	8.9%	6	18.5%	10	2.8%	3
Furniture, Carpets, Soft Household Furnishings	2.9%	18	4.3%	1	1.8%	1	1.9%	1	2.3%	0	1.5%	1	0.0%	0	5.1%	5	1.7%	1	7.1%	5	0.0%	0	2.8%	3
DIY and Decorating Goods	1.3%	8	2.2%	0	0.0%	0	0.0%	0	2.3%	0	1.5%	1	2.2%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.8%	3
Domestic Appliances	9.5%	60	13.0%	2	5.5%	2	19.2%	13	2.3%	0	4.6%	2	4.3%	2	8.5%	9	12.1%	5	10.7%	7	24.1%	13	2.8%	3
CDs, DVDs, games, books etc....	50.7%	317	41.3%	5	50.9%	22	44.2%	29	54.5%	9	52.3%	23	50.0%	26	44.1%	47	53.4%	24	50.0%	34	37.0%	20	66.2%	77
Other specialist Non-Food Items	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery	0.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Holidays / Flights	1.9%	12	6.5%	1	0.0%	0	1.9%	1	2.3%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	3.6%	2	0.0%	0	2.8%	3
Theatre / Concert tickets	0.8%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Photographic equipment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0
Computer equipment	1.2%	8	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	2	1.7%	1	1.8%	1	0.0%	0	1.4%	2
Toys	0.4%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sporting goods	1.1%	7	0.0%	0	1.8%	1	0.0%	0	2.3%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	2.8%	3
Health and Beauty products	0.9%	6	0.0%	0	3.6%	2	1.9%	1	2.3%	0	1.5%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft / Hobby items	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Gifts	0.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Gardening products	0.5%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Car goods	0.6%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Insurance	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	2
(Don't know)	1.0%	6	2.2%	0	0.0%	0	0.0%	0	2.3%	0	1.5%	1	0.0%	0	3.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Nothing else)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		626		13		43		66		16		44		53		107		45		68		55		116
Sample:		606		46		55		52		44		65		46		59		58		56		54		71

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 281

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd mention																								
Food and Groceries	4.0%	25	4.3%	1	5.5%	2	3.8%	3	4.5%	1	3.1%	1	2.2%	1	3.4%	4	3.4%	2	1.8%	1	3.7%	2	7.0%	8
Clothes and Shoes	12.9%	81	10.9%	1	16.4%	7	11.5%	8	6.8%	1	7.7%	3	17.4%	9	11.9%	13	12.1%	5	12.5%	9	5.6%	3	18.3%	21
Furniture, Carpets, Soft Household Furnishings	5.0%	31	0.0%	0	1.8%	1	5.8%	4	2.3%	0	6.2%	3	4.3%	2	3.4%	4	6.9%	3	8.9%	6	3.7%	2	5.6%	7
DIY and Decorating Goods	1.8%	11	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.8%	1	3.7%	2	4.2%	5
Domestic Appliances	8.8%	55	19.6%	3	10.9%	5	13.5%	9	11.4%	2	10.8%	5	10.9%	6	6.8%	7	12.1%	5	10.7%	7	3.7%	2	4.2%	5
CDs, DVDs, games, books etc....	18.3%	115	21.7%	3	18.2%	8	17.3%	11	18.2%	3	15.4%	7	10.9%	6	20.3%	22	24.1%	11	5.4%	4	38.9%	21	16.9%	20
Other specialist Non-Food Items	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Jewellery	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Holidays / Flights	2.3%	15	0.0%	0	1.8%	1	0.0%	0	4.5%	1	1.5%	1	0.0%	0	3.4%	4	1.7%	1	5.4%	4	1.9%	1	2.8%	3
Theatre / Concert tickets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Photographic equipment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer equipment	1.2%	7	0.0%	0	3.6%	2	1.9%	1	2.3%	0	3.1%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Toys	0.8%	5	2.2%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	2.2%	1	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0
Sporting goods	1.6%	10	2.2%	0	1.8%	1	1.9%	1	4.5%	1	1.5%	1	0.0%	0	1.7%	2	3.4%	2	0.0%	0	1.9%	1	1.4%	2
Health and Beauty products	1.7%	11	2.2%	0	3.6%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	5.1%	5	1.7%	1	1.8%	1	1.9%	1	0.0%	0
Craft / Hobby items	0.7%	5	2.2%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	2
Gifts	0.5%	3	2.2%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0
Gardening products	0.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	2.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Car goods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Insurance	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
(Don't know)	6.2%	39	0.0%	0	3.6%	2	1.9%	1	2.3%	0	7.7%	3	4.3%	2	5.1%	5	10.3%	5	1.8%	1	3.7%	2	14.1%	16
(Nothing else)	32.3%	202	32.6%	4	30.9%	13	34.6%	23	38.6%	6	35.4%	15	45.7%	24	35.6%	38	19.0%	9	46.4%	32	24.1%	13	21.1%	25
Weighted base:		626		13		43		66		16		44		53		107		45		68		55		116
Sample:		606		46		55		52		44		65		46		59		58		56		54		71

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 282

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd mention																								
Food and Groceries	2.2%	14	2.2%	0	0.0%	0	1.9%	1	2.3%	0	3.1%	1	2.2%	1	1.7%	2	0.0%	0	7.1%	5	1.9%	1	1.4%	2
Clothes and Shoes	5.4%	34	0.0%	0	3.6%	2	3.8%	3	2.3%	0	3.1%	1	2.2%	1	5.1%	5	8.6%	4	1.8%	1	5.6%	3	11.3%	13
Furniture, Carpets, Soft Household Furnishings	3.4%	22	4.3%	1	1.8%	1	5.8%	4	2.3%	0	4.6%	2	4.3%	2	3.4%	4	5.2%	2	3.6%	2	0.0%	0	2.8%	3
DIY and Decorating Goods	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	1	0.0%	0	3.4%	2	3.6%	2	0.0%	0	1.4%	2
Domestic Appliances	4.3%	27	4.3%	1	1.8%	1	1.9%	1	0.0%	0	1.5%	1	4.3%	2	3.4%	4	6.9%	3	5.4%	4	5.6%	3	7.0%	8
CDs, DVDs, games, books etc....	4.2%	27	4.3%	1	3.6%	2	7.7%	5	4.5%	1	7.7%	3	8.7%	5	1.7%	2	3.4%	2	3.6%	2	0.0%	0	4.2%	5
Other specialist Non-Food Items	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holidays / Flights	0.8%	5	2.2%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Theatre / Concert tickets	0.2%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Photographic equipment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer equipment	1.0%	6	0.0%	0	1.8%	1	1.9%	1	2.3%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	2
Toys	0.3%	2	4.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sporting goods	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.8%	1	1.9%	1	0.0%	0
Health and Beauty products	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Craft / Hobby items	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Gifts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardening products	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car goods	0.4%	3	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Insurance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	18	0.0%	0	3.6%	2	0.0%	0	0.0%	0	9.2%	4	2.2%	1	1.7%	2	1.7%	1	3.6%	2	1.9%	1	4.2%	5
(Nothing else)	71.8%	449	73.9%	10	81.8%	35	71.2%	47	84.1%	14	64.6%	28	67.4%	35	79.7%	85	65.5%	30	69.6%	47	77.8%	43	64.8%	75
Weighted base:	626		13		43		66		16		44		53		107		45		68		55		116	
Sample:	606		46		55		52		44		65		46		59		58		56		54		71	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 283

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Any mention																								
Food and Groceries	20.0%	125	19.6%	3	25.5%	11	25.0%	17	25.0%	4	13.8%	6	21.7%	11	18.6%	20	22.4%	10	14.3%	10	16.7%	9	21.1%	25
Clothes and Shoes	28.7%	180	28.3%	4	25.5%	11	23.1%	15	13.6%	2	30.8%	13	39.1%	21	28.8%	31	29.3%	13	23.2%	16	29.6%	16	32.4%	38
Furniture, Carpets, Soft Household Furnishings	11.3%	71	8.7%	1	5.5%	2	13.5%	9	6.8%	1	12.3%	5	8.7%	5	11.9%	13	13.8%	6	19.6%	13	3.7%	2	11.3%	13
DIY and Decorating Goods	4.3%	27	2.2%	0	0.0%	0	1.9%	1	2.3%	0	3.1%	1	4.3%	2	1.7%	2	3.4%	2	8.9%	6	3.7%	2	8.5%	10
Domestic Appliances	22.7%	142	37.0%	5	18.2%	8	34.6%	23	13.6%	2	16.9%	7	19.6%	10	18.6%	20	31.0%	14	26.8%	18	33.3%	18	14.1%	16
CDs, DVDs, games, books etc....	73.2%	458	67.4%	9	72.7%	31	69.2%	46	77.3%	13	75.4%	33	69.6%	37	66.1%	71	81.0%	37	58.9%	40	75.9%	42	87.3%	101
Other specialist Non-Food Items	0.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Jewellery	1.1%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.4%	2
Holidays / Flights	5.0%	32	8.7%	1	3.6%	2	3.8%	3	6.8%	1	1.5%	1	0.0%	0	8.5%	9	1.7%	1	8.9%	6	3.7%	2	5.6%	7
Theatre / Concert tickets	1.0%	6	2.2%	0	1.8%	1	0.0%	0	0.0%	0	4.6%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Photographic equipment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0
Computer equipment	3.4%	21	0.0%	0	9.1%	4	3.8%	3	4.5%	1	4.6%	2	2.2%	1	3.4%	4	1.7%	1	1.8%	1	3.7%	2	2.8%	3
Toys	1.5%	9	6.5%	1	3.6%	2	1.9%	1	0.0%	0	1.5%	1	2.2%	1	1.7%	2	1.7%	1	1.8%	1	0.0%	0	0.0%	0
Sporting goods	3.3%	21	2.2%	0	3.6%	2	1.9%	1	6.8%	1	3.1%	1	0.0%	0	3.4%	4	5.2%	2	3.6%	2	3.7%	2	4.2%	5
Health and Beauty products	2.8%	17	2.2%	0	7.3%	3	1.9%	1	4.5%	1	1.5%	1	0.0%	0	6.8%	7	1.7%	1	1.8%	1	3.7%	2	0.0%	0
Craft / Hobby items	1.9%	12	2.2%	0	0.0%	0	1.9%	1	4.5%	1	3.1%	1	4.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.2%	5
Gifts	1.2%	7	2.2%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.7%	1	0.0%	0	3.7%	2	0.0%	0
Gardening products	1.3%	8	0.0%	0	1.8%	1	1.9%	1	0.0%	0	3.1%	1	4.3%	2	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0
Car goods	1.2%	7	2.2%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	5.2%	2	0.0%	0	3.7%	2	0.0%	0
Insurance	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.8%	3
Weighted base:		626		13		43		66		16		44		53		107		45		68		55		116
Sample:		606		46		55		52		44		65		46		59		58		56		54		71

Q29 Do you visit Woking Town Centre on a regular basis ?

Yes	39.9%	439	84.9%	24	73.3%	60	69.6%	90	52.5%	19	34.3%	23	36.6%	42	14.9%	27	54.1%	41	47.5%	57	19.6%	19	22.0%	36
No	60.1%	661	15.2%	4	26.7%	22	30.4%	39	46.5%	17	65.7%	44	63.4%	73	85.1%	156	45.9%	35	52.5%	63	80.4%	79	78.0%	128
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30 Can I ask, are there things that could be improved about Woking Town Centre?																								
1st mention																								
More parking provision (not enough parking)	2.9%	32	2.0%	1	1.9%	2	2.0%	3	1.0%	0	3.0%	2	7.9%	9	0.0%	0	4.1%	3	4.0%	5	3.1%	3	3.0%	5
Cheaper parking (parking too expensive)	7.4%	81	4.0%	1	18.1%	15	8.8%	11	5.1%	2	10.1%	7	4.0%	5	5.0%	9	8.2%	6	11.1%	13	2.1%	2	6.0%	10
Free parking	1.9%	21	0.0%	0	2.9%	2	3.9%	5	5.1%	2	1.0%	1	2.0%	2	0.0%	0	3.1%	2	3.0%	4	3.1%	3	0.0%	0
Better links from car parks to Centre (car parking isn't accessible enough)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	2
Better/more frequent bus service (inadequate bus service to the centre)	0.9%	10	0.0%	0	1.9%	2	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.1%	2	1.0%	2
New/relocated bus stops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Better/more frequent train service (inadequate train service to the 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	0.0%	0	0.0%	0
Better signage around Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2
Improve priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for wheelchairs and pushchairs users	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More (larger) covered shopping centres/malls	1.5%	17	3.0%	1	1.9%	2	2.0%	3	1.0%	0	3.0%	2	0.0%	0	0.0%	0	2.0%	2	4.0%	5	0.0%	0	2.0%	3
Improved market	0.4%	4	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More choice of shops (general)	6.6%	73	7.1%	2	19.0%	16	9.8%	13	10.1%	4	4.0%	3	3.0%	3	4.0%	7	13.3%	10	4.0%	5	4.1%	4	4.0%	7
More clothes/fashion shops	1.8%	20	5.1%	1	2.9%	2	1.0%	1	3.0%	1	3.0%	2	0.0%	0	1.0%	2	3.1%	2	0.0%	0	1.0%	1	4.0%	7
More quality/designer shops	0.5%	5	2.0%	1	2.9%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More dept stores/larger stores	2.0%	22	3.0%	1	2.9%	2	5.9%	8	1.0%	0	0.0%	0	0.0%	0	2.0%	4	4.1%	3	1.0%	1	0.0%	0	2.0%	3
More discount/cheaper goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/improved supermarkets/food shops	0.8%	8	3.0%	1	1.0%	1	2.9%	4	3.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops/vacancies	5.8%	64	11.1%	3	14.3%	12	12.7%	17	4.0%	1	3.0%	2	6.9%	8	3.0%	5	8.2%	6	5.1%	6	3.1%	3	0.0%	0
More independent shops	1.0%	12	0.0%	0	1.0%	1	2.9%	4	1.0%	0	0.0%	0	1.0%	1	2.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Specific shop missing from Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
More facilities for children	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crèche	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better/more safety/security/CCTV/police presence	0.3%	4	2.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
More facilities for disabled	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More toilets	0.2%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More seating/benches	0.3%	4	2.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
More/better cafes	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better restaurants	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More/better bars/nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better cinema or theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better family entertainment (ice skating/bowling/etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better heath clubs/gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less litter	1.0%	11	2.0%	1	1.9%	2	2.9%	4	1.0%	0	3.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Improved shelter from wind/rain	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.1%	2	0.0%
Nicer shopping environment	2.0%	22	10.1%	3	3.8%	3	2.9%	4	4.0%	1	0.0%	0	3.0%	3	1.0%	2	2.0%	2	2.0%	2	0.0%	0	1.0%
Other	1.0%	11	0.0%	0	1.0%	1	2.9%	4	2.0%	1	1.0%	1	0.0%	0	1.0%	2	0.0%	0	1.0%	1	2.1%	2	0.0%
Marks & Spencer (Specific shop missing)	1.1%	12	10.1%	3	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.0%	2	2.1%	2	0.0%
Improve footpaths	0.4%	5	0.0%	0	2.9%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car park layout is too confusing	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.0%
More accessible lifts	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Less roadworks	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%
Better access by car / bike	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
(Don't Know)	12.4%	137	1.0%	0	4.8%	4	3.9%	5	9.1%	3	11.1%	7	5.9%	7	16.8%	31	3.1%	2	7.1%	9	27.8%	27	25.0%
Nothing	43.4%	477	27.3%	8	11.4%	9	25.5%	33	36.4%	13	52.5%	35	62.4%	72	58.4%	107	34.7%	27	50.5%	61	39.2%	39	45.0%
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99	
Sample:		1100		99		105		102		99		99		101		101		98		99		97	

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd mention																								
More parking provision (not enough parking)	0.9%	10	0.0%	0	0.0%	0	2.9%	4	1.0%	0	0.0%	0	2.0%	2	0.0%	0	3.1%	2	1.0%	1	0.0%	0	0.0%	0
Cheaper parking (parking too expensive)	1.9%	21	1.0%	0	2.9%	2	3.9%	5	6.1%	2	1.0%	1	3.0%	3	0.0%	0	5.1%	4	1.0%	1	2.1%	2	0.0%	0
Free parking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better links from car parks to Centre (car parking isn't accessible enough)	0.4%	4	0.0%	0	0.0%	0	2.0%	3	1.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better/more frequent bus service (inadequate bus service to the centre)	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New/relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better/more frequent train service (inadequate train service to the 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	0.0%	0	0.0%	0
Better signage around Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Improve priority for pedestrians	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve access for wheelchairs and pushchairs users	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More (larger) covered shopping centres/malls	0.5%	6	0.0%	0	3.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Improved market	0.1%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops (general)	2.5%	27	7.1%	2	6.7%	5	2.9%	4	1.0%	0	4.0%	3	1.0%	1	0.0%	0	5.1%	4	4.0%	5	0.0%	0	2.0%	3
More clothes/fashion shops	1.0%	11	1.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	5.1%	4	0.0%	0	0.0%	0	2.0%	3
More quality/designer shops	0.6%	6	2.0%	1	1.0%	1	2.0%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More dept stores/larger stores	1.4%	16	3.0%	1	4.8%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	1.0%	1	2.1%	2	0.0%	0
More discount/cheaper goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/improved supermarkets/food shops	0.6%	7	0.0%	0	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	2
Fewer empty shops/vacancies	1.5%	16	2.0%	1	5.7%	5	3.9%	5	2.0%	1	1.0%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.0%	2
More independent shops	0.8%	9	4.0%	1	1.0%	1	2.0%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	2	1.0%	1	0.0%	0	0.0%	0
Specific shop missing from Town Centre	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.3%	3	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Crèche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better/more safety/security/CCTV/police presence	0.1%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More toilets	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 287

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
More seating/benches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better cafes	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
More/better restaurants	0.1%	1	1.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better bars/nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better cinema or theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better family entertainment (ice skating/bowling/etc)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better heath clubs/gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less litter	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Improved shelter from wind/rain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Nicer shopping environment	1.0%	11	2.0%	1	0.0%	0	2.0%	3	0.0%	0	2.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%
Other	0.6%	6	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%
Marks & Spencer (Specific shop missing)	0.8%	9	2.0%	1	1.0%	1	2.0%	3	2.0%	1	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%
Improve footpaths	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car park layout is too confusing	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%
More accessible lifts	0.4%	4	1.0%	0	1.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better access by car / bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't Know)	7.7%	85	0.0%	0	4.8%	4	4.9%	6	1.0%	0	10.1%	7	7.9%	9	6.9%	13	3.1%	2	11.1%	13	5.2%	5	15.0%
Nothing	74.2%	816	66.7%	19	58.1%	47	59.8%	77	76.8%	28	70.7%	47	85.1%	98	86.1%	158	56.1%	43	76.8%	92	89.7%	88	72.0%
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99	
Sample:		1100		99		105		102		99		99		101		101		98		99		97	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 288

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd mention																							
More parking provision (not enough parking)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking (parking too expensive)	0.4%	4	0.0%	0	0.0%	0	2.0%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Free parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Better links from car parks to Centre (car parking isn't accessible enough)	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Better/more frequent bus service (inadequate bus service to the 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	0.0%	0	0.0%
New/relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better/more frequent train service (inadequate train service to the 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	0.0%	0	0.0%
Better signage around Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve access for wheelchairs and pushchairs users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More (larger) covered shopping centres/malls	0.1%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More choice of shops (general)	0.4%	4	0.0%	0	1.0%	1	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
More clothes/fashion shops	0.7%	7	0.0%	0	3.8%	3	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
More quality/designer shops	0.7%	8	1.0%	0	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	1.0%	1	0.0%	0	0.0%
More dept stores/larger stores	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%
More discount/cheaper goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/improved supermarkets/food shops	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Fewer empty shops/vacancies	0.2%	3	1.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More independent shops	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Specific shop missing from Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
More facilities for children	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Crèche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better/more safety/security/CCTV/police presence	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
More seating/benches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better restaurants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
More/better bars/nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better cinema or theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better family entertainment (ice skating/bowling/etc)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/better heath clubs/gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less litter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Improved shelter from wind/rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nicer shopping environment	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other	0.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Marks & Spencer (Specific shop missing)	0.1%	2	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve footpaths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car park layout is too confusing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More accessible lifts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better access by car / bike	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't Know)	1.5%	17	0.0%	0	1.9%	2	0.0%	0	1.0%	0	3.0%	2	1.0%	1	1.0%	2	2.0%	2	2.0%	2	1.0%	1	3.0%
Nothing	93.3%	1026	91.9%	26	86.7%	71	91.2%	118	91.9%	34	90.9%	60	98.0%	113	99.0%	182	78.6%	60	93.9%	113	96.9%	96	94.0%
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99	
Sample:		1100		99		105		102		99		99		101		101		98		99		97	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 290

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Any mention																								
More parking provision (not enough parking)	3.8%	42	2.0%	1	1.9%	2	4.9%	6	2.0%	1	3.0%	2	9.9%	11	0.0%	0	7.1%	5	5.1%	6	3.1%	3	3.0%	5
Cheaper parking (parking too expensive)	9.7%	107	5.1%	1	21.0%	17	14.7%	19	14.1%	5	11.1%	7	6.9%	8	5.0%	9	14.3%	11	12.1%	15	4.1%	4	6.0%	10
Free parking	2.4%	27	0.0%	0	2.9%	2	3.9%	5	7.1%	3	4.0%	3	3.0%	3	0.0%	0	4.1%	3	3.0%	4	4.1%	4	0.0%	0
Better links from car parks to Centre (car parking isn't accessible enough)	1.3%	14	0.0%	0	1.0%	1	2.0%	3	1.0%	0	2.0%	1	0.0%	0	1.0%	2	4.1%	3	1.0%	1	1.0%	1	1.0%	2
Better/more frequent bus service (inadequate bus service to the centre)	1.1%	12	0.0%	0	1.9%	2	2.9%	4	1.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.1%	2	1.0%	2
New/relocated bus stops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Better/more frequent train service (inadequate train service to the 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	0.0%	0	0.0%	0
Better signage around Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	1.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	3
Improve priority for pedestrians	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve access for wheelchairs and pushchairs users	0.2%	3	0.0%	0	1.9%	2	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More (larger) covered shopping centres/malls	2.2%	24	4.0%	1	6.7%	5	2.9%	4	1.0%	0	3.0%	2	0.0%	0	0.0%	0	2.0%	2	4.0%	5	0.0%	0	3.0%	5
Improved market	0.5%	5	3.0%	1	0.0%	0	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More choice of shops (general)	9.5%	105	14.1%	4	26.7%	22	14.7%	19	12.1%	4	8.1%	5	4.0%	5	4.0%	7	19.4%	15	8.1%	10	4.1%	4	6.0%	10
More clothes/fashion shops	3.5%	38	6.1%	2	7.6%	6	2.9%	4	3.0%	1	5.1%	3	0.0%	0	2.0%	4	10.2%	8	0.0%	0	1.0%	1	6.0%	10
More quality/designer shops	1.8%	20	5.1%	1	4.8%	4	3.9%	5	3.0%	1	1.0%	1	0.0%	0	0.0%	0	8.2%	6	1.0%	1	0.0%	0	0.0%	0
More dept stores/larger stores	3.9%	43	6.1%	2	7.6%	6	9.8%	13	1.0%	0	0.0%	0	0.0%	0	2.0%	4	10.2%	8	2.0%	2	2.1%	2	4.0%	7
More discount/cheaper goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/improved supermarkets/food shops	1.6%	18	3.0%	1	3.8%	3	4.9%	6	3.0%	1	1.0%	1	1.0%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.0%	2
Fewer empty shops/vacancies	7.5%	83	14.1%	4	20.0%	16	16.7%	22	7.1%	3	5.1%	3	6.9%	8	3.0%	5	12.2%	9	6.1%	7	3.1%	3	1.0%	2
More independent shops	2.2%	24	4.0%	1	2.9%	2	4.9%	6	2.0%	1	2.0%	1	1.0%	1	2.0%	4	5.1%	4	2.0%	2	1.0%	1	0.0%	0
Specific shop missing from Town Centre	0.6%	7	1.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	3
More facilities for children	0.5%	6	1.0%	0	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Crèche	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better/more safety/security/CCTV/police presence	0.4%	5	3.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More facilities for disabled	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More toilets	0.4%	4	0.0%	0	1.9%	2	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 291

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
More seating/benches	0.3%	4	2.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More/better cafes	0.3%	4	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More/better restaurants	0.3%	4	2.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More/better bars/nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better cinema or theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better family entertainment (ice skating/bowling/etc)	0.2%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better heath clubs/gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less litter	1.3%	14	2.0%	1	2.9%	2	2.9%	4	1.0%	0	3.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Improved shelter from wind/rain	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Nicer shopping environment	3.2%	36	13.1%	4	3.8%	3	4.9%	6	4.0%	1	3.0%	2	3.0%	3	3.0%	5	2.0%	2	3.0%	4	0.0%	0	3.0%	5
Other	1.9%	21	2.0%	1	2.9%	2	3.9%	5	2.0%	1	1.0%	1	1.0%	1	2.0%	4	2.0%	2	1.0%	1	2.1%	2	1.0%	2
Marks & Spencer (Specific shop missing)	2.0%	22	13.1%	4	1.0%	1	3.9%	5	4.0%	1	1.0%	1	0.0%	0	1.0%	2	3.1%	2	2.0%	2	2.1%	2	1.0%	2
Improve footpaths	0.5%	5	1.0%	0	2.9%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park layout is too confusing	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	3.1%	3	1.0%	2
More accessible lifts	0.6%	6	2.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Less roadworks	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better access by car / bike	0.3%	3	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q31AIn which town, village or out-of-town location does your household spend most money on Restaurants?												
Addlestone	2.2%	24	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Ascot	1.2%	13	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet	0.8%	9	0.0%	0	1.9%	2	0.0%	0	10.1%	4	0.0%	0
Chertsey	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	2.0%	22	2.0%	1	1.9%	2	1.0%	1	1.0%	0	1.0%	1
Cobham	2.3%	25	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Frimley	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell	1.2%	13	0.0%	0	6.7%	5	3.9%	5	0.0%	0	0.0%	0
Knaphill	1.0%	11	0.0%	0	13.3%	11	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.6%	6	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Virginia Water	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Byfleet	3.6%	40	4.0%	1	0.0%	0	14.7%	19	32.3%	12	0.0%	0
Weybridge	6.1%	67	0.0%	0	1.0%	1	1.0%	2	0.0%	0	1.0%	1
Woking	8.2%	90	30.3%	8	24.8%	20	27.5%	36	7.1%	3	1.0%	1
Woodham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldershot	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Bracknell	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Camberley	6.3%	69	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	4
Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Godalming	0.4%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	2	1.0%	1
Guildford	9.6%	106	5.1%	1	7.6%	6	5.9%	8	2.0%	1	45.5%	30
Hounslow	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingston	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.6%	29	12.1%	3	1.9%	2	2.0%	3	3.0%	1	1.0%	1
Maidenhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Slough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Staines	0.8%	9	0.0%	0	1.0%	1	1.0%	1	1.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Windsor	1.3%	14	1.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	4
Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Esher	1.0%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ripley	0.4%	5	2.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 293

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Windlesham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0
Other - outside catchment area	2.0%	22	2.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	3.0%	3	4.0%	7	2.0%	2	1.0%	1	5.2%	5	0.0%	0
Lightwater Leisure 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	0.0%	0	0.0%	0
The Arena Leisure Centre, Camberly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pineridge Bowl, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Other zones 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
(Don't know / varies)	10.0%	110	11.1%	3	8.6%	7	10.8%	14	8.1%	3	8.1%	5	10.9%	13	12.9%	24	14.3%	11	7.1%	9	12.4%	12	6.0%	10
(Don't do this activity)	24.3%	267	27.3%	8	19.0%	16	27.5%	36	26.3%	10	32.3%	21	33.7%	39	20.8%	38	30.6%	23	30.3%	37	22.7%	22	11.0%	18
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q31BIn which town, village or out-of-town location does your household spend most money on Cafes / Pubs / Bars?												
Addlestone	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Byfleet	0.6%	7	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Chertsey	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	11
Chobham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Cobham	1.2%	13	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Frimley	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	18
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell	1.3%	14	0.0%	0	4.8%	4	3.9%	5	0.0%	0	0.0%	0
Knaphill	0.8%	9	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.4%	5	0.0%	0	4.8%	4	0.0%	0	1.0%	1	0.0%	0
Sunningdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.5%	17	1.0%	0	0.0%	0	3.9%	5	16.2%	6	0.0%	0
Weybridge	6.1%	67	1.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Woking	11.8%	130	49.5%	14	31.4%	26	43.1%	56	4.0%	1	4.0%	3
Woodham	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldershot	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Bracknell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Camberley	5.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	53
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough	0.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Guildford	8.3%	91	2.0%	1	8.6%	7	4.9%	6	2.0%	1	37.4%	25
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.6%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0
London	1.4%	16	5.1%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.7%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Windsor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Esher	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Ripley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 295

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Windlesham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	5.2%	5	0.0%	0
Other - outside catchment area	1.1%	12	2.0%	1	2.9%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	2	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Lightwater Leisure 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	0.0%	0	0.0%	0
The Arena Leisure Centre, Camberly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pineridge Bowl, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1c	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other zones 8	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
(Don't know / varies)	6.7%	73	5.1%	1	3.8%	3	6.9%	9	6.1%	2	8.1%	5	8.9%	10	6.9%	13	7.1%	5	3.0%	4	15.5%	15	3.0%	5
(Don't do this activity)	34.4%	379	32.3%	9	34.3%	28	34.3%	44	46.5%	17	40.4%	27	46.5%	54	28.7%	53	45.9%	35	37.4%	45	33.0%	33	21.0%	34
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q31CIn which town, village or out-of-town location does your household spend most money on the Cinema / Theatre?												
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Byfleet	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Woking	35.0%	385	60.6%	17	76.2%	62	63.7%	83	47.5%	17	22.2%	36
Woodham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aldershot	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Basingstoke	0.7%	7	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.0%	2
Bracknell	1.6%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	0
Camberley	7.4%	81	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	8.8%	97	0.0%	0	3.8%	3	2.9%	4	1.0%	0	37.4%	5
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
London	3.4%	37	5.1%	1	1.0%	1	1.0%	2	3.0%	2	2.0%	15
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	6.0%	66	0.0%	0	0.0%	0	2.0%	3	10.1%	4	0.0%	13
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	2.3%	26	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	25
Windsor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	1.4%	16	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	13
Ripley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 297

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Windlesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside catchment area	1.2%	13	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	2	1.0%	1	0.0%	0	1.0%	1	4.0%
Lightwater Leisure 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	0.0%	0	0.0%
The Arena Leisure Centre, Camberly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pineridge Bowl, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
(Don't know / varies)	2.6%	28	2.0%	1	1.0%	1	0.0%	0	1.0%	0	3.0%	2	1.0%	1	4.0%	7	1.0%	1	1.0%	1	9.3%	9	3.0%
(Don't do this activity)	27.3%	300	29.3%	8	17.1%	14	28.4%	37	29.3%	11	31.3%	21	40.6%	47	26.7%	49	29.6%	23	31.3%	38	17.5%	17	22.0%
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99	
Sample:	1100			99		105		102		99		99		101		101		98		99		97	

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8												
Q31DIn which town, village or out-of-town location does your household spend most money on Bingo / Casino / Bookmakers?																								
Addlestone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Goldsworth Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	1.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Woking	1.7%	19	3.0%	1	3.8%	3	2.9%	4	2.0%	1	1.0%	1	1.0%	1	3.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Woodham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 299

Weighted:

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Windlesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside catchment area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Lightwater Leisure 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	0.0%	0	0.0%
The Arena Leisure Centre, Camberly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pineridge Bowl, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.2%	2	2.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this activity)	94.3%	1037	92.9%	26	91.4%	75	97.1%	126	95.0%	35	93.9%	62	93.1%	108	90.1%	165	100.0%	77	96.0%	116	97.9%	97	93.0%
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99	
Sample:	1100			99		105		102		99		99		101		101		98		99		97	

by Zone

Woking Town Centre, District and Local Centres Study For Roger Tym & Partners

Page 300

Weighted:

April 2009

	Total		Zone 1a	Zone 1b	Zone 1c		Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8										
Q31E In which town, village or out-of-town location does your household spend most money on Health & Fitness?																								
ActivZone Gym - within Guildford College of Furth, Stoke Park, Guildford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Addlestone Leisure Centre, School Lane, Addlestone, Surrey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0
Curves – Owen House, Heathside Road, Woking	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
David Lloyd – Westfield Avenue, Old Woking	1.6%	17	9.1%	3	3.8%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	8
Dragons Health Club - Epsom Rd, Merrow, Guildford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Ladies Fitness Club - 12 High St, Walton-On-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Fullbrook Sports Centre – New Haw, Addlestone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford	1.5%	17	0.0%	0	1.0%	1	0.0%	0	2.0%	1	11.1%	7	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horizons Health & Fitness Club – Old Woking Road, Woking	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
LA Fitness - Arthurs Bridge Wharf, Horsell Moor, Woking	1.7%	18	1.0%	0	5.7%	5	4.9%	6	0.0%	0	0.0%	0	4.0%	5	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Moves Fitness Ltd 11 Primrose Rd, Walton-On-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Wellbeing (formerly Cannons) – Pyrford Road, West Byfleet (may also call it Pyrford)	1.0%	11	0.0%	0	1.9%	2	2.0%	3	11.1%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Peak Fitness - 51a - 57a Chertsey Road, Woking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
St Johns Fitness Centre (previously Fils) - 5-7, St. Johns Rd, St Johns, Woking	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winston Churchill School Sports Centre – Hermitage Road, St Johns	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
Woking Leisure Centre/Pool	4.0%	44	14.1%	4	10.5%	9	11.8%	15	4.0%	1	0.0%	0	2.0%	2	1.0%	2	6.1%	5	3.0%	4	2.1%	2	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 301

April 2009

	Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
in the Park - Woking																								
XL Cise - 33 Westmead, Woking,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Elmbridge Leisure Centre) Elmbridge Xcel Leisure Complex, (Waterside Drive Walton on Thames	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11
Fitness First Godalming - 1st Floor, 48-56 High Street, Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Leisure Centre - Broadwater Park, Summers Road, Godalming	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LS Fitness Ltd - 16 Courtlands, Manor Rd, Walton-On-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quantum Health & Fitness – University of Surrey, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health and Fitness – Post House Hotel, Egerton Road, Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	5.0%	55	0.0%	0	1.0%	1	2.0%	3	5.1%	2	6.1%	4	0.0%	0	2.0%	4	3.1%	2	1.0%	1	22.7%	22	10.0%	16
Lightwater Leisure Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	1.0%	1	0.0%	0
The Arena Leisure Centre, Camberly	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Pineridge Bowl, Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1a	0.2%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other zones 1b	0.1%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1c	0.2%	2	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.9%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	3	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	3.1%	3	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	1.1%	12	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
(Don't know / varies)	2.2%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	5	2.0%	2	4.0%	5	2.1%	2	4.0%	7
(Don't do this activity)	70.9%	780	70.7%	20	68.6%	56	73.5%	95	71.7%	26	75.8%	50	74.3%	86	77.2%	142	67.3%	52	72.7%	88	66.0%	65	62.0%	101

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 302

April 2009

	Total	Zone 1a	Zone 1b	Zone 1c	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	1100	28	82	130	36	66	116	183	77	120	99	164
Sample:	1100	99	105	102	99	99	101	101	98	99	97	100

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

Weighted:

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31F In which town, village or out-of-town location does your household spend most money on Family entertainment centre (i.e. Ten Pin bowling/ Skating Rink)?																								
Big Apple – Woking	5.4%	60	3.0%	1	10.5%	9	11.8%	15	10.1%	4	0.0%	0	1.0%	1	1.0%	2	7.1%	5	14.1%	17	1.0%	1	3.0%	5
Guildford Spectrum – Parkway, Guildford	16.2%	178	12.1%	3	21.9%	18	11.8%	15	16.2%	6	37.4%	25	32.7%	38	5.9%	11	12.2%	9	13.1%	16	3.1%	3	21.0%	34
Bowlplex - The Atrium, Park Street, Camberley	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	27	4.1%	3	0.0%	0	7.2%	7	0.0%	0
The Rotunda, Clarence Street, Kingston upon Thames,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Charrington Bowl - Kingston Rd, Surbiton,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Quantum Puruits – Beech Hill, Brook, Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Palace Superbowl - The Megazone Building, St. Nicholas Way, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Park Leisure Complex, Hesterman Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside catchment area	2.7%	30	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	7	6.1%	5	1.0%	1	11.3%	11	2.0%	3
Lightwater Leisure 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	0.0%	0	0.0%	0
The Arena Leisure Centre, Camberly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pineridge Bowl, Frimley	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Other zones 1a	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other zones 1b	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 1c	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 3b	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zones 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	24	2.0%	1	3.8%	3	1.0%	1	1.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	2.0%	2	4.1%	4	4.0%	7
(Don't do this activity)	67.4%	741	82.8%	23	62.9%	51	74.5%	97	71.7%	26	61.6%	41	64.4%	74	60.4%	111	69.4%	53	68.7%	83	72.2%	71	68.0%	111
Weighted base:	1100			28		82		130		36		66		116		183		77		120		99		164
Sample:	1100			99		105		102		99		99		101		101		98		99		97		100

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 304

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q32 How often do you visit the following within Woking?																								
The Ambassadors Cinema - Woking																								
Once a week or more	0.5%	6	1.0%	0	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Every two weeks	1.8%	19	8.1%	2	2.9%	2	3.9%	5	3.0%	1	2.0%	1	2.0%	2	1.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a month	4.7%	52	9.1%	3	6.7%	5	9.8%	13	8.1%	3	5.1%	3	3.0%	3	2.0%	4	5.1%	4	6.1%	7	2.1%	2	3.0%	5
Every two months	8.5%	93	18.2%	5	17.1%	14	21.6%	28	10.1%	4	5.1%	3	5.0%	6	3.0%	5	17.3%	13	7.1%	9	3.1%	3	2.0%	3
Once or Twice a year	26.4%	290	28.3%	8	50.5%	41	24.5%	32	34.3%	13	24.2%	16	19.8%	23	18.8%	35	34.7%	27	35.4%	43	18.6%	18	22.0%	36
Never	57.7%	634	33.3%	9	21.0%	17	37.3%	48	43.4%	16	63.6%	42	70.3%	81	75.2%	138	39.8%	30	48.5%	58	75.3%	74	73.0%	119
(Don't know)	0.4%	5	2.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
The New Victoria / Rhoda Mcgraw Theatre, Woking																								
Once a week or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Every two weeks	0.2%	2	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	2.8%	31	3.0%	1	2.9%	2	1.0%	1	1.0%	0	0.0%	0	3.0%	3	4.0%	7	4.1%	3	2.0%	2	3.1%	3	4.0%	7
Every two months	7.4%	82	12.1%	3	14.3%	12	14.7%	19	10.1%	4	6.1%	4	1.0%	1	5.0%	9	14.3%	11	5.1%	6	6.2%	6	4.0%	7
Once or Twice a year	39.3%	432	43.4%	12	47.6%	39	48.0%	62	43.4%	16	40.4%	27	36.6%	42	34.7%	64	48.0%	37	35.4%	43	39.2%	39	32.0%	52
Never	50.0%	551	38.4%	11	33.3%	27	36.3%	47	44.4%	16	53.5%	36	58.4%	67	56.4%	104	33.7%	26	56.6%	68	51.5%	51	60.0%	98
(Don't know)	0.1%	1	1.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
The Big Apple Leisure Centre, Woking																								
Once a week or more	0.5%	6	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	3
Every two weeks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Once a month	0.8%	9	3.0%	1	1.9%	2	2.0%	3	1.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Every two months	2.8%	30	2.0%	1	3.8%	3	7.8%	10	3.0%	1	0.0%	0	2.0%	2	3.0%	5	4.1%	3	3.0%	4	1.0%	1	0.0%	0
Once or Twice a year	11.0%	121	7.1%	2	21.0%	17	11.8%	15	13.1%	5	2.0%	1	5.9%	7	5.0%	9	16.3%	12	20.2%	24	8.2%	8	12.0%	20
Never	83.5%	919	84.9%	24	72.4%	59	77.5%	100	78.8%	29	96.0%	64	91.1%	105	90.1%	165	77.6%	59	72.7%	88	89.7%	88	84.0%	137
(Don't know)	1.2%	14	1.0%	0	1.0%	1	1.0%	1	2.0%	1	1.0%	1	0.0%	0	2.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	3
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
GEN Gender of respondent.																								
Male	25.2%	277	26.3%	7	29.5%	24	20.6%	27	25.3%	9	17.2%	11	21.8%	25	23.8%	44	29.6%	23	27.3%	33	25.8%	25	30.0%	49
Female	74.8%	823	73.7%	21	70.5%	57	79.4%	103	74.7%	27	82.8%	55	78.2%	90	76.2%	140	70.4%	54	72.7%	88	74.2%	73	70.0%	115
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study

For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AGE Could I ask, how old are you ?																								
18 to 24	1.3%	14	2.0%	1	1.0%	1	2.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	3
25 to 34	5.0%	55	4.0%	1	6.7%	5	6.9%	9	3.0%	1	4.0%	3	5.0%	6	5.0%	9	2.0%	2	3.0%	4	4.1%	4	7.0%	11
35 to 44	18.9%	208	15.2%	4	19.0%	16	14.7%	19	19.2%	7	19.2%	13	20.8%	24	17.8%	33	21.4%	16	17.2%	21	13.4%	13	26.0%	43
45 to 54	30.9%	340	23.2%	6	40.0%	33	20.6%	27	26.3%	10	38.4%	25	21.8%	25	30.7%	56	26.5%	20	36.4%	44	32.0%	31	38.0%	62
55 to 64	14.8%	162	14.1%	4	14.3%	12	14.7%	19	8.1%	3	16.2%	11	10.9%	13	19.8%	36	19.4%	15	16.2%	19	11.3%	11	12.0%	20
65 +	28.3%	312	40.4%	11	18.1%	15	41.2%	53	42.4%	15	22.2%	15	39.6%	46	24.8%	45	28.6%	22	26.3%	32	35.1%	35	14.0%	23
(Refused)	0.8%	9	1.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	3.1%	3	1.0%	2
Weighted base:	1100		28		82		130		36		66		116		183		77		120		99		164	
Sample:	1100		99		105		102		99		99		101		101		98		99		97		100	
CAR How many cars does your household own or have the use of ?																								
None	9.7%	106	18.2%	5	12.4%	10	14.7%	19	16.2%	6	8.1%	5	14.9%	17	7.9%	15	7.1%	5	7.1%	9	7.2%	7	5.0%	8
One	37.6%	414	36.4%	10	41.9%	34	45.1%	58	40.4%	15	37.4%	25	38.6%	45	36.6%	67	33.7%	26	41.4%	50	32.0%	31	32.0%	52
Two	39.5%	435	31.3%	9	34.3%	28	30.4%	39	31.3%	11	42.4%	28	41.6%	48	40.6%	74	48.0%	37	38.4%	46	45.4%	45	42.0%	69
Three or more	12.6%	138	13.1%	4	10.5%	9	8.8%	11	9.1%	3	12.1%	8	5.0%	6	12.9%	24	11.2%	9	13.1%	16	15.5%	15	21.0%	34
(Refused)	0.6%	7	1.0%	0	1.0%	1	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1100		28		82		130		36		66		116		183		77		120		99		164	
Sample:	1100		99		105		102		99		99		101		101		98		99		97		100	
WOR Which of the following best describes the chief wage earner of your household's current employment situation ?																								
Working full time	58.2%	640	48.5%	14	70.5%	57	48.0%	62	45.5%	17	65.7%	44	47.5%	55	57.4%	105	54.1%	41	60.6%	73	51.5%	51	74.0%	121
Working part time	5.6%	62	2.0%	1	6.7%	5	3.9%	5	6.1%	2	9.1%	6	7.9%	9	2.0%	4	8.2%	6	4.0%	5	10.3%	10	5.0%	8
Unemployed	2.2%	24	1.0%	0	1.9%	2	2.0%	3	2.0%	1	2.0%	1	3.0%	3	2.0%	4	1.0%	1	5.1%	6	0.0%	0	2.0%	3
Retired	32.4%	357	47.5%	13	19.0%	16	45.1%	58	41.4%	15	23.2%	15	39.6%	46	36.6%	67	35.7%	27	29.3%	35	36.1%	36	17.0%	28
A housewife	0.4%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	11	1.0%	0	1.0%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	2	2.0%	4	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Weighted base:	1100		28		82		130		36		66		116		183		77		120		99		164	
Sample:	1100		99		105		102		99		99		101		101		98		99		97		100	

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 306

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
LAN Where English is not your first language, please specify your main language:																								
No other language / English is my first language	97.5%	1073	89.9%	25	98.1%	80	98.0%	127	93.9%	34	99.0%	66	97.0%	112	96.0%	176	100.0%	77	99.0%	119	95.9%	94	99.0%	162
Other language	1.0%	11	4.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	1.0%	1	2.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	2
French	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spanish	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	12	3.0%	1	1.0%	1	1.0%	1	4.0%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
DIS Do you consider you have a disability? If so, what is the nature of your disability?																								
No disabilities	89.6%	986	81.8%	23	91.4%	75	85.3%	111	86.9%	32	92.9%	62	86.1%	100	90.1%	165	91.8%	70	90.9%	110	85.6%	84	95.0%	155
Disability	1.0%	11	0.0%	0	0.0%	0	3.9%	5	2.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Arthritis	2.2%	24	1.0%	0	3.8%	3	4.9%	6	2.0%	1	2.0%	1	2.0%	2	1.0%	2	2.0%	2	4.0%	5	2.1%	2	0.0%	0
Diabetes	1.3%	15	1.0%	0	0.0%	0	1.0%	1	1.0%	0	1.0%	1	2.0%	2	2.0%	4	2.0%	2	2.0%	2	2.1%	2	0.0%	0
Epilepsy	0.3%	3	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart problems	0.5%	6	2.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility problems	0.9%	10	1.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.1%	2	0.0%	0
Hip replacement	0.7%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Back / spinal conditions	0.5%	6	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Partial sight	0.5%	5	2.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	2
Polio	0.3%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Wheel chair user	0.2%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Deafness	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Cancer	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Lung disease	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	2.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Refused)	1.9%	21	3.0%	1	1.9%	2	2.0%	3	5.1%	2	2.0%	1	3.0%	3	2.0%	4	0.0%	0	1.0%	1	3.1%	3	1.0%	2
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
ETH What would best describe your ethnic origin (according to the census)?																								
White – British	94.0%	1034	79.8%	22	92.4%	75	97.1%	126	90.9%	33	95.0%	63	97.0%	112	96.0%	176	91.8%	70	91.9%	111	92.8%	91	94.0%	154
White - Irish	0.7%	7	2.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	2
Any other white background	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Black - Caribbean	0.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black - African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black - Any other black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - White and black African	0.5%	5	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	2
White - White and Asian	0.2%	2	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
White - Any other mixed background	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Asian - Chinese	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Indian	0.9%	10	2.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	3
Asian - Pakistani	0.2%	2	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asian - Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Any other Asian background	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gypsy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic background	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - European	1.0%	11	5.1%	1	1.0%	1	0.0%	0	2.0%	1	3.0%	2	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
White - American	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	20	4.0%	1	1.0%	1	1.0%	1	4.0%	1	1.0%	1	1.0%	1	1.0%	2	3.1%	2	4.0%	5	3.1%	3	1.0%	2
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100
SEG Socio-economic Grouping:																								
A	3.0%	33	7.1%	2	1.9%	2	0.0%	0	4.0%	1	4.0%	3	4.0%	5	0.0%	0	2.0%	2	6.1%	7	5.2%	5	4.0%	7
B	21.6%	237	29.3%	8	21.9%	18	22.5%	29	16.2%	6	21.2%	14	12.9%	15	17.8%	33	24.5%	19	19.2%	23	23.7%	23	30.0%	49
C1	29.1%	320	26.3%	7	40.0%	33	18.6%	24	36.4%	13	33.3%	22	30.7%	35	35.6%	65	32.7%	25	20.2%	24	23.7%	23	29.0%	47
C2	17.3%	191	7.1%	2	13.3%	11	15.7%	20	11.1%	4	22.2%	15	12.9%	15	21.8%	40	16.3%	12	24.2%	29	19.6%	19	14.0%	23
D	6.2%	68	5.1%	1	7.6%	6	11.8%	15	5.1%	2	5.1%	3	5.9%	7	6.9%	13	2.0%	2	7.1%	9	4.1%	4	4.0%	7
E	13.9%	153	14.1%	4	6.7%	5	21.6%	28	21.2%	8	11.1%	7	21.8%	25	8.9%	16	16.3%	12	15.2%	18	12.4%	12	10.0%	16
(Refused)	8.9%	97	11.1%	3	8.6%	7	9.8%	13	6.1%	2	3.0%	2	11.9%	14	8.9%	16	6.1%	5	8.1%	10	11.3%	11	9.0%	15
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

		Total	Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
QUOTA	Postcode Sector:																								
GU1 1		3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 2		2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU125		2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU126		2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU151		2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU152		2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU166		2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU167		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU168		2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU169		1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU185		2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	23	0.0%	0	0.0%	0	0.0%	0
GU195		1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	18	0.0%	0
GU2 9		3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU206		1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	14	0.0%	0
GU212		3.0%	33	0.0%	0	40.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU213		2.8%	31	0.0%	0	38.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU214		2.8%	30	0.0%	0	0.0%	0	23.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU215		2.4%	27	0.0%	0	0.0%	0	20.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU216		0.5%	5	19.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU217		0.6%	6	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU218		1.1%	12	0.0%	0	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU220		1.7%	19	0.0%	0	0.0%	0	14.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU227		2.1%	23	80.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU228		2.5%	28	0.0%	0	0.0%	0	21.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU229		2.3%	25	0.0%	0	0.0%	0	19.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU236		0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU237		0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU240		1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	13	0.0%	0	0.0%	0	0.0%	0
GU248		1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	16	0.0%	0	0.0%	0	0.0%	0
GU249		2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	24	0.0%	0	0.0%	0	0.0%	0
GU254		1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	17	0.0%	0
GU3 2		0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU3 3		1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU4 7		3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT111		1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11
KT112		2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	23
KT113		0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8
KT121		1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	16
KT124		1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	16
KT125		1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	20
KT130		1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	21
KT138		2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	23
KT139		2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	25
KT146		1.4%	16	0.0%	0	0.0%	0	0.0%	0	43.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT147		1.9%	21	0.0%	0	0.0%	0	0.0%	0	56.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone

Weighted:

Woking Town Centre, District and Local Centres Study
For Roger Tym & Partners

Page 309

April 2009

	Total		Zone 1a		Zone 1b		Zone 1c		Zone 2		Zone 3a		Zone 3b		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
KT151	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	28	0.0%	0	0.0%	0	
KT152	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	28	0.0%	0	0.0%	0	
KT153	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	28	0.0%	0	0.0%	0	
KT160	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	18	0.0%	0	0.0%	0	
KT169	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	18	0.0%	0	0.0%	0	
SL5 0	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	12	0.0%	0	
SL5 7	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	16	0.0%	0	
SL5 9	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	20	0.0%	0	
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164	
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100	
ZONE Zone:																									
Zone 1a	2.5%	28	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 1b	7.4%	82	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 1c	11.8%	130	0.0%	0	0.0%	0	100.0%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2	3.3%	36	0.0%	0	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3a	6.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3b	10.5%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 4	16.7%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5	7.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%	0	0.0%	0	
Zone 6	11.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0	0.0%	0	
Zone 7	9.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	
Zone 8	14.9%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	164	
Weighted base:		1100		28		82		130		36		66		116		183		77		120		99		164	
Sample:		1100		99		105		102		99		99		101		101		98		99		97		100	

APPENDIX 7.4

Analysis of Household Survey Results

HOUSEHOLD SURVEY METHODOLOGY AND OVERVIEW OF RESULTS

Introduction

- 1 In this Appendix, we summarise both the household survey methodology and survey results. First we set out the household survey methodology, as undertaken by NEMS Market Research, and demonstrate its statistical reliability. We then summarise the results from the survey. Each question is addressed within a separate section in the order the questionnaires were undertaken. We start with the food and grocery questions, then summarise the comparison goods questions before summarising the Internet/home shopping results and the background to the respondents. Where appropriate we sub-divide the results by zone.

Household Survey Methodology

Background

- 2 An important input into our retail study is the findings of a telephone survey, which obtained 1,100 valid responses from households residing within the study area. The tabulated results from this survey are attached at **Appendix 7.3**. The telephone survey was undertaken in April 2009 by NEMS Market Research. The main purpose of the household survey was to establish:
 - The shop or shopping centre in which the household had spent most on main trips for food and groceries in the preceding six months and the shop or shopping centre in which the household had spent most money on top-up purchases of food and groceries in the preceding six months.
 - The town centre/retail park in which members of the household had spent most and second most on each of the following goods, in the preceding six months:
 - clothes and shoes;
 - furniture/carpets/soft household furnishings;
 - DIY, decorating goods or gardening items;
 - Electrical items, such as TVs, DVD players, digital camers, MP3 players, mobile phones, computers and domestic appliances such as washing machines, fridges and cookers;
 - health, beauty or chemist items;
 - recreational goods such as sports equipment, bicycles, musical instruments or toys; and;
 - specialist non-food items, such as books, CDs, jewellery, china and glass.
- 3 Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question. A random sample of live interviews were listened to and assessed by NEMS CATI Team Leaders to verify that the quality of interviewing was being maintained.

Sampling

- 4 Selection was done using random stratified sampling from all legally available telephone numbers within the defined survey area. The survey area was segmented into 11 zones, defined using postcode sectors. The zone details are detailed at **Table 7.1**.

Table 7.1 Survey Area

Zone	Postcode Sectors	Interviews
Zone 1A	GU21 6, GU22 7	99
Zone 1B	GU21 3, GU21 7, GU21 2, GU21 8	105
Zone 1C	GU22 9, GU21 4, GU21 5, GU22 0, GU22 8	102
Zone 2	KT14 7, KT14 6	99
Zone 3A	GU3 2, GU3 3, GU2 9	99
Zone 3B	GU23 6, GU1 1, GI1 2, GU23 7, GU4 7	101
Zone 4	GU12 5, GU12 6, GU15 2, GU15 1, GU16 6, GU16 7, GU16 8, GU16 9	101
Zone 5	GU24 8, GU18 5, GU24 0, GU24 9	98
Zone 6	KT15 3, KT15 1, KT15 2, KT16 0, KT16 9	99
Zone 7	SL5 9, GU20 6, GU19 5, GU25 4, SL5 0, SL5 7	97
Zone 8	KT12 5, KT13 9, KT11 2, KT11 3, KT13 0, KT13 8, KT12 1, KT12 4	100
Total		1100

Weighting

- 5 Sample size within each zone was quota controlled in proportion to population. Therefore the final tabulated data attached at **Appendix 7.3** is weighted to make the overall results representative of the total population within the defined study area. This accounts for the total market share for the study area, rather than the individual zones. Details of the weightings are at **Table 7.2**.

Table 7.2 Survey Weightings

Zone	Population	Interviews Achieved	Weighting
Zone 1A	8,919	99	0.2819
Zone 1B	26,062	105	0.7766
Zone 1C	41,414	102	1.2704
Zone 2	11,658	99	0.3684
Zone 3A	21,206	99	0.6702
Zone 3B	36,925	101	1.1439
Zone 4	58,634	101	1.8164
Zone 5	24,465	98	0.7811
Zone 6	38,501	99	1.2168
Zone 7	31,501	97	1.0161
Zone 8	52,286	100	1.6359

- 6 It should be noted that our quantitative assessments are undertaken on the zonal market share, rather than the weighted total market share, in order to capture zonal variations in per capita expenditure.

Statistical Reliability

- 7 As with any sample survey, there is potentially a difference between the figures from the sample and the true situation in the population as a whole. This sampling error, as it is called, can be estimated using statistical calculations based on the sample size, the population size and the particular percentage in the table under investigation. These calculations produce a 95% confidence interval for the results - which means that you can be confident that in 95% (19 out of 20) of instances the actual attribute will be within the confidence interval range.
- 8 The 95% confidence intervals for this survey are as follows:

Table 7.3 Confidence Interval

% in table	95% confidence interval
10	±1.8
20	±2.4
30	±2.7
40	±2.9
50	±3.0

- 9 Thus, for example, if a table says that 10% of the population uses a particular store as its main place for food and grocery shopping then there is a 95% chance that the true percentage falls between 10% plus or minus 1.8% - that is 8.2% and 11.8%.

Shopping for Food and Groceries

Main spend locations - Q01

- 10 **Table 7.4** identifies the top two destinations for main food and grocery shopping for residents in each of the 11 survey zones.

11

Table 7.4 Main Food/Groceries Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Morrisons, Goldsworth Road, Woking	28.3%	Sainsbury's, Wolseley Place, Woking	13.1%
1B	Sainsbury's, Redding Way, Knaphill	46.7%	Morrisons, Goldsworth Road, Woking	21.9%
1C	Morrisons, Goldsworth Road, Woking	29.4%	Sainsbury's, Redding Way, Knaphill	14.7%
2	Tesco Extra, Barnes Wallace Drive, Weybridge	50.5%	Waitrose, Station Approach, West Byfleet	28.3%
3A	Tesco, Ashden Road, Guildford	45.5%	Sainsbury's, Clay Lane, Guildford	24.2%
3B	Sainsbury's, Clay Lane, Guildford	68.3%	Tesco, Ashden Road, Guildford	8.9%
4	Sainsbury's, Blackwater Valley Road, Camberley	23.8%	Asda, Princes Mead Shopping Centre, Farnborough	12.9%
5	Sainsbury's, Redding Way, Knaphill	49%	Waitrose, Goldsworth Park, Woking	6.1%
6	Tesco Extra, Station Road, Addlestone	48.5%	Tesco Extra, Barnes Wallace Drive, Weybridge	18.2%
7	Waitrose, London Road, Sunningdale	20.6%	Sainsbury's, Bagshott Road, Bracknell	19.6%
8	Sainsbury's, New Zealand Avenue, Walton on Thames	17%	Sainsbury's, Bridge Way, Cobham	14%

12

In terms of the main food/grocery shopping destination, the household shopping patterns by zone can be summarised as follows:

- for households in Zone 1A, Morrisons in Woking achieves the highest proportion of Zone 1A residents at 28.3%, followed by Sainsbury's in Woking, which attracts 13.1% of Zone 1A households;
- in Zone 1B, the Sainsbury's in Knaphill attracts 46.7% of Zone 1B households, followed by Morrisons in Woking, which attracts 21.9% of Zone 1B households;
- Morrisons in Woking also attracts 29.4% of Zone 1C households, followed by Sainsbury's in Knaphill, which attracts 14.7% of Zone 1C households;
- the Tesco extra in Weybridge is the most popular store in Zone 2, attracting 50.5% of households and is followed by Waitrose in West Byfleet attracting 28.3% of Zone 2 households;
- the Tesco in Guildford is the most popular store in Zone 3A, attracting 45.5% of households and is followed by the Sainsbury's in Guildford which attracts 24.2% of Zone 3A households
- the Sainsbury's in Guildford achieves the highest proportion of Zone 3B households, attracting 68.3%, the second most popular store in Zone 3B is the Tesco in Guildford which attracts 8.9% of Zone 3B households;
- in Zone 4, the Sainsbury's in Camberley attracts 23.8% of households, followed by Asda in Farnborough, which achieves 12.9% of Zone 4 households.
- Sainsbury's in Knaphill is the primary store in Zone 5, attracting 49% of households; the Waitrose at Goldsworth Park in Woking attracts 6.1% of households;

- in Zone 6, the Tesco in Addlestone attracts 48.5% of households, followed by Tesco Extra in Weybridge, which attracts 18.2% of households;
- Waitrose, Sunningdale is the top performing store in Zone 7, attracting 20.6% of Zone 7 households; this store is followed by Sainsbury's in Bracknell, which attracts 19.6% of households;
- the Sainsbury's in Walton on Thames attracts the highest proportion of households in Zone 8, attracting 17% of households, followed by Sainsbury's, Cobham, attracting 14% of households.

Linked spending trips - Q02

- 13 There is limited evidence of shoppers combining their main food/grocery shopping trips with other shopping activities. 59.6% of households stated that they never visit other shops, leisure or service outlets when on a main food and grocery shopping trip. Only around 11% of respondents either 'normally' make combined trips or claim that it occurs on every trip.
- 14 There are only three zones where over 5% of respondents claimed that they 'always' combined trips - Zone 2 shows a percentage of 11.5%, Zone 4 shows a percentage of 8.2% and Zone 8 shows a percentage of 7.5%. Zones 2 and 6 are the only zones where more than 40% of households either 'always', 'normally' or 'sometimes' undertake linked shopping and leisure trips with food and grocery shopping, showing percentages of 45.8% and 47.8% respectively.

Spending on main food and grocery shopping - Q03

- 15 With the exception of Zone 1A, the majority (approximately 20%) of all households spend between £100 and £124 per week in the store named in question one on food and grocery items. In Zone 1A, 17.2% spend between £50-£59 per week and, 15.2% stated 'don't know (varies)' as their answer.

Mode of travel for main food and grocery shopping - Q04

- 16 Approximately 86% of respondents stated that the car/van was their primary mode of travel for main food and grocery trips (either as a driver or a passenger), with 8.32% usually walking and 3.39% reliant on the bus.
- 17 Reliance on the car is particularly high in Zone 5 (96.7%) while Zones 3A and 6 have the second and third highest figures at 95.8% and 95.7% respectively. Zone 2 is the least car-dominated for main food and grocery shopping trips with 73.9% of households there choosing the car travel option. Over 15% of households questioned in Zone 1A (19.8%) chose to visit their main food and grocery store by walking. The only other zone where this was observed is Zone 2 (18.9%).

Frequency of visit to main food and grocery destination -Q05

- 18 Over 55% of all households visit the store named in question one once a week. Over 10% of households visit the store 3-4 times per week in Zones 1A, 3A and 8.

Top-up food and grocery spending locations - Q06 - Q10

- 19 In all zones the majority of households claim that they do top-up food and grocery shopping in addition to a main food shop. Approximately 75% of responding households were able to name a 'top up' food and grocery spend location.
- 20 The main stores for 'top up' food and grocery shopping are identified in **Table 7.5** below. Local stores in Woking and Guildford also provide important secondary food and grocery shopping destinations for the households questioned.

Table 7.5 'Top-Up' Food/Grocery Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Sainsbury's, Woseley Place, Woking	19.2%	Morrisons, Goldsworth Road, Woking	9.1%
1B	Waitrose, Goldsworth Park, Woking	17%	Sainsbury's, Redding Way, Knaphill	19%
1C	Morrisons, Goldsworth Road, Woking	9.8%	Sainsbury's, Woseley Place, Woking	8.8%
2	Waitrose, West Byfleet	22.2%	Tesco Express, Weybridge	18.2%
3A	Tesco, Ashden Road, Guildford	13.1%	Sainsbury's, Clay Road, Guildford	6.1%
3B	Sainsbury's, Clay Road, Guildford	15.8%	M&S, Barnes Willis Drive, Weybridge	4%
4	Waitrose, High Street, Frimley	9.9%	Sainsbury's, Haetheridge Arcade, Frimley	7.9%
5	Sainsbury's, Redding Way, Knaphill	22.4%	Budgens, Guildford Road, Lightwater	17.3%
6	Tesco Extra, Station Road, Addlestone	25.3%	Sainsbury's, White heart Row, Chertsy	11.1%
7	Somerfield, The Square, Bagshot	13.4%	Waitrose, London Road, Sunningdale	13.4%
8	Waitrose, Hersham Centre, Hersham	14%	Waitrose, high street, Weybridge	11%

- 21 The majority (50.8%) of households spend between £10 and £29 on their top up food shop. In addition, 34.4% of households spend money on food and groceries in small shops in town centres and villages. The centres which are visited the most in this capacity are Woking, Camberley and Guildford. The majority of those who use small shops for food and groceries spend between £10 and £19.

Clothes and Shoes

Main spend locations - Q011

- 22 Households were asked to name up to two town/district centres/retail parks in which the most money had been spent on clothes and shoes in the previous six months. Overall, Woking and Guildford were the most popular locations. Woking, was the top location for 21.9% of all households in the survey area, followed by Guildford (15.6%). Camberley and Kingston each captured a smaller proportion of the total market share (9.5% and 5.3% respectively), with the remaining centres altogether attracting less than 4% of the total market share. Woking is the main location for clothes and shoes spending for residents for 6 of the 11 zones (see **Table 7.6** below); with Guildford being the main centre in Zones 3A and 3B.

Table 7.6 Clothes/Shoes Destination

Top two responses - % of households resident in each zone			
		1	2
Zone			
1A	Woking	52.5%	Guilford 18.2%
1B	Woking	46.7%	Guilford 13.3%
1C	Woking	50%	Guilford 15.7%
2	Woking	32.3%	Paddock Retail Park, Sopwith Way, Brooklands, Weybridge 17.2%
3A	Guilford	45.5%	Woking 14.1%
3B	Guilford	51.5%	Woking 13.9%
4	Camberley	37.6%	Aldershot 9.9%
5	Woking	29.6%	Guilford 14.3%
6	Woking	28.3%	Staines 16.2%
7	Camberley	16.5%	Windsor 16.5%
8	Kingston	24%	Walton-on-Thames 19%

- 23 Almost one quarter of respondents (24.9%) did not name a second location. However, among those who did, Woking and Guildford were the most popular choices (19.3% and 15.8% respectively) followed by Camberley (6.4%) and Kingston (4.5%).

Mode of travel for clothes and shoes shopping - Q13

- 24 Car or van (either as driver or passenger) was the main mode of travel for the vast majority (70.3%) of households undertaking clothes and shoes shopping trips.
- 25 The highest proportion of car/van use is in Zone 7 at 77% while Zone 1A had the lowest proportion at 33%.
- 26 Bus is generally the most popular travel mode after the car/van, the highest proportion of bus use being in Zones 3B and 1C (20.7% and 18% respectively) and the lowest in Zone 8 at just 2%.
- 27 5.3% indicated that they opt to walk to clothes and shoe stores (XX%). However at 42.3%, the proportion of walking shoppers in Zone 1A is much higher than in the other zones (all less than 12%).

Furniture, Carpets and Soft Household Furnishings

Main Spend Location - Q15

- 28 Households were asked to name up to two town/district centres/retail parks in which most money has been spent on furniture, carpets and soft household furnishings in the past six months. Although up to 24.2% of respondents stated that they do not purchase these items or at least have not done so within the last six months, Guildford stands out as the primary location for those who have (11.1%). This is followed by Woking (9.5%) and Farnborough (6.6%).

- 29 As shown in **Table 7.7**, Woking and Guildford are clearly the most popular destination across all zones in the survey area for this type of comparison shopping.

Table 7.7 Furniture, Carpets and Soft Household Furnishings Destination

Top two responses - % of households resident in each zone			
		1	2
Zone			
1A	Woking	25.3%	Guilford 13.1%
1B	Woking	23.8%	Guilford 9.5%
1C	Woking	26.5%	Guilford 11.8%
2	Woking	9.1%	Kingston 9.1%
3A	Guilford	30.3%	Ladymead Retail Park, Europa Park Rd, Guilford, Surrey 10.1%
3B	Guilford	34.7%	Ladymead Retail Park, Europa Park Rd, Guilford, Surrey 10.9%
4	Farnborough	23.8%	Camberley 14.9%
5	Woking	14.3%	Farnborough 11.2%
6	Woking	12.1%	Staines 9.1%
7	Camberley	7.2%	Farnborough 7.2%
8	Kingston	14%	Walton-on-Thames 10%

- 30 The majority of respondents (XX%) did not name a second centre while just over X% of respondents were not sure where they spent the second most amount of money, or otherwise claimed that their secondary shopping location varied.

DIY, Decorating Goods and Gardening Items

Main Spend Location - Q17

- 31 Households were asked to name up to two town/district centres/retail parks in which most money had been spent on DIY and decorating goods in the past six months. 14.7% of those surveyed either did not buy these items or have not bought them in the last six months. For those who did however, Farnborough was the main destination chosen by 9.7% of respondents, followed by Woking (9.4%) and the Ladymead Retail Park in Guildford (7.2%).

Table 7.8 DIY, Decorating Goods and Gardening Items Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Woking	28.3%	Lion Retail Park, 151 Oriental Rd, Woking	11.1%
1B	Knaphill	26.7%	Woking	19%
1C	Woking	30.4%	Lion Retail Park, 151 Oriental Rd, Woking	15.7%
2	Lion Retail Park, 151 Oriental Rd, Woking	12.1%	Weybridge	10.1%
3A	Guilford,	37.4%	Ladymead Retail Park, Europa Park Rd, Guilford	31.3%
3B	Ladymead Retail Park, Europa Park Rd, Guilford	33.7%	Guilford	31.7%
4	Farnborough	42.6%	Camberley	9.9%
5	Redding Way, Knaphill, Woking	18.4%	Farnborough	14.3%
6	Weybridge	24.2%	Woking	17.2%
7	Bracknell	13.4%	Staines	11.3%
8	Walton-on-Thames	31%	Weybridge	22%

Electrical Items

Main spend location - Q19

- 32 Households were asked to name town/district centres/retail parks in which most money has been spent on electrical items, such as TVs, DVD players, digital camers, MP3 players, mobile phones, computers and domestic appliances such as washing machines, fridges and cookers. Farnborough has the largest market share of 8.67% which is largely due to its dominant market share in Zone 4 of 41.6%. Guildford has the second largest market share at 8%. Woking and the Ladymead Retail Park also have significant market shares of 7.9% and 6.1% respectively.

Table 7.9 Electrical Items Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Woking	29.3%	Lion Retail Park, 151 Oriental Rd, Woking	9.1%
1B	Woking	21.9%	Knaphill	9.5%
1C	Woking	24.5%	Lion Retail Park, 151 Oriental Rd, Woking	18.6%
2	Paddock Retail Park, Sopwith Way, Brooklands, Weybridge	26.3%	Woking	7.1%
3A	Guilford	37.4%	Ladymead Retail Park, Europa Park Rd, Guilford	22.2%
3B	Guilford	26.7%	Ladymead Retail Park, Europa Park Rd, Guilford	23.8%
4	Farnborough	41.6%	Camberley	7.9%
5	Woking	12.2%	Farnborough	9.2%
6	Addlestone	29.3%	Paddock Retail Park, Sopwith Way, Brooklands, Weybridge	10.1%
7	Bracknell	11.3%	Farnborough	8.2%
8	Kingston	16%	Weybridge	15%

Health, beauty and chemist items

Main spend location - Q21

33 Households were asked to name up to two town/district centres/retail parks in which most money has been spent on health, beauty and chemist items. Once again, Woking and Guildford were chosen as the main location claiming 19.9% and 11.7% of the market share respectively, followed by Weybridge with 4.8%. No other centres achieved a share of more than 4%. Overall, 7.3% of respondents claimed that they do not buy these items or at least have not done so in the last six months

34 Woking is the dominant location from Zones 1A to 2 and Zone 5. Guildford is dominant in Zones 3A and 3B, see **Table 7.10**.

35 Table 7.10 Health, Beauty and Chemist Goods Destination

Top two responses - % of households resident in each zone			
Zone		1	2
1A	Woking	73.7%	Guilford 9.1%
1B	Woking	55.2%	Knaphill 16.2%
1C	Woking	68.6%	West Byfleet 5.9%
2	West Byfleet	27.3%	Paddock Retail Park, Sopwith Way, Brooklands, Weybridge 19.2%
3A	Guilford	65.7%	Woking 5.1%
3B	Guilford	52.5%	Woking 13.9%
4	Camberley	30.7%	Frimley 12.9%
5	Woking	28.6%	Lightwater 11.2%
6	Addlestone	34.3%	Staines 9.1%
7	Bracknell	12.4%	Ascot 11.3%
8	Walton-on-Thames	25%	Weybridge 25%

Recreational Goods

Main spend location - Q23

- 36 Households were asked to name the town/district centres/retail parks in which most money has been spent on recreational goods such as sports equipment, bicycles, musical instruments or toys. Both Woking and Guildford again prove to be a popular location for comparison shopping as Woking (12.9%) and Guildford (6.2%) capture the highest share of the market, followed by Camberley (3.7%). Overall, 45.2% of respondents claimed that they do not buy these items or at least have not done so in the last six months.
- 37 Woking is the dominant location from Zones 1A to 2, Zones 5 and 6. Guildford is dominant in Zones 3A and 3B, see **Table 7.11**.

Table 7.11 Recreational Goods Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Woking	26.3%	Guilford	2%
1B	Woking	37.1%	Lion Retail Park, 151 Oriental Rd, Woking	1.9%
1C	Woking	27.5%	Lion Retail Park, 151 Oriental Rd, Woking	3.9%
2	Woking	11.1%	Paddock Retail Park, Sopwith Way, Brooklands, Weybridge	7.1%
3A	Guilford	22.2%	Woking	9.1%
3B	Guilford	17.8%	Woking	8.9%
4	Camberley	19.8%	Farnborough	8.9%
5	Woking	20.4%	Guilford	3.1%
6	Woking	13.1%	Addlestone	8.1%
7	Staines	8.2%	Bracknell	6.2%
8	Byfleet	6%	Kingston	6%

Specialist Non-Food Goods

Main spend location - Q25

- 38 Households were asked to name the town/district centres/retail parks in which most money has been spent on specialist non-food items, such as books, CDs, jewellery, china and glass. Woking and Guildford again prove to be popular locations for comparison shopping as Woking (15.7%) and Guildford (9.5%) capture the highest share of the market, followed by Weybridge (2.59%). Overall, 19.8% of respondents claimed that they do not buy these items or at least have not done so in the last six months.
- 39 Woking is the dominant location from Zones 1A to 2, Zones 5 and 6. Guildford is dominant in Zones 3A and 3B, see **Table 7.12**.

Table 7.12 Specialist Non-Food Goods Destination

Top two responses - % of households resident in each zone				
		1		2
Zone				
1A	Woking	46.5%	Guilford	7.2%
1B	Woking	45.7%	Knaphill	4.8%
1C	Woking	41.2%	Guilford	4.9%
2	Woking	13.1%	West Byfleet	11.1%
3A	Guilford	29.3%	Woking	5.1%
3B	Guilford	33.7%	Woking	10.9%
4	Camberley	28.7%	Guilford	9.9%
5	Woking	27.6%	Guilford	11.2%
6	Woking	15.2%	Addlestone	16.2%
7	Bracknell	9.3%	Windsor	8.2%
8	Weybridge	12%	Walton-on-Thames	11%

Internet - Q27

- 40 Within the whole study area, 59.6% of respondents purchase food and non-food goods over the internet. The percentage of people spending the most money on internet shopping is highest in Zone 8 at 71%, and lowest in Zone 2 at 44.4%.
- 41 The most popular goods purchased over the internet are CD's, DVD's, games books etc with 50.7% of households using the internet for these purchases. Food and groceries was the second highest type of goods purchased over the internet at 13.7%. Clothes and shoes, and domestic appliances were also cited as items frequently purchased via the internet.

Woking Town Centre - Q29 and Q30

- 42 Respondents were asked what they thought could be most improved within Woking Town Centre. Almost 40% of all households visit Woking town Centre on a regular basis (over 50% of households in Zones 1A - 84.9%, 1B - 73.3%, 1C - 69.6%, 2 - 52.5% and, 5 - 54.1%). The following table shows the top five things that could be improved within Woking town centre with cheaper parking being cited by almost 10% of respondents followed by a better choice of shops at just under 10%.
- 43

Table 7.13 What can be improved in Woking town centre

Cheaper parking	9.7%
Better choice of shops (general)	9.5%
Fewer empty shops/vacancies	7.5%
More department stores/larger stores	3.9%
More parking provision	3.8%

Leisure Activities - Q31

- 44 The NEMS survey data includes questions that asked respondents where they spent the most money on certain types of leisure activity, including restaurants, pubs/cafes/bars, cinema/theatre, bingos/casinos/bookmakers, health and fitness and, family entertainment uses (i.e. ten pin bowling)..
- 45 The below **Table 7.14** identifies the top two responses for each leisure activity where the respondent has indicated they undertake any of the mentioned leisure activities.

Table 7.14 Expenditure of different types of leisure activity (study area)

Top two responses - % of households for each leisure activity				
		1	2	
Leisure activity				
Restaurants	Guildford	9.6%	Woking	8.2%
Cafés/pubs/bars	Woking	11.8%	Guildford	8.2%
Cinema/Theatre	Woking	35%	Guildford	8.8%
Bingo/Casino/Bookmaker	Woking	1.7%	Guildford	0.8%
Health and Fitness	Other outside catchment area	5%	Woking Leisure Centre/Pool in the Park	3.97%
Family Entertainment	Guildford Spectrum	16.2%	Big Apple, Woking	5.4%

Source: NEMS Household Survey 2009

- 46 From the study area as a whole, Woking features as one of the top two destinations for every activity and, Guildford is in the top two destinations for every activity except for health and fitness. Weybridge and Camberley also feature strongly for restaurant uses.
- 47 Only 24.2% of all households do not visit restaurants. Woking is dominant in Zones 1A - 1C, with Guildford being dominant in Zones 3A and 3b. west Byfleet is dominant

by almost one third in Zone 2, as are Cemberley and Weybridge in Zones 4 and 8 respectively.

- 48 Overall, 34.4% of households claimed that they did not visit pubs. As expected, in general the nearest town centre to residents in each survey zone achieves the highest market share for pub uses. Therefore, the main location for Zone 1A to 1C is Woking (30-50%) and also for Zone 5 (15.3%), for Zone 2 it is West Byfleet (16.2%), for Zones 3a and 3B it is Guildford (approximately 35%), Zone 4 is Camberley (28.7%), Zone 6 is Addlestone (13.1%), Ascot is dominant in Zone 7 (13.4%) Weybridge is dominant in Zone 8 (33%).
- 49 Overall, 27.3% of households claimed that they did not visit the cinema or theatre. The most popular locations for visiting the cinema were Woking which is dominant in zones except Zones 3A and 3B where Guildford is dominant, and Zone 4, where Camberley is dominant (33.7%). In Zone 8 almost 10% of householders go to London to visit the cinema or theatre.
- 50 There is a limited participation in games of chance, with Woking and Guildford being the dominant centres whilst attracting only a small proportion of all those questioned.
- 51 Overall, 70.7% of all households do not use health and fitness facilities. For those who do undertake such facilities, the majority use facilities outside of the study area. Within the study area, Woking is the dominant location with a market share of 3.97%, no other centre/facility achieves a share of more than 2%.
- 52 67.4% of those households questioned do not undertake such family entertainment activities. The dominant location for family entertainment is the Guildford Spectrum followed by the Big Apple in Woking. The only other centres to achieve a market share of more than 2% were Bowl Plex in Camberley (3.4%) which is dominant in Zone 4.

Leisure Visits to Woking - Q32

- 53 Respondents were asked how often they visit specific leisure facilities in Woking town centre namely the Ambassadors Cinema, The New Victoria Theatre and The Big Apple Leisure Centre. Over 50% of respondents claimed that they never visit these facilities. Of those who do visit the majority visit once or twice per year. the most frequent visitors come from Zones 1A to 2, and Zones 5 and 6.

Background Information

- 54 The majority of all respondents (43.1%) were aged 55 and over and (92.9%) were white British.
- 55 In respect of car ownership, 89.6% of all households surveyed had at least one car. The highest proportion was in Zone 8 where 95% of households had at least one car.

- 56 For 32.4% of households the chief wage earner was a retired person. This is the largest group apart from those who work full-time (58.2%).

APPENDIX 8

Quantitative Retail and Leisure Spreadsheets (Tables 1-20)

Woking Town, District and Local Centres Study

Table 1: Composition of Zones

Study Zone	Postcode Sectors ⁽¹⁾	Local Authorities ⁽²⁾
1A	GU21 6, GU22 7	Woking
1B	GU21 2/3/7/8	Woking
1C	GU21 4/5, GU22 0/8/9	Woking
2	KT14 6,7	Woking, Guildford
3A	GU2 9, GU3 2/3	Guildford, Woking
3B	GU1 1/2, GU4 7, GU23 6/7	Guildford, Woking
4	GU12 5/6, GU15 1/2, GU16 6/7/8/9	Surrey Heath, Guildford
5	GU18 15, GU24 0/8/9	Surrey Heath, Guildford, Woking
6	KT15 1/2/3, KT16 0/9	Runnymede, Surrey Heath
7	SL5 0/7/9, GU19 5, GU20 6, GU25 4	Windsor and Maidenhead, Surrey Heath, Runnymede, Bracknell Forest
8	KT11 1/2/3, KT12 1/4/5, KT13 0/8	Elmbridge, Guildford

Notes:
(1) Postcode sectors are accurate in 2006 and obtained via MapInfo AnySite based on information from and approved by the Post Office.
(2) Local authorities (or part of) within each zone and only shown where the local authority represents more than 5% of the land area in the relevant zone.

Woking Town, District and Local Centres Study

Table 2: Population (2009 to 2026)

	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	All Zones Total
Population Projections ⁽¹⁾												
Population 2009	8,973	26,219	41,695	11,733	21,795	37,951	60,057	25,059	39,734	32,500	54,749	360,466
Population 2011	9,009	26,325	41,863	11,781	22,162	38,590	61,053	25,474	40,540	33,135	56,445	366,376
Population 2016	9,111	26,624	42,338	11,914	22,863	39,810	63,402	26,454	42,389	34,701	60,361	379,968
Population 2021	9,210	26,911	42,796	12,043	23,484	40,892	65,750	27,434	44,096	36,222	64,076	392,914
Population 2026	9,300	27,175	43,215	12,161	24,138	42,030	67,813	28,295	45,898	37,583	67,386	404,993
Numeric change 2009-2011	36	105	168	47	366	638	996	416	806	635	1,696	5,910
Percentage change 2009-2011	0.4%	0.4%	0.4%	0.4%	1.7%	1.7%	1.7%	1.7%	2.0%	2.0%	3.1%	1.6%
Numeric change 2011-2016	102	299	475	134	701	1,221	2,348	980	1,849	1,566	3,916	13,591
Percentage change 2011-2016	1.1%	1.1%	1.1%	1.1%	3.2%	3.2%	3.8%	3.8%	4.6%	4.7%	6.9%	3.7%
Numeric change 2016-2021	99	288	458	129	621	1,082	2,348	980	1,707	1,521	3,715	12,947
Percentage change 2016-2021	1.1%	1.1%	1.1%	1.1%	2.7%	2.7%	3.7%	3.7%	4.0%	4.4%	6.2%	3.4%
Numeric change 2021-2026	90	263	419	118	653	1,137	2,064	861	1,802	1,362	3,311	12,079
Percentage change 2021-2026	1.0%	1.0%	1.0%	1.0%	2.8%	2.8%	3.1%	3.1%	4.1%	3.8%	5.2%	3.1%
Numeric change 2009-2026	327	955	1,519	428	2,342	4,078	7,756	3,236	6,164	5,084	12,637	44,527
Percentage change 2009-2026	3.6%	3.6%	3.6%	3.6%	10.7%	10.7%	12.9%	12.9%	15.5%	15.6%	23.1%	12.4%

Notes

(1) Population base data was provided by MapInfo (2006) and projections were derived from the ONS Mid-year Population Estimates 2007 with the exception of Zones 1A - 2 where the Surrey CC projection for the Woking Borough are applied.

Woking Town, District and Local Centres Study

Table 3: Per Capita Comparison Expenditure Estimates (£)

Year	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2009 ⁽¹⁾	4,174	4,872	4,512	4,366	4,354	4,359	4,398	4,488	4,154	4,495	4,807
2011 ⁽²⁾	4,326	5,049	4,677	4,526	4,513	4,517	4,558	4,651	4,305	4,659	4,982
2016 ⁽³⁾	4,731	5,522	5,114	4,949	4,935	4,940	4,985	5,086	4,708	5,095	5,448
2021 ⁽⁴⁾	6,286	7,337	6,796	6,576	6,558	6,564	6,623	6,758	6,256	6,770	7,239
2026 ⁽⁵⁾	7,740	9,035	8,368	8,098	8,075	8,083	8,156	8,322	7,703	8,336	8,914

Notes:

(1) Expenditure data derived from Pitney Bowes (MapInfo) 2006 per capita annual comparison goods expenditure estimates, obtained through our in-house GIS system. The 2006 Pitney Bowes expenditure data has been projected to the base year (2009) using an actual growth rate of 4.9% per annum between 2006 and 2008 (from Pitney Bowes Oxford Economics Retail Briefings Update, Revised Version March 2009) and then one year of forecast growth at 1.8% per annum, which is the mid-point forecast growth figure for the 2008-2016 period given by Pitney Bowes and Experian. (from Pitney Bowes Retail Spending Outlook Revised Version, March 2009 and the Experian Retail Planner Briefing Note 6.1 February 2009 Changes - Table 3).

(2) Projected to 2011, uses a growth rate of 1.8% per annum, using mid point of Pitney Bowes and Experian projections, described at (1).

(3) Projected to 2016 uses a growth rate of 1.8% per annum using mid point of Pitney Bowes and Experian projections described at (1).

(4) Projected to 2021, uses a growth rate of 5.9% per annum, using the mid point of Pitney Bowes and Experian medium term past trend, which is derived from the mid-point medium term past trends in retail expenditure growth given by Pitney Bowes and Experian (from Pitney Bowes MapInfo Brief 08/02, medium term past trends, Table 3 and Experian Retail Planner Briefing Note 6.1, medium term past trends, Table 3.2.)

(5) Projected to 2026 uses a growth rate of 4.3% per annum using mid point of Pitney Bowes and Experian ultra long term past trends. Derived from the mid-point ultra long term past trends given by Pitney Bowes and Experian (from Pitney Bowes MapInfo Brief 08/02, ultra long term past trends, Table 3 and Experian Retail Planner Briefing Note 6.1, ultra long term past trends, Table 3.2)

All monetary values are held constant at 2006 prices. Growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 4: Total Comparison Expenditure (£m)

Year	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	All Zones Total
Total Comparison Expenditure												
Total 2009 (including SFT)	37.5	127.7	188.1	51.2	94.9	165.4	264.1	112.5	165.0	146.1	263.2	1,615.8
Deduction for SFT in 2009 at 12.2%	4.6	15.6	23.0	6.3	11.6	20.2	32.2	13.7	20.1	17.8	32.1	197.1
Total 2009 (excluding SFT)	32.9	112.2	165.2	45.0	83.3	145.2	231.9	98.7	144.9	128.3	231.1	1,418.6
Total 2011 (including SFT)	39.0	132.9	195.8	53.3	100.0	174.3	278.3	118.5	174.5	154.4	281.2	1,702.2
Deduction for SFT in 2011 of 13.9%	5.2	17.8	26.2	7.1	13.4	23.4	37.3	15.9	23.4	20.7	37.7	228.1
Total 2011 (excluding SFT)	33.7	115.1	169.5	46.2	86.6	151.0	241.0	102.6	151.1	133.7	243.5	1,474.1
Total 2016 (including SFT)	43.1	147.0	216.5	59.0	112.8	196.7	316.0	134.6	199.6	176.8	328.9	1,930.9
Deduction for SFT in 2016 of 13.9%	6.0	20.4	30.1	8.2	15.7	27.3	43.9	18.7	27.7	24.6	45.7	268.4
Total 2016 (excluding SFT)	37.1	126.6	186.4	50.8	97.1	169.3	272.1	115.8	171.8	152.2	283.1	1,662.5
Total 2021 (including SFT)	57.9	197.5	290.8	79.2	154.0	268.4	435.5	185.4	275.8	245.2	463.9	2,653.6
Deduction for SFT in 2021 of 13.9%	8.0	27.4	40.4	11.0	21.4	37.3	60.5	25.8	38.3	34.1	64.5	368.9
Total 2021 (excluding SFT)	49.8	170.0	250.4	68.2	132.6	231.1	375.0	159.6	237.5	211.1	399.4	2,284.8
Total 2026 (including SFT)	72.0	245.5	361.6	98.5	194.9	339.7	553.1	235.5	353.5	313.3	600.7	3,368.3
Deduction for SFT in 2026 of 13.9%	10.0	34.1	50.3	13.7	27.1	47.2	76.9	32.7	49.1	43.6	83.5	468.2
Total 2026 (excluding SFT)	62.0	211.4	311.3	84.8	167.8	292.5	476.2	202.7	304.4	269.8	517.2	2,900.1
Growth in Comparison Expenditure												
2009 - 2011	0.9	3.0	4.4	1.2	3.3	5.7	9.1	3.9	6.2	5.4	12.5	55.5
2011 - 2016	3.4	11.5	16.9	4.6	10.5	18.4	31.1	13.2	20.7	18.5	39.6	188.4
2016 - 2021	12.7	43.4	64.0	17.4	35.4	61.8	102.9	43.8	65.7	58.9	116.2	622.3
2021 - 2026	12.1	41.4	60.9	16.6	35.2	61.4	101.2	43.1	66.9	58.6	117.8	615.3
2009 - 2026	29.1	99.2	146.2	39.8	84.5	147.3	244.3	104.0	159.5	141.5	286.1	1,481.5

Notes

(1) The 2009 expenditure and subsequent figures for the forecast years and are the products of multiplying the data presented in Table 2 (population) by Table 3 (per capita comparison goods expenditure).

(2) A deduction is made for a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure. We have adopted the comparison goods SFT projections in Table 5.1 of Experian Retail Planner Note 6.1 (October 2008).

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 5: Comparison Market Shares 2009 (%)

Destination ⁽¹⁾	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Zone 1a											
Woking	63.5%	50.4%	55.2%	25.0%	12.0%	14.1%	4.1%	28.7%	25.2%	6.8%	5.5%
Zone 1b											
Knaphill	0.6%	8.7%	1.5%	0.1%	0.4%	0.2%	0.1%	4.6%	0.1%	0.2%	0.0%
Redding Way, Knaphill, Woking	1.6%	3.5%	2.0%	0.4%	0.9%	0.0%	0.0%	3.8%	0.2%	0.1%	0.2%
Other Zone 1B	0.5%	2.2%	1.0%	0.5%	0.1%	0.0%	0.0%	0.8%	0.1%	0.4%	0.0%
Zone 1c											
Lion Retail Park, 151, Oriental Rd, Woking	5.1%	2.8%	8.3%	2.0%	0.4%	0.7%	0.4%	1.9%	0.8%	0.0%	0.3%
Other Zone 1C	0.0%	0.3%	0.7%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.1%
Zone 2											
Byfleet	0.0%	0.5%	0.6%	5.1%	0.0%	0.0%	0.0%	1.1%	1.6%	0.2%	1.4%
West Byfleet	2.2%	0.6%	3.2%	10.2%	0.2%	0.2%	0.0%	0.9%	2.8%	0.0%	0.1%
Other Zone 2	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%	0.2%
Zone 3A											
Other Zone 3A	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3B											
Ladymead Retail Park, Europa Park Rd, Guildford	2.1%	3.3%	1.2%	1.9%	9.2%	11.9%	1.1%	1.7%	0.4%	0.1%	0.5%
Other Zone 3B	0.0%	0.8%	0.1%	0.0%	1.9%	3.2%	0.0%	0.0%	0.3%	0.0%	0.5%
Zone 4											
Frimley	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	4.3%	0.1%	0.0%	1.1%	0.0%
Other Zone 4	0.5%	0.0%	0.1%	0.0%	0.3%	0.2%	3.0%	1.6%	0.1%	0.5%	0.0%
Zone 5											
Other Zone 5	0.0%	0.9%	0.2%	0.0%	0.1%	0.0%	0.1%	3.9%	0.0%	0.7%	0.9%
Zone 6											
Addlestone	0.0%	0.0%	0.8%	2.9%	0.0%	0.0%	0.1%	1.6%	20.9%	2.9%	4.4%
Other Zone 6	0.0%	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	2.0%	0.0%	0.4%
Zone 7											
Ascot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	4.5%	0.0%
Other Zone 7	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	0.3%	4.9%	0.1%
Zone 8											
Cobham	0.0%	0.1%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	4.5%
Weybridge	1.0%	1.1%	1.3%	7.5%	0.4%	0.3%	0.0%	0.6%	11.0%	1.4%	15.5%
Paddock Retail Park, Sopwith Way, Weybridge	1.5%	0.8%	2.9%	20.8%	0.0%	1.0%	0.0%	0.9%	5.0%	0.5%	4.5%
Other Zone 8	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	2.1%
Sub-Total within Study Area											
	78.6%	76.3%	79.4%	77.2%	26.4%	33.1%	14.3%	54.6%	70.9%	24.4%	41.2%
Sub-Total inside Woking Borough											
	73.5%	69.1%	72.5%	43.3%	14.0%	15.4%	4.9%	42.3%	30.8%	7.7%	7.8%
Outside Study Area											
Aldershot	0.0%	0.2%	0.1%	0.0%	2.0%	0.0%	5.1%	0.0%	0.1%	0.1%	0.0%
Bracknell	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.3%	1.4%	0.1%	14.1%	0.0%
Camberley	0.0%	1.6%	0.1%	0.0%	0.8%	1.4%	30.4%	10.3%	0.4%	10.3%	0.1%
Farnborough	0.5%	1.0%	0.6%	0.0%	3.1%	1.0%	25.7%	6.1%	0.4%	5.5%	0.2%
Guildford	14.4%	9.3%	12.7%	7.6%	54.4%	56.8%	7.3%	12.7%	5.5%	3.4%	7.0%
Kingston	4.1%	1.6%	1.1%	5.8%	1.6%	0.9%	0.6%	1.3%	3.8%	2.3%	17.4%
London	1.3%	1.6%	1.5%	1.2%	2.4%	0.8%	0.4%	3.3%	0.3%	2.0%	3.9%
Reading	0.0%	0.3%	0.4%	0.0%	0.2%	0.6%	0.5%	1.9%	0.0%	6.6%	0.1%
Staines	0.0%	2.1%	0.5%	1.9%	0.0%	0.1%	0.1%	1.1%	12.3%	12.3%	3.9%
Walton-on-Thames	0.0%	0.0%	1.0%	1.7%	0.0%	0.0%	0.4%	0.0%	2.9%	0.1%	17.6%
Windsor	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	0.1%	0.6%	0.4%	7.6%	0.1%
Other - outside catchment area	1.1%	5.6%	2.6%	4.5%	8.5%	5.5%	14.7%	6.7%	2.8%	11.4%	8.5%
Sub-Total outside Study Area											
	21.4%	23.7%	20.6%	22.8%	73.6%	66.9%	85.7%	45.4%	29.1%	75.6%	58.8%
Sub-Total outside Woking Borough											
	26.5%	30.9%	27.5%	56.7%	86.0%	84.6%	95.1%	57.7%	69.2%	92.3%	92.2%
TOTAL											
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

(1) Obtained from the household survey undertaken by NEMS Market Research in April 2009. All centres that receive a 3% of greater market share from any one zone are listed separately. The Woking Borough market share account for all destinations in Zone 1a-c and Zone 2.

Woking Town, District and Local Centres Study

Table 6: Comparison Goods Turnover in 2009 (£m)

Destination ⁽¹⁾	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	All Zones Total	Study Area Share (%) ⁽²⁾
Zone 1a													
Woking	20.9	56.6	91.3	11.3	10.0	20.5	9.5	28.3	36.4	8.8	12.8	306.3	21.6%
Zone 1b													
Knaphill	0.2	9.8	2.5	0.1	0.3	0.3	0.3	4.6	0.1	0.3	0.0	18.4	1.3%
Redding Way, Knaphill, Woking	0.5	4.0	3.4	0.2	0.7	0.0	0.0	3.7	0.3	0.1	0.6	13.4	0.9%
Other Zone 1B	0.2	2.5	1.6	0.2	0.1	0.0	0.0	0.8	0.2	0.5	0.0	6.1	0.4%
Zone 1c													
Lion Retail Park, 151, Oriental Rd, Woking	1.7	3.2	13.7	0.9	0.3	1.0	1.0	1.9	1.2	0.0	0.7	25.5	1.8%
Other Zone 1C	0.0	0.4	1.1	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.3	2.2	0.2%
Zone 2													
Byfleet	0.0	0.5	1.0	2.3	0.0	0.0	0.0	1.1	2.3	0.2	3.2	10.6	0.7%
West Byfleet	0.7	0.6	5.3	4.6	0.2	0.3	0.0	0.9	4.0	0.0	0.3	16.9	1.2%
Other Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.4	1.2	0.1%
Zone 3A													
Other Zone 3A	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0%
Zone 3B													
Ladymead Retail Park, Europa Park Rd, Guildford	0.7	3.7	2.0	0.8	7.6	17.3	2.5	1.7	0.6	0.1	1.1	38.2	2.7%
Other Zone 3B	0.0	0.9	0.2	0.0	1.6	4.6	0.0	0.0	0.5	0.0	1.2	9.0	0.6%
Zone 4													
Frimley	0.0	0.0	0.0	0.0	0.1	0.0	9.9	0.1	0.0	1.4	0.0	11.6	0.8%
Other Zone 4	0.1	0.0	0.2	0.0	0.3	0.3	7.1	1.6	0.1	0.6	0.0	10.3	0.7%
Zone 5													
Other Zone 5	0.0	1.0	0.3	0.0	0.1	0.0	0.3	3.8	0.0	0.9	2.0	8.4	0.6%
Zone 6													
Addlestone	0.0	0.0	1.3	1.3	0.0	0.0	0.2	1.6	30.3	3.8	10.3	48.8	3.4%
Other Zone 6	0.0	0.1	0.3	0.1	0.0	0.3	0.0	0.4	2.9	0.0	1.0	5.0	0.3%
Zone 7													
Ascot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.8	0.0	5.9	0.4%
Other Zone 7	0.0	0.1	0.0	0.0	0.0	0.0	1.8	1.3	0.5	6.3	0.1	10.2	0.7%
Zone 8													
Cobham	0.0	0.1	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	10.4	11.4	0.8%
Weybridge	0.3	1.3	2.1	3.4	0.4	0.5	0.0	0.5	16.0	1.8	35.7	62.0	4.4%
Paddock Retail Park, Sopwith Way, Weybridge	0.5	0.9	4.9	9.4	0.0	1.5	0.0	0.9	7.2	0.6	10.4	36.2	2.6%
Other Zone 8	0.0	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	4.8	5.5	0.4%
Sub-Total within Study Area	25.9	85.6	131.1	34.7	22.0	48.0	33.1	53.9	102.8	31.3	95.1	663.4	46.8%
Sub-Total inside Woking Borough	24.2	77.5	119.8	19.5	11.7	22.3	11.3	41.8	44.7	9.9	18.1	400.6	28.2%
Outside Study Area													
Aldershot	0.0	0.2	0.2	0.0	1.7	0.0	11.8	0.0	0.1	0.1	0.0	14.1	1.0%
Bracknell	0.0	0.0	0.1	0.0	0.1	0.0	0.7	1.4	0.1	18.1	0.0	20.6	1.5%
Camberley	0.0	1.8	0.2	0.0	0.7	2.0	70.4	10.1	0.6	13.2	0.3	99.4	7.0%
Farnborough	0.1	1.1	1.0	0.0	2.6	1.5	59.6	6.0	0.6	7.0	0.4	80.0	5.6%
Guildford	4.7	10.4	21.0	3.4	45.4	82.5	17.0	12.5	8.0	4.4	16.1	225.4	15.9%
Kingston	1.4	1.8	1.8	2.6	1.3	1.2	1.5	1.3	5.5	2.9	40.3	61.6	4.3%
London	0.4	1.8	2.4	0.5	2.0	1.1	1.0	3.2	0.5	2.6	9.0	24.6	1.7%
Reading	0.0	0.4	0.7	0.0	0.2	0.8	1.2	1.9	0.0	8.5	0.2	13.7	1.0%
Staines	0.0	2.4	0.8	0.8	0.0	0.1	0.3	1.1	17.8	15.7	9.0	48.0	3.4%
Walton-on-Thames	0.0	0.0	1.6	0.8	0.0	0.0	0.9	0.0	4.2	0.1	40.7	48.3	3.4%
Windsor	0.0	0.6	0.0	0.0	0.3	0.0	0.3	0.6	0.6	9.7	0.3	12.3	0.9%
Other - outside catchment area	0.4	6.2	4.4	2.0	7.1	8.0	34.0	6.6	4.1	14.6	19.7	107.1	7.5%
Sub-Total outside Study Area	7.0	26.6	34.1	10.2	61.3	97.2	198.8	44.8	42.1	97.0	136.0	755.2	53.2%
Sub-Total outside Woking Borough	8.7	34.6	45.4	25.5	71.6	122.9	220.6	57.0	100.2	118.4	212.9	1,018.0	71.8%
TOTAL	32.9	112.2	165.2	45.0	83.3	145.2	231.9	98.7	144.9	128.3	231.1	1,418.6	100.0%

Notes
 (1) Turnover by zone by destination is the product of 2009 total turnover (Table 4) and the market share by destination by zone (Table 5)
 (2) The share of the study area expenditure from each centre
 All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 7 Comparison Goods Sales Densities in 2009

Destination	Gross Floorspace (1)	Gross to Net ratio	Net Comparison Floorspace (2)	Turnover from Study Area	Inflow (3)	Inflow	Total Turnover	2009 Sales Density (4)
	sqm	%	sqm	£m	%	£m	£m	£/sqm
Designated Centres								
Woking	66,950	75%	50,213	306.3	10%	34.0	340.3	6,777
West Byfleet	2,770	75%	2,078	17.0	0%	0.0	17.0	8,159
Knaphill	2,047	75%	1,535	18.4	0%	0.0	18.4	11,977
Retail Parks and Stand Alone Stores								
Lion Retail Park, Woking	7,776	85%	6,610	25.5	5%	1.3	26.8	4,059
Redding Way, Knaphill (Sainsburys/Homebase)	11,735	85%	4,328	13.4	5%	0.7	14.1	3,254

Notes

(1) Floorspace provided by Experian Goad and updated by RTP in April 2009. Gross Floorspace is comparison floorspace only other than for Redding Way, Knaphill which includes the Sainsbury's store (8,030 sqm gross) as well as the Homebase store (3,705 sqm gross).

(2) Typical gross to net ratio of 75% for town centres and 85% for retail parks, other than when assessing the Sainsbury's where the actual comparison net floorspace is derived from the IDG net floorspace figure for the store.

(3) Inflow is based on RTP assumptions informed by the visitor surveys.

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 8: Comparison Expenditure Capacity and Floorspace Requirements for Woking Borough

	2009	2011	2016	2021	2026	2009-11	2011-16	2016-21	2021-26	2009-26
						Change	Change	Change	Change	Change
Available Expenditure and Expenditure Retention by Woking Borough ⁽¹⁾										
A Total Study Area Expenditure (£m)	1,418.6	1,474.1	1,662.5	2,284.8	2,900.1	55.5	188.4	622.3	615.3	1,481.5
B Current Market Share for Centres in Woking Borough (%)	28%	28%	28%	28%	28%	-	-	-	-	-
C Retained Expenditure in Woking Borough (£m) (=A*B)	400.6	416.3	469.5	645.3	819.0	15.7	53.2	175.7	173.8	418.4
D Inflow Expenditure to Woking Borough (£m)	36.1	37.5	42.3	58.1	73.7	1.4	4.8	15.8	15.6	37.7
Claim on Expenditure from Turnover of Centres in Woking Borough ⁽²⁾										
E Turnover of Centres in Woking Borough (£m) (=C+D in 2009)	436.7	436.7	436.7	436.7	436.7	-	-	-	-	-
F Growth in Turnover of Existing Centres (£m)	0.0	6.0	21.2	73.9	116.0	6.0	15.3	52.6	42.2	116.0
Claim on Expenditure from Commitments to New Floorspace ⁽³⁾										
(i) Guildford Road, Woking	0.0	2.5	2.6	2.8	3.1	2.5	0.1	0.3	0.2	3.1
(ii) Station Approach, West Byfleet	0.0	0.4	0.4	0.5	0.5	0.4	0.0	0.0	0.0	0.5
G Total Claim on Expenditure from Commitments (£m)	0.0	2.9	3.0	3.3	3.6	2.9	0.1	0.3	0.3	3.6
Residual Expenditure Available to Support New Floorspace ⁽⁴⁾										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.0	8.2	50.9	189.5	336.5	8.2	42.6	138.6	147.0	336.5
Comparison Floorspace Requirements for Woking Borough ⁽⁵⁾										
I Assumed Sales Density for New Comparison Floorspace (£/sqm)	5,076	5,145	5,322	5,934	6,424	-	-	-	-	-
J Net Comparison Sales Floorspace Requirement for Woking Borough (sqm net) (=H/I)	0	1,603	9,562	31,930	52,371	1,603	7,958	22,368	20,441	52,371
K Gross Comparison Floorspace Requirement for Woking Borough (=J/75%)	0	2,138	12,749	42,573	69,828	2,138	10,611	29,824	27,255	69,828

Notes:

1. Row A is taken from Table 3; Row B is the market share of centres in Woking Borough taken from Table 6 and remains constant for each forecast year; Row C is the product of the current market share and the total study area expenditure; Row D is expenditure spent in centres in Woking Borough from beyond the study area, taken from Table 7 and remains constant as a proportion of retained expenditure in the forecast years.

2. Row E is the turnover of centres in Woking Borough incorporating both expenditure from the study area and inflow and remains constant in the forecast years; Row F is the growth in turnover of these centres, which we have forecast this turnover to increase by 0.7% per annum to 2016, 2.2% per annum to 2021 and 1.6% per annum to 2026.

3. Row G represents the turnover of commitments to new floorspace in the study area, which are also assumed to increase by the same level of sales density growth as described at (2). The commitments modelled are the permitted 639 sqm (gross) on Guildford Road, Woking (reference: 2007/0857) and the resolution to grant permission for 103 sqm (gross) on Station Approach, West Byfleet (reference 2007/0028). Both schemes are assumed to have a net to gross ratio of 75% and are 100% comparison goods, achieving a turnover of £5,145 per sqm in 2011.

4. Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row I represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 6.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (2); Row J represents net floorspace requirements calculated by the division of residual expenditure by assumed sales density; and Row K represents gross requirements through the application of a 75% net to gross ratio.

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 9: Per Capita Convenience Expenditure Estimates (£)

Year	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2009 ⁽¹⁾	1,963	2,221	2,073	2,046	2,031	2,029	2,039	2,071	1,978	2,070	2,205
2011 ⁽²⁾	1,972	2,232	2,082	2,055	2,040	2,038	2,049	2,080	1,987	2,079	2,215
2016 ⁽³⁾	1,995	2,258	2,106	2,079	2,064	2,062	2,072	2,104	2,010	2,103	2,240
2021 ⁽⁴⁾	2,081	2,355	2,197	2,169	2,153	2,151	2,162	2,195	2,097	2,194	2,337
2026 ⁽⁵⁾	2,128	2,409	2,247	2,218	2,202	2,200	2,211	2,245	2,144	2,244	2,390

Notes:

(1) Expenditure data derived from Pitney Bowes (MapInfo) 2006 per capita annual convenience goods expenditure estimates, obtained through our in-house GIS system. The 2006 Pitney Bowes expenditure data has been projected to the base year (2009) using an actual growth rate of 2.2% per annum between 2006 and 2008 (from Pitney Bowes Oxford Economics Retail Briefings Update, Revised Version March 2009) and then one year of forecast growth at 0.2% per annum, which is the mid-point forecast growth figure for the 2008-2016 period given by Pitney Bowes and Experian. (from Pitney Bowes Retail Spending Outlook Revised Version, March 2009 and the Experian Retail Planner Briefing Note 6.1 February 2009 Changes - Table 3).

(2) Projected to 2011, uses a growth rate of 0.2% per annum, using mid point of Pitney Bowes and Experian projections, described at (1).

(3) Projected to 2016 uses a growth rate of 0.2% per annum using mid point of Pitney Bowes and Experian projections described at (1).

(4) Projected to 2021, uses a growth rate of 0.9% per annum, using the mid point of Pitney Bowes and Experian medium term past trend, which is derived from the mid-point medium term past trends in retail expenditure growth given by Pitney Bowes and Experian (from Pitney Bowes MapInfo Brief 08/02, medium term past trends, Table 3 and Experian Retail Planner Briefing Note 6.1, medium term past trends, Table 3.2.)

(5) Projected to 2026 uses a growth rate of 0.5% per annum using mid point of Pitney Bowes and Experian ultra long term past trends. Derived from the mid-point ultra long term past trends given by Pitney Bowes and Experian (from Pitney Bowes MapInfo Brief 08/02, ultra long term past trends, Table 3 and Experian Retail Planner Briefing Note 6.1, ultra long term past trends, Table 3.2)

All monetary values are held constant at 2006 prices. Growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 10: Total Convenience Expenditure (£m)

Year	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	All Zones Total
Total Convenience Expenditure												
Total 2009 (including SFT)	17.6	58.2	86.4	24.0	44.3	77.0	122.5	51.9	78.6	67.3	120.7	748.5
Deduction for SFT in 2009 of 3.3%	0.6	1.9	2.8	0.8	1.4	2.5	4.0	1.7	2.6	2.2	3.9	24.3
Total 2009 (excluding SFT)	17.0	56.4	83.6	23.2	42.8	74.5	118.5	50.2	76.0	65.1	116.8	724.1
Total 2011 (including SFT)	17.8	58.7	87.2	24.2	45.2	78.7	125.1	53.0	80.5	68.9	125.0	764.3
Deduction for SFT in 2011 of 3.7%	0.6	2.1	3.2	0.9	1.7	2.9	4.6	1.9	2.9	2.5	4.6	27.9
Total 2011 (excluding SFT)	17.1	56.6	84.0	23.3	43.6	75.8	120.5	51.1	77.6	66.4	120.5	736.4
Total 2016 (including SFT)	18.2	60.1	89.2	24.8	47.2	82.1	131.4	55.7	85.2	73.0	135.2	802.0
Deduction for SFT in 2016 of 4.1%	0.7	2.4	3.6	1.0	1.9	3.3	5.3	2.3	3.5	3.0	5.5	32.5
Total 2016 (excluding SFT)	17.4	57.7	85.6	23.8	45.3	78.8	126.1	53.4	81.7	70.0	129.8	769.5
Total 2021 (including SFT)	19.2	63.4	94.0	26.1	50.6	88.0	142.1	60.2	92.4	79.5	149.8	865.3
Deduction for SFT in 2021 of 4.1%	0.8	2.6	3.8	1.1	2.0	3.6	5.8	2.4	3.7	3.2	6.1	35.0
Total 2021 (excluding SFT)	18.4	60.8	90.2	25.1	48.5	84.4	136.4	57.8	88.7	76.3	143.7	830.2
Total 2026 (including SFT)	19.8	65.5	97.1	27.0	53.2	92.5	149.9	63.5	98.4	84.3	161.1	912.2
Deduction for SFT in 2026 of 4.1%	0.8	2.7	3.9	1.1	2.2	3.7	6.1	2.6	4.0	3.4	6.5	36.9
Total 2026 (excluding SFT)	19.0	62.8	93.2	25.9	51.0	88.7	143.9	61.0	94.4	80.9	154.6	875.3
Growth in Convenience Expenditure												
2009 - 2011	0.1	0.3	0.4	0.1	0.7	1.3	2.0	0.9	1.6	1.3	3.7	12.3
2011 - 2016	0.3	1.1	1.6	0.4	1.7	3.0	5.6	2.4	4.1	3.6	9.3	33.1
2016 - 2021	1.0	3.1	4.7	1.3	3.2	5.6	10.3	4.4	7.0	6.2	13.9	60.8
2021 - 2026	0.6	2.0	3.0	0.8	2.5	4.3	7.5	3.2	5.7	4.7	10.9	45.0
2009 - 2026	1.9	6.4	9.6	2.7	8.2	14.2	25.4	10.7	18.4	15.8	37.8	151.1

Notes

(1) The 2009 expenditure and subsequent figures for the forecast years are the products of multiplying the data presented in Table 2 (population) by Table 9 (per capita convenience goods expenditure).

(2) A deduction is made for a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure. We have adopted 50% of the convenience goods SFT projections in Table 5.1 of Experian Retail Planner Note 6.1 (October 2008), since we expect a large proportion of SFT to be shelf picking.

Woking Town, District and Local Centres Study

Table 11: Convenience Goods Market Shares 2009 (%)

Destination ⁽¹⁾	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Zone 1a											
Morrisons, Goldsworth Road, Woking	26.5%	21.0%	26.9%	0.0%	0.3%	5.8%	1.0%	6.4%	2.8%	0.2%	0.0%
Sainsbury's, 15 Wolsey Walk, Woking	16.5%	3.1%	8.5%	0.0%	0.9%	0.9%	0.0%	1.1%	0.0%	0.0%	0.0%
Other Zone 1A	7.0%	1.7%	6.2%	0.2%	0.7%	1.0%	0.0%	1.5%	0.3%	0.0%	0.4%
Zone 1b											
Co-op, 26 High Street, Knaphill	0.0%	3.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Sainsbury's, Redding Way, Knaphill	11.3%	43.6%	12.8%	2.7%	8.0%	0.0%	0.0%	48.0%	0.0%	2.7%	0.0%
Waitrose, 1 Goldsworth Park, Woking	13.7%	14.2%	8.3%	0.0%	1.1%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%
Other Zone 1b	0.5%	4.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Zone 1c											
Other Zone 1C	3.5%	1.4%	6.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2											
Waitrose, West Byfleet	9.6%	1.1%	11.3%	28.8%	0.0%	3.4%	0.0%	0.0%	5.8%	0.0%	0.2%
Local Stores, Byfleet	1.0%	0.5%	2.0%	8.5%	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.4%
Zone 3A											
Other Zone 3A	0.3%	0.0%	0.0%	0.0%	2.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3B											
Sainsbury's, Clay Lane, Guildford	0.8%	0.0%	3.3%	0.0%	23.1%	62.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 3B	0.0%	0.0%	0.1%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4											
Sainsbury's, Blackwater Valley Road, Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.9%	4.0%	0.0%	2.7%	0.0%
Waitrose, High Street, Frimley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.2%	0.0%	0.0%	0.0%
Other Zone 4	0.0%	0.0%	0.1%	0.0%	1.3%	0.0%	10.5%	0.0%	0.0%	0.2%	0.0%
Zone 5											
Budgens, 57/61 Guildford Road, Lightwater	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	6.8%	0.0%	0.0%	0.0%
Other Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.4%	0.0%
Zone 6											
Co-op Market Town, 14-20 The Broadway, Addlestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%
Tesco Extra, 117 Station Road, Addlestone	0.8%	0.8%	0.0%	2.5%	0.0%	0.0%	0.0%	4.5%	46.6%	2.7%	3.4%
Other Zone 6	0.2%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	5.5%	0.0%	0.2%
Zone 7											
Somerfield, 1-4 The Square, Bagshot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%
Waitrose, London Road, Sunningdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.0%	0.0%	20.8%	0.0%
Other Zone 7	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	9.7%	0.0%
Zone 8											
Marks & Spencer, Barnes Wallis Drive, Weybridge	0.8%	0.0%	1.1%	3.2%	0.0%	1.0%	0.0%	0.0%	1.9%	0.0%	0.2%
Sainsbury's, Bridge Way, Cobham	0.0%	0.0%	1.7%	5.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	13.8%
Sainsbury's, New Zealand Avenue, Walton-On-Thames	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	16.8%
Tesco Extra, Barnes Wallace Drive, Weybridge	5.4%	1.6%	7.0%	45.9%	0.0%	0.0%	0.0%	0.9%	16.3%	0.9%	12.5%
Waitrose, 16-18 Between Streets, Cobham	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%
Waitrose, Hersham Centre, Molesey Road, Hersham	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%
Waitrose, 62-66 High Street, Weybridge	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	14.2%
Other Zone 8	0.0%	0.3%	0.8%	1.2%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	6.6%
Sub-Total within Study Area											
Sub-Total inside Woking Borough	89.7%	94.0%	83.5%	40.2%	11.2%	11.7%	1.0%	63.5%	10.0%	2.9%	1.0%
Outside Study Area											
Asda, Princes Mead Shopping Centre, Farnborough	0.0%	0.8%	0.8%	0.0%	0.0%	0.9%	10.8%	0.0%	0.8%	0.9%	0.0%
Sainsbury's, Ringmead, Bracknell	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	17.0%	0.0%
Sainsbury's, White Hart Row, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.4%
Sainsbury's, The Causeway, Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	5.5%	0.9%
Tesco Extra, The Meadows, Sandhurst,	0.0%	0.8%	0.0%	0.0%	1.1%	0.0%	14.7%	2.9%	0.0%	6.7%	0.0%
Tesco, 5 Wellington Avenue, Aldershot	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	15.8%	0.0%	0.0%	0.0%	0.9%
Tesco, County Lane, Bracknell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%
Tesco, Whetton Road, Bracknell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	8.7%	0.0%
Tesco, Ashenden Road, Guildford	0.0%	0.0%	0.0%	0.0%	43.9%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Other - outside catchment area	1.7%	0.5%	0.1%	1.0%	14.7%	10.0%	15.5%	3.5%	3.1%	8.9%	8.5%
Sub-Total outside Study Area											
Sub-Total outside Woking Borough	1.7%	3.0%	1.0%	1.0%	61.7%	19.0%	56.8%	9.9%	15.0%	54.0%	10.8%
TOTAL											
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

(1) Obtained from the household survey undertaken by NEMS Market Research in April 2009. All stores that receive a 3% of greater market share from any one zone are listed separately. The Woking Borough market share account for all destinations in Zone 1a-c and Zone 2. *Is this correct?*

Woking Town, District and Local Centres Study

Table 12: Convenience Goods Turnover in 2009 (£m)

Destination ⁽¹⁾	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	All Zones	Study Area Share (%) ⁽²⁾
Zone 1a													
Morrisons, Goldsworth Road, Woking	4.5	11.8	22.5	0.0	0.1	4.4	1.2	3.2	2.1	0.2	0.0	50.0	6.9%
Sainsbury's, 15 Wolseley Walk, Woking	2.8	1.7	7.1	0.0	0.4	0.6	0.0	0.6	0.0	0.0	0.0	13.2	1.8%
Other Zone 1A	1.2	0.9	5.2	0.0	0.3	0.7	0.0	0.8	0.2	0.0	0.4	9.8	1.4%
Zone 1b													
Co-op, 26 High Street, Knaphill	0.0	2.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.3	0.3%
Sainsbury's, Redding Way, Knaphill	1.9	24.5	10.7	0.6	3.4	0.0	0.0	24.1	0.0	1.7	0.0	67.1	9.3%
Waitrose, 1 Goldsworth Park, Woking	2.3	8.0	6.9	0.0	0.5	0.0	0.0	2.8	0.0	0.0	0.0	20.5	2.8%
Other Zone 1b	0.1	2.4	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.0	0.4%
Zone 1c													
Other Zone 1C	0.6	0.8	5.8	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	7.5	1.0%
Zone 2													
Waitrose, West Byfleet	1.6	0.6	9.5	6.7	0.0	2.6	0.0	0.0	4.4	0.0	0.3	25.6	3.5%
Local Stores, Byfleet	0.2	0.3	1.6	2.0	0.1	0.0	0.0	0.0	0.8	0.0	0.4	5.5	0.8%
Zone 3A													
Other Zone 3A	0.0	0.0	0.0	0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	1.3	0.2%
Zone 3B													
Sainsbury's, Clay Lane, Guildford	0.1	0.0	2.7	0.0	9.9	46.8	0.0	0.0	0.0	0.0	0.0	59.6	8.2%
Other Zone 3B	0.0	0.0	0.1	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	3.6	0.5%
Zone 4													
Sainsbury's, Blackwater Valley Road, Camberley	0.0	0.0	0.0	0.0	0.0	0.0	24.8	2.0	0.0	1.7	0.0	28.5	3.9%
Waitrose, High Street, Frimley	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.1	0.0	0.0	0.0	11.4	1.6%
Other Zone 4	0.0	0.0	0.1	0.0	0.5	0.0	12.4	0.0	0.0	0.2	0.0	13.2	1.8%
Zone 5													
Budgens, 57/61 Guildford Road, Lightwater	0.0	0.0	0.0	0.0	0.2	0.0	0.3	3.4	0.0	0.0	0.0	3.9	0.5%
Other Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.2	0.0	1.9	0.3%
Zone 6													
Co-op Market Town, 14-20 The Broadway, Addlestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	2.4	0.3%
Tesco Extra, 117 Station Road, Addlestone	0.1	0.5	0.0	0.6	0.0	0.0	0.0	2.2	35.4	1.7	3.9	44.5	6.1%
Other Zone 6	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	4.2	0.0	0.2	4.6	0.6%
Zone 7													
Somerfield, 1-4 The Square, Bagshot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	3.8	0.5%
Waitrose, London Road, Sunningdale	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0	0.0	13.5	0.0	16.5	2.3%
Other Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	6.3	0.0	6.5	0.9%
Zone 8													
Marks & Spencer, Barnes Wallis Drive, Weybridge	0.1	0.0	0.9	0.7	0.0	0.8	0.0	0.0	1.5	0.0	0.3	4.3	0.6%
Sainsbury's, Bridge Way, Cobham	0.0	0.0	1.4	1.2	0.0	0.2	0.0	0.0	0.0	0.0	16.1	18.9	2.6%
Sainsbury's, New Zealand Avenue, Walton-On-Thames	0.0	0.0	0.9	0.1	0.0	0.0	0.3	0.0	0.0	0.0	19.6	20.8	2.9%
Tesco Extra, Barnes Wallace Drive, Weybridge	0.9	0.9	5.9	10.7	0.0	0.0	0.0	0.4	12.4	0.6	14.6	46.3	6.4%
Waitrose, 16-18 Between Streets, Cobham	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	11.1	11.1	1.5%
Waitrose, Hersham Centre, Molesey Road, Hersham	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	13.1	13.3	1.8%
Waitrose, 62-66 High Street, Weybridge	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	1.2	0.0	16.6	17.9	2.5%
Other Zone 8	0.0	0.2	0.7	0.3	0.0	0.0	0.0	1.4	0.0	0.0	7.7	10.2	1.4%
Sub-Total within Study Area													
Sub-Total within Study Area	16.7	54.6	82.8	23.0	16.4	60.3	51.2	45.2	64.6	29.9	104.2	549.1	75.8%
Sub-Total inside Woking Borough													
Sub-Total inside Woking Borough	15.3	53.0	69.8	9.3	4.8	8.7	1.2	31.9	7.6	1.9	1.1	204.6	28.2%
Outside Study Area													
Asda, Princes Mead Shopping Centre, Farnborough	0.0	0.5	0.7	0.0	0.0	0.6	12.8	0.0	0.6	0.6	0.0	15.9	2.2%
Sainsbury's, Ringmead, Bracknell	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0	11.1	0.0	12.4	1.7%
Sainsbury's, White Hart Row, Chertsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.5	7.6	1.0%
Sainsbury's, The Causeway, Staines	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	3.6	1.1	6.0	0.8%
Tesco Extra, The Meadows, Sandhurst,	0.0	0.5	0.0	0.0	0.5	0.0	17.4	1.5	0.0	4.3	0.0	24.2	3.3%
Tesco, 5 Wellington Avenue, Aldershot	0.0	0.0	0.0	0.0	0.9	0.0	18.7	0.0	0.0	0.0	1.1	20.6	2.8%
Tesco, County Lane, Bracknell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	4.2	0.6%
Tesco, Whitton Road, Bracknell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	5.7	0.0	6.5	0.9%
Tesco, Ashenden Road, Guildford	0.0	0.0	0.0	0.0	18.8	6.1	0.0	0.0	0.0	0.0	0.0	24.9	3.4%
Other - outside catchment area	0.3	0.3	0.1	0.2	6.3	7.4	18.3	1.8	2.4	5.8	9.9	52.8	7.3%
Sub-Total outside Study Area													
Sub-Total outside Study Area	0.3	1.7	0.8	0.2	26.4	14.2	67.3	5.0	11.4	35.2	12.6	175.1	24.2%
Sub-Total outside Woking Borough													
Sub-Total outside Woking Borough	1.8	3.4	13.8	13.9	38.0	65.8	117.3	18.3	68.5	63.2	115.6	519.6	71.8%
TOTAL													
TOTAL	17.0	56.4	83.6	23.2	42.8	74.5	118.5	50.2	76.0	65.1	116.8	724.1	100.0%

Notes
 (1) Turnover by zone by destination is the product of 2009 total turnover (Table 10) and the market share by destination by zone (Table 11)
 (2) The share of the study area expenditure from each centre
 All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 13: Benchmark Sales Densities for Foodstores

	Zone	Gross Floorspace ⁽¹⁾	Net Floorspace	Conv. Floorspace ⁽²⁾	Net Conv. Floorspace	Average Sales Density ⁽³⁾	Benchmark Turnover	Survey Derived Turnover	Under /Over Trading ⁽⁴⁾
		sqm	sqm	%	sqm	£/sqm	%	£m	£m
Main Foodstores in Woking Borough									
Morrisons, Goldsworth Road, Woking	1A	5,790	2,843	77%	2,189	12,321	27.0	48.3	21.4
Sainsbury's, 15 Wolseley Walk, Woking	1A	1,360	1,159	72%	834	10,770	9.0	12.8	3.8
Co-op, 26 High Street, Knaphill	1B	328	262	90%	236	6,920	1.6	2.2	0.5
Sainsbury's, Redding Way, Knaphill	1B	8,030	4,715	75%	3,536	10,770	38.1	64.8	26.7
Waitrose, 1 Goldsworth Park,Woking	1B	1,753	1,508	86%	1,297	12,711	16.5	19.8	3.3
Waitrose, West Byfleet	2	1,700	1,562	86%	1,343	12,711	17.1	24.8	7.7
TOTAL							109.2	172.7	63.5

Notes:
(1) Floorspace for foodstores in Woking Borough with a meaningful market share is shown, the floorspace (both gross and net) is taken from IGD other than Sainsbury's in Knaphill, which is supplied by the Council. For smaller stores the survey derived turnover is less reliable.
(2) The proportion of convenience floorspace is taken from the company average food/non-food splits in Verdict's 2009 UK Grocery Retailers document, other than Sainsbury's where the proportion of comparison floorspace is controlled by condition and Co-op in Knaphill, which is an RTP estimate.
(3) Average sales densities are the company average turnover, derived from Mintel's 2009 Retail Rankings document.
(4) A positive figure indicates that the store is overtrading compared to company averages.

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 14a: Convenience Expenditure Capacity in Woking Borough

	2009	2011	2016	2021	2026	2009-11	2011-16	2016-21	2021-26	2009-26
						Change	Change	Change	Change	Change
Available Expenditure and Expenditure Retention by Woking Borough ⁽¹⁾										
A Total Study Area Expenditure (£m)	724.1	736.4	769.5	830.2	875.3	12.3	33.1	60.8	45.0	151.1
B Current Market Share for Centres in Woking Borough (%)	28%	28%	28%	28%	28%	-	-	-	-	-
C Retained Expenditure in Woking Borough (£m) (=A*B)	204.6	208.0	217.4	234.5	247.3	3.5	9.3	17.2	12.7	42.7
D Inflow Expenditure to Woking Borough (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claim on Expenditure from Turnover of Centres in Woking Borough ⁽²⁾										
E Turnover of Centres in Woking Borough (£m) (=C+D in 2009)	204.6	204.6	204.6	204.6	204.6	-	-	-	-	-
F Growth in Turnover of Existing Centres (£m)	0.0	0.7	2.3	8.6	12.0	0.7	1.6	6.3	3.4	12.0
Claim on Expenditure from Commitments to New Floorspace ⁽³⁾										
G Sainsbury's Extension, Redding Way, Knaphill	0.0	7.0	7.1	7.3	7.4	7.0	0.1	0.2	0.1	7.4
Residual Expenditure Available to Support New Floorspace ⁽⁴⁾										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.0	-4.2	3.4	14.1	23.3	-4.2	7.6	10.7	9.2	23.3

Notes:

1. Row A is taken from Table 3; Row B is the market share of stores in Woking Borough taken from Table 12 and remains constant for each forecast year; Row C is the product of the current market share and the total study area expenditure; Row D is expenditure spent in centres in Woking Borough from beyond the study area and is assumed to be nil for the purposes of this assessment.
2. Row E is the turnover of centres in Woking Borough incorporating both expenditure from the study area and inflow and remains constant in the forecast years; Row F is the growth in turnover of these centres, which we have forecast this turnover to increase by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026.
3. Row G represents the turnover of commitments to new floorspace in the study area, which are also assumed to increase by the same level of sales density growth as described at (2). The only commitment to new convenience floorspace is the extant permission to extend the Sainsbury's in Knaphill by up to 1,698 sqm (net); it is assumed that 75% of this additional floorspace will be devoted to convenience goods and we apply 50% of the Sainsbury's average sales density as set out in Table 13.
4. Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 14b: Convenience Expenditure Capacity in Woking Borough *(with overtrading)*

	2009	2011	2016	2021	2026	2009-11	2011-16	2016-21	2021-26	2009-26
						Change	Change	Change	Change	Change
Available Expenditure and Expenditure Retention by Woking Borough ⁽¹⁾										
A Total Study Area Expenditure (£m)	724.1	736.4	769.5	830.2	875.3	12.3	33.1	60.8	45.0	151.1
B Current Market Share for Stores in Woking Borough (%)	28%	28%	28%	28%	28%	-	-	-	-	-
C Retained Expenditure in Woking Borough (£m) (=A*B)	204.6	208.0	217.4	234.5	247.3	3.5	9.3	17.2	12.7	42.7
D Inflow Expenditure to Woking Borough (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claim on Expenditure from Turnover of Centres in Woking Borough ⁽²⁾	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E Turnover of Stores in Woking Borough (£m) (=C+D in 2009)	204.6	204.6	204.6	204.6	204.6	-	-	-	-	-
F Growth in Turnover of Existing Stores (£m)	0.0	0.7	2.3	8.6	12.0	0.7	1.6	6.3	3.4	12.0
Claim on Expenditure from Commitments to New Floorspace ⁽³⁾										
G Sainsbury's Extension, Redding Way, Knaphill	0.0	7.0	7.1	7.3	7.4	7.0	0.1	0.2	0.1	7.4
Allowance for Overtrading of Existing Foodstores in the Base Year										
H Turnover of Main Foodstores in Excess of Company Average	63.5	63.5	63.5	63.5	63.5	-	-	-	-	-
Residual Expenditure Available to Support New Floorspace ⁽⁵⁾										
I Residual Expenditure (£m) (=C+D-E-F-G+H)	63.5	59.3	66.9	77.6	86.8	-4.2	7.6	10.7	9.2	23.3

Notes:

- Row A is taken from Table 3; Row B is the market share of stores in Woking Borough taken from Table 12 and remains constant for each forecast year; Row C is the product of the current market share and the total study area expenditure; Row D is expenditure spent in centres in Woking Borough from beyond the study area and is assumed to be nil for the purposes of this assessment.
- Row E is the turnover of centres in Woking Borough incorporating both expenditure from the study area and inflow and remains constant in the forecast years; Row F is the growth in turnover of these centres, which we have forecast this turnover to increase by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026.
- Row G represents the turnover of commitments to new floorspace in the study area, which are also assumed to increase by the same level of sales density growth as described at (2)
- Row H represents the aggregate turnover of the main foodstores in Woking Borough in excess of the published company average sales densities, taken from Table 13.
- Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments, plus turnover of main foodstores in excess of company average (overtrading), described at (4).

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 15a: Convenience Floorspace Requirements for Woking Borough

						2009-11	2011-16	2016-21	2021-26	2009-26	
						Change	Change	Change	Change	Change	
Residual Expenditure Available to Support New Floorspace ⁽¹⁾											
A	Residual Convenience Expenditure (£m)	0.0	-4.2	3.4	14.1	23.3	7.6	10.7	9.2	9.2	23.3
B	Superstore/Supermarket Expenditure (£m) (=A*70%)	0.0	-2.9	2.4	9.9	16.3	5.3	7.5	6.4	6.4	16.3
C	Small Foodstore/Deep Discounter Expenditure (£m) (=A*30%)	0.0	-1.3	1.0	4.2	7.0	2.3	3.2	2.8	2.8	7.0
Superstore/Supermarket Floorspace Requirement for Woking Borough ⁽²⁾											
D	Superstore/Supermarket Sales Density (£/sqm)	12,800	12,841	12,944	13,337	13,552	-	-	-	-	-
E	Net Supermarket/Superstore Floorspace Requirement (sqm net) (=B/D)	0	-230	185	740	1,202	-230	415	555	462	1,202
F	Gross Supermarket/Superstore Floorspace Requirement (sqm) (=E/65%)	0	-353	285	1,138	1,849	-353	639	853	711	1,849
Small Foodstore/Deep Discounter Requirement for Woking Borough ⁽³⁾											
G	Small Foodstore/Deep Discounter Sales Density (£/sqm)	5,600	5,618	5,663	5,835	5,929	-	-	-	-	-
H	Net Small Foodstore/Deep Discounter Floorspace Requirement (sqm net) (=C/G)	0	-225	182	725	1,178	-225	407	543	453	1,178
I	Gross Small Foodstore/Deep Discounter Floorspace Requirement (sqm) (=H/65%)	0	-346	279	1,115	1,812	-346	626	836	696	1,812

Notes:

- Row A represents residual convenience expenditure taken from Table 14a. Row B represents 70% of the residual expenditure, assumed to be spent in larger superstores/supermarkets. Row C represents 30% of the residual expenditure, assumed to be spent in small foodstores of deep discounters.
- Row D represents the assumed sales density to calculate a superstore/supermarket floorspace requirement, which is the average sales density for Tesco, Asda, Sainsbury's, Morrisons, Waitrose and Marks and Spencer and is increased by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026. Row E represents net floorspace requirements calculated by the division of residual expenditure by assumed sales density; and Row F reorients gross requirements through the application of a 65% net to gross ratio.
- Row G represents the assumed sales density to calculate a small foodstore/deep discounter floorspace requirement, which is the average sales density for Somerfield, Co-op, Iceland, Lidl, Aldi and Netto and is increased by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026. Row H represents net floorspace requirements calculated by the division of residual expenditure by assumed sales density; and Row G reorients gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

Woking Town, District and Local Centres Study

Table 15b: Convenience Floorspace Requirements for Woking Borough (with overtrading)

		2009	2011	2016	2021	2026	2009-11	2011-16	2016-21	2021-26	2009-26
							Change	Change	Change	Change	Change
Residual Expenditure Available to Support New Floorspace ⁽¹⁾											
A	Residual Convenience Expenditure (£m)	63.5	59.3	66.9	77.6	86.8	7.6	10.7	9.2	9.2	23.3
B	Superstore/Supermarket Expenditure (£m) (=A*70%)	44.4	41.5	46.8	54.3	60.7	5.3	7.5	6.4	6.4	16.3
C	Small Foodstore/Deep Discounter Expenditure (£m) (=A*30%)	19.0	17.8	20.1	23.3	26.0	2.3	3.2	2.8	2.8	7.0
Superstore/Supermarket Floorspace Requirement for Woking Borough ⁽²⁾											
D	Superstore/Supermarket Sales Density (£/sqm)	12,800	12,800	12,903	13,294	13,509	-	-	-	-	-
E	Net Supermarket/Superstore Floorspace Requirement (sqm net) (=B/D)	3,472	3,242	3,631	4,085	4,496	-230	389	455	411	1,024
F	Gross Supermarket/Superstore Floorspace Requirement (sqm) (=E/65%)	5,342	4,988	5,586	6,285	6,917	-354	598	700	632	1,575
Small Foodstore/Deep Discounter Requirement for Woking Borough ⁽³⁾											
G	Small Foodstore/Deep Discounter Sales Density (£/sqm)	5,600	5,600	5,645	5,816	5,910	-	-	-	-	-
H	Net Small Foodstore/Deep Discounter Floorspace Requirement (sqm net) (=C/G)	3,401	3,176	3,557	4,002	4,404	-226	381	445	402	1,003
I	Gross Small Foodstore/Deep Discounter Floorspace Requirement (sqm) (=H/65%)	5,233	4,886	5,472	6,157	6,776	-347	586	685	619	1,543

Notes:

- Row A represents residual convenience expenditure taken from Table 14a. Row B represents 70% of the residual expenditure, assumed to be spent in larger superstores/supermarkets. Row C represents 30% of the residual expenditure, assumed to be spent in small foodstores of deep discounters.
- Row D represents the assumed sales density to calculate a superstore/supermarket floorspace requirement, which is the average sales density for Tesco, Asda, Sainsbury's, Morrisons, Waitrose and Marks and Spencer and is increased by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026. Row E represents net floorspace requirements calculated by the division of residual expenditure by assumed sales density; and Row F reorients gross requirements through the application of a 65% net to gross ratio.
- Row G represents the assumed sales density to calculate a small foodstore/deep discounter floorspace requirement, which is the average sales density for Somerfield, Co-op, Iceland, Lidl, Aldi and Netto and is increased by 0.2% per annum to 2016, 0.6% per annum to 2021 and 0.3% per annum to 2026. Row H represents net floorspace requirements calculated by the division of residual expenditure by assumed sales density; and Row I reorients gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

Woking Town, District and Local Centre Study

Table 16 Per Capita Expenditure on Leisure Services (£)

Year	Expenditure Category	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2009 ⁽¹⁾	Recreational & cultural services - per capita	641	739	695	672	670	668	677	689	640	691	737
	Restaurants - per capita	1,548	1,820	1,704	1,618	1,622	1,619	1,638	1,681	1,519	1,686	1,804
	Hotels - per capita	313	369	345	328	329	328	332	340	308	342	366
	Hair & personal grooming - per capita	115	138	125	121	122	122	123	125	116	123	132
	Total Leisure Services Expenditure in 2009	2,617	3,066	2,870	2,739	2,743	2,737	2,769	2,835	2,583	2,842	3,039
2011	Recreational & cultural services - per capita	651	751	707	683	681	679	688	700	650	702	749
	Restaurants - per capita	1,572	1,849	1,732	1,644	1,648	1,645	1,664	1,708	1,543	1,713	1,833
	Hotels - per capita	318	375	351	333	334	333	337	345	313	348	372
	Hair & personal grooming - per capita	117	140	127	123	124	124	125	127	118	125	134
	Total Leisure Services Expenditure in 2011	2,659	3,116	2,916	2,783	2,787	2,781	2,814	2,881	2,625	2,888	3,088
2016	Recreational & cultural services - per capita	678	782	735	710	708	706	716	729	677	731	780
	Restaurants - per capita	1,636	1,924	1,802	1,711	1,715	1,712	1,732	1,777	1,606	1,783	1,907
	Hotels - per capita	331	390	365	347	348	347	351	360	326	362	387
	Hair & personal grooming - per capita	121	146	132	128	129	129	130	132	122	130	140
	Total Leisure Services Expenditure in 2016	2,767	3,242	3,034	2,896	2,900	2,894	2,928	2,998	2,731	3,005	3,213
2021	Recreational & cultural services - per capita	705	814	765	739	737	735	745	758	704	761	811
	Restaurants - per capita	1,703	2,003	1,875	1,781	1,785	1,782	1,802	1,849	1,671	1,855	1,985
	Hotels - per capita	345	406	380	361	362	361	365	374	339	376	402
	Hair & personal grooming - per capita	126	152	137	133	134	134	135	137	127	135	145
	Total Leisure Services Expenditure in 2021	2,879	3,374	3,158	3,013	3,018	3,011	3,047	3,119	2,842	3,127	3,344
2026	Recreational & cultural services - per capita	734	847	796	769	767	765	775	789	733	792	844
	Restaurants - per capita	1,772	2,084	1,951	1,853	1,858	1,854	1,875	1,925	1,739	1,930	2,065
	Hotels - per capita	359	422	395	375	376	375	380	389	353	392	419
	Hair & personal grooming - per capita	131	158	143	138	140	140	141	143	133	141	151
	Total Leisure Services Expenditure in 2026	2,996	3,511	3,286	3,136	3,141	3,134	3,171	3,246	2,958	3,254	3,480

Notes

(1) The 2009 expenditure and expenditure in subsequent forecast years is based on 2006 data by category by zone (supplied by MapInfo) and increased by 0.8% per annum between 2009 and 2026, as advised by Experian Retail Planner Briefing Note 6.1, Table 3.2 (EBS Forecast)

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centre Study

Table 17 Leisure Expenditure Growth by Category by Zone (£m)

Year	Expenditure Category	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	TOTAL
2009 ⁽¹⁾	Recreational & cultural services	5.8	19.4	29.0	7.9	14.6	25.3	40.7	17.3	25.4	22.5	40.4	207.8
	Restaurants	13.9	47.7	71.1	19.0	35.4	61.5	98.4	42.1	60.4	54.8	98.7	504.1
	Hotels	2.8	9.7	14.4	3.8	7.2	12.4	19.9	8.5	12.2	11.1	20.0	102.1
	Hair & personal grooming	1.0	3.6	5.2	1.4	2.7	4.6	7.4	3.1	4.6	4.0	7.2	37.7
	Total Leisure Services Expenditure	23.5	80.4	119.7	32.1	59.8	103.9	166.3	71.0	102.6	92.4	166.4	851.7
2011	Recreational & cultural services	5.9	19.8	29.6	8.0	15.1	26.2	42.0	17.8	26.4	23.3	42.3	214.0
	Restaurants	14.2	48.7	72.5	19.4	36.5	63.5	101.6	43.5	62.6	56.8	103.4	519.1
	Hotels	2.9	9.9	14.7	3.9	7.4	12.9	20.6	8.8	12.7	11.5	21.0	105.2
	Hair & personal grooming	1.1	3.7	5.3	1.4	2.7	4.8	7.6	3.2	4.8	4.1	7.6	38.8
	Total Leisure Services Expenditure	24.0	82.0	122.1	32.8	61.8	107.3	171.8	73.4	106.4	95.7	174.3	877.1
2016	Recreational & cultural services - per capita	6.2	20.8	31.1	8.5	16.2	28.1	45.4	19.3	28.7	25.4	47.1	229.6
	Restaurants - per capita	14.9	51.2	76.3	20.4	39.2	68.2	109.8	47.0	68.1	61.9	115.1	556.9
	Hotels - per capita	3.0	10.4	15.5	4.1	7.9	13.8	22.2	9.5	13.8	12.6	23.3	112.8
	Hair & personal grooming - per capita	1.1	3.9	5.6	1.5	2.9	5.1	8.2	3.5	5.2	4.5	8.4	41.6
	Total Leisure Services Expenditure	25.2	86.3	128.5	34.5	66.3	115.2	185.7	79.3	115.8	104.3	193.9	941.0
2021	Recreational & cultural services - per capita	6.5	21.9	32.7	8.9	17.3	30.0	49.0	20.8	31.1	27.6	52.0	245.8
	Restaurants - per capita	15.7	53.9	80.3	21.4	41.9	72.9	118.5	50.7	73.7	67.2	127.2	596.2
	Hotels - per capita	3.2	10.9	16.3	4.3	8.5	14.7	24.0	10.3	15.0	13.6	25.8	120.8
	Hair & personal grooming - per capita	1.2	4.1	5.9	1.6	3.1	5.5	8.9	3.8	5.6	4.9	9.3	44.6
	Total Leisure Services Expenditure	26.5	90.8	135.1	36.3	70.9	123.1	200.4	85.6	125.3	113.3	214.2	1,007.3
2026	Recreational & cultural services - per capita	6.8	23.0	34.4	9.4	18.5	32.1	52.6	22.3	33.6	29.8	56.9	262.6
	Restaurants - per capita	16.5	56.6	84.3	22.5	44.8	77.9	127.2	54.5	79.8	72.5	139.2	636.7
	Hotels - per capita	3.3	11.5	17.1	4.6	9.1	15.8	25.8	11.0	16.2	14.7	28.2	129.0
	Hair & personal grooming - per capita	1.2	4.3	6.2	1.7	3.4	5.9	9.5	4.0	6.1	5.3	10.2	47.6
	Total Leisure Services Expenditure	27.9	95.4	142.0	38.1	75.8	131.7	215.0	91.9	135.8	122.3	234.5	1,075.9

Notes

(1) The 2009 expenditure and subsequent figures for the forecast years and are the products of multiplying the data presented in Table 2 (population) by Table 16 (per capita leisure expenditure).

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centre Study

Table 18 Summary of Leisure Expenditure Growth (£m)

Year	Expenditure Category	Zone 1A	Zone 1B	Zone 1C	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	TOTAL
2009-2011 ⁽¹⁾	Recreational & cultural services	0.1	0.4	0.6	0.2	0.5	0.8	1.3	0.6	0.9	0.8	1.9	6.2
	Restaurants	0.3	1.0	1.4	0.4	1.2	2.0	3.2	1.4	2.2	2.0	4.7	15.1
	Hotels	0.1	0.2	0.3	0.1	0.2	0.4	0.7	0.3	0.4	0.4	1.0	3.1
	Hair & personal grooming	0.0	0.1	0.1	0.0	0.1	0.2	0.2	0.1	0.2	0.1	0.3	1.1
	Total Leisure Services Expenditure	0.5	1.6	2.4	0.6	2.0	3.4	5.5	2.3	3.8	3.3	7.9	25.5
2011-2016	Recreational & cultural services	0.3	1.0	1.6	0.4	1.1	1.9	3.4	1.4	2.3	2.1	4.8	15.6
	Restaurants	0.7	2.6	3.8	1.0	2.7	4.7	8.2	3.5	5.5	5.1	11.7	37.8
	Hotels	0.2	0.5	0.8	0.2	0.5	0.9	1.7	0.7	1.1	1.0	2.4	7.7
	Hair & personal grooming	0.1	0.2	0.3	0.1	0.2	0.4	0.6	0.3	0.4	0.4	0.9	2.8
	Total Leisure Services Expenditure	1.3	4.3	6.4	1.7	4.5	7.9	13.9	5.9	9.4	8.6	19.7	63.9
2016-2021	Recreational & cultural services - per capita	0.3	1.1	1.6	0.4	1.1	1.9	3.6	1.5	2.4	2.2	4.9	16.2
	Restaurants - per capita	0.8	2.7	4.0	1.1	2.7	4.7	8.7	3.7	5.6	5.3	12.1	39.2
	Hotels - per capita	0.2	0.5	0.8	0.2	0.5	1.0	1.8	0.8	1.1	1.1	2.4	7.9
	Hair & personal grooming - per capita	0.1	0.2	0.3	0.1	0.2	0.4	0.7	0.3	0.4	0.4	0.9	2.9
	Total Leisure Services Expenditure	1.3	4.5	6.7	1.8	4.6	7.9	14.7	6.3	9.6	9.0	20.3	66.3
2021-2026	Recreational & cultural services - per capita	0.3	1.1	1.7	0.5	1.2	2.1	3.6	1.5	2.6	2.2	4.9	16.8
	Restaurants - per capita	0.8	2.7	4.1	1.1	2.9	5.1	8.7	3.7	6.1	5.4	12.0	40.6
	Hotels - per capita	0.2	0.6	0.8	0.2	0.6	1.0	1.8	0.8	1.2	1.1	2.4	8.2
	Hair & personal grooming - per capita	0.1	0.2	0.3	0.1	0.2	0.4	0.7	0.3	0.5	0.4	0.9	3.0
	Total Leisure Services Expenditure	1.3	4.6	6.9	1.8	4.9	8.6	14.7	6.3	10.4	9.0	20.2	68.6
2009-2026	Recreational & cultural services - per capita	1.1	3.6	5.4	1.5	3.9	6.8	11.9	5.1	8.2	7.3	16.5	54.8
	Restaurants - per capita	2.6	8.9	13.3	3.5	9.5	16.5	28.8	12.3	19.5	17.8	40.4	132.7
	Hotels - per capita	0.5	1.8	2.7	0.7	1.9	3.3	5.8	2.5	4.0	3.6	8.2	26.9
	Hair & personal grooming - per capita	0.2	0.7	1.0	0.3	0.7	1.2	2.2	0.9	1.5	1.3	3.0	9.9
	Total Leisure Services Expenditure	4.4	15.0	22.4	6.0	16.0	27.8	48.7	20.8	33.1	29.9	68.1	224.2

Notes

(1) This represents the growth in leisure expenditure, by category, in between each of the forecast years and is derived from Table 17.

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centre Study

Table 19 Summary of Leisure Expenditure Growth by Sub-Category (£m)

COICOP Category	Expenditure Category ⁽¹⁾	2009	2011	2016	2021	2026	2009-2011	2011-2016	2016-2021	2021-2026	2009-2026
9.4.1	Recreation and sporting services	46.8	48.2	51.7	55.4	59.2	1.4	3.5	3.6	3.8	12.3
9.4.2	Cultural Services	99.3	102.3	109.8	117.5	125.5	3.0	7.5	7.7	8.0	26.2
09.4.2(pt)	<i>Cinema admissions (sub part of cultural services)</i>	<i>3.1</i>	<i>3.2</i>	<i>3.4</i>	<i>3.6</i>	<i>3.9</i>	<i>0.1</i>	<i>0.2</i>	<i>0.2</i>	<i>0.2</i>	<i>0.8</i>
09.4.2(pt)	<i>Theatre admissions (sub part of cultural services)</i>	<i>5.5</i>	<i>5.6</i>	<i>6.1</i>	<i>6.5</i>	<i>6.9</i>	<i>0.2</i>	<i>0.4</i>	<i>0.4</i>	<i>0.4</i>	<i>1.4</i>
09.4.2(pt)	<i>Television and video rentals (sub part of cultural services)</i>	<i>1.6</i>	<i>1.6</i>	<i>1.7</i>	<i>1.9</i>	<i>2.0</i>	<i>0.0</i>	<i>0.1</i>	<i>0.1</i>	<i>0.1</i>	<i>0.4</i>
09.4.2(pt)	<i>Social subscriptions (sub part of cultural services)</i>	<i>3.2</i>	<i>3.3</i>	<i>3.5</i>	<i>3.8</i>	<i>4.0</i>	<i>0.1</i>	<i>0.2</i>	<i>0.2</i>	<i>0.3</i>	<i>0.8</i>
09.4.2(pt)	<i>Photographic processing (sub part of cultural services)</i>	<i>3.1</i>	<i>3.2</i>	<i>3.4</i>	<i>3.6</i>	<i>3.9</i>	<i>0.1</i>	<i>0.2</i>	<i>0.2</i>	<i>0.2</i>	<i>0.8</i>
09.4.2(pt)	<i>Other (sub part of cultural services)</i>	<i>31.1</i>	<i>32.0</i>	<i>34.4</i>	<i>36.8</i>	<i>39.3</i>	<i>0.9</i>	<i>2.3</i>	<i>2.4</i>	<i>2.5</i>	<i>8.2</i>
09.4.3	Games of chance	61.6	63.5	68.1	72.9	77.9	1.8	4.6	4.8	5.0	16.2
11.1.1	Restaurants, Cafes, Etc	451.0	464.5	498.3	533.4	569.7	13.5	33.8	35.1	36.3	118.7
11.1.2	Canteens	53.1	54.7	58.7	62.8	67.1	1.6	4.0	4.1	4.3	14.0
11.2	Accommodation Services	102.1	105.2	112.8	120.8	129.0	3.1	7.7	7.9	8.2	26.9
12.1.1	Hairdressing Salons & personal grooming establishments	37.7	38.8	41.6	44.6	47.6	1.1	2.8	2.9	3.0	9.9
Total	Leisure Services	851.7	877.1	941.0	1,007.3	1,075.9	25.5	63.9	66.3	68.6	224.2

Notes

(1) This represents the growth in leisure expenditure, by category, in between each of the forecast years and is derived from Table 17. The expenditure splits are provided by MapInfo.

All monetary values are held constant at 2006 prices.

Woking Town, District and Local Centres Study

Table 20: Food and Drink Expenditure Capacity and Indicative Floorspace Requirements for Woking Borough

	2009	2011	2016	2021	2026	2009-11	2011-16	2016-21	2021-26	2009-26
						Change	Change	Change	Change	Change
Available Expenditure and Expenditure Retention by Woking Borough ⁽¹⁾										
A Total Study Area Expenditure on Food and Drink (£m)	504.1	519.1	556.9	596.2	636.7	15.1	37.8	39.2	40.6	132.7
B Current Market Share for Centres in Woking Borough (%)	29%	29%	29%	29%	29%	-	-	-	-	-
C Retained Expenditure in Woking Borough (£m) (=A*B)	148.4	152.8	163.9	175.5	187.4	4.4	11.1	11.5	11.9	39.1
D Inflow Expenditure to Woking Borough (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claim on Expenditure from Turnover of Centres in Woking Borough ⁽²⁾										
E Turnover of Centres in Woking Borough (£m) (=C+D in 2009)	148.4	148.4	148.4	148.4	148.4	-	-	-	-	-
F Growth in Turnover of Existing Centres (£m)	0.0	1.2	4.2	7.3	10.4	1.2	3.0	3.1	3.1	10.4
Claim on Expenditure from Commitments to New Floorspace ⁽³⁾										
G Victoria Way, Woking	0.0	5.7	5.8	5.9	6.0	5.7	0.1	0.1	0.1	6.0
Residual Expenditure Available to Support New Floorspace ⁽⁴⁾										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.0	-2.4	5.6	13.9	22.6	-2.4	8.0	8.4	8.7	22.6
Food and Drink Floorspace Requirements for Woking Borough ⁽⁵⁾										
I Assumed Gross Sales Density for New Food and Drink Floorspace (£/sqm)	6,200	6,250	6,376	6,504	6,635	-	-	-	-	-
J Gross Food and Drink Floorspace Requirement for Woking Borough (sqm net) (=H/I)	0	-389	873	2,140	3,407	-389	1,261	1,267	1,267	3,407

Notes:

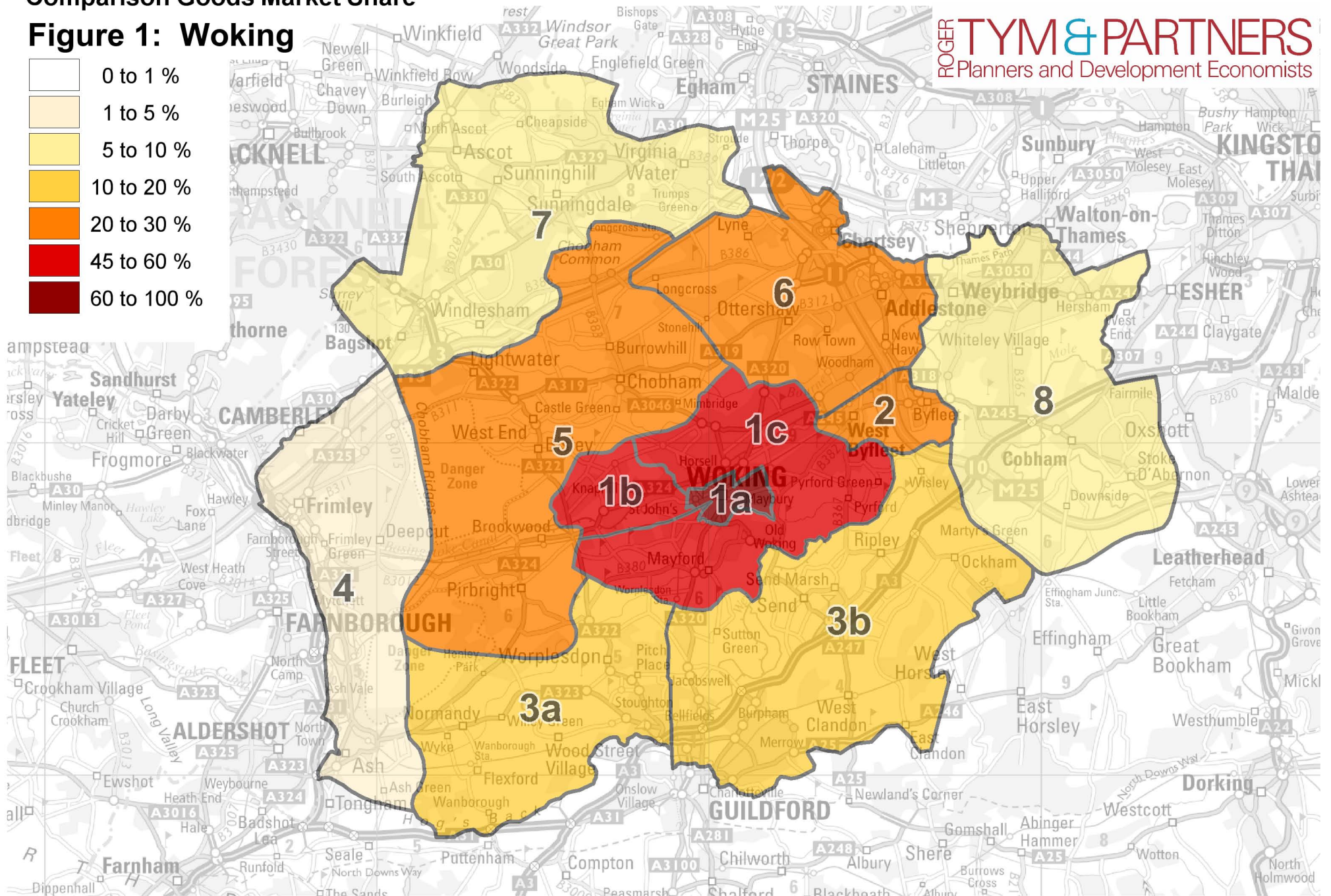
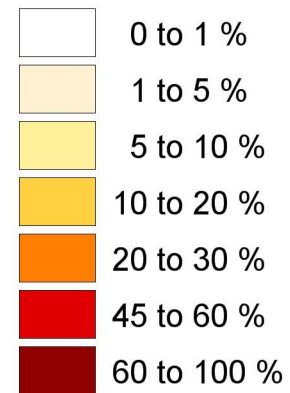
- Row A is taken from Table 3; Row B is the market share of stores in Woking Borough taken from Table 12 and remains constant for each forecast year; Row C is the product of the current market share and the total study area expenditure; Row D is expenditure spent in centres in Woking Borough from beyond the study area and is assumed to be nil for the purposes of this assessment.
- Row E is the turnover of centres in Woking Borough incorporating both expenditure from the study area and inflow and remains constant in the forecast years; Row F is the growth in turnover of these centres, which we have forecast this turnover to increase by 0.4% per annum to 2026.
- Row G represents the turnover of commitments to new floorspace in the study area, which are also assumed to increase by the same level of sales density growth as described at (2). The only commitment we have modelled is the 908 sqm (gross) of A3 floorspace permitted as part of the Victoria Way scheme (Referenc 2007/0688)
- Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
- Row J represents the indicative assumed sales density to calculate a food and drink floorspace requirement, which increased by the same level of sales density growth described at (2). Only a gross requirement is shown for food and drink uses.

All monetary values are held constant at 2006 prices. Sales density growth rates rounded to one decimal point.

APPENDIX 9

Catchment Areas (Figures X to Y)

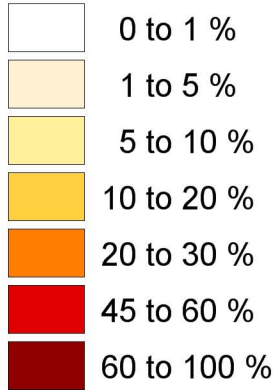
Figure 1: Woking



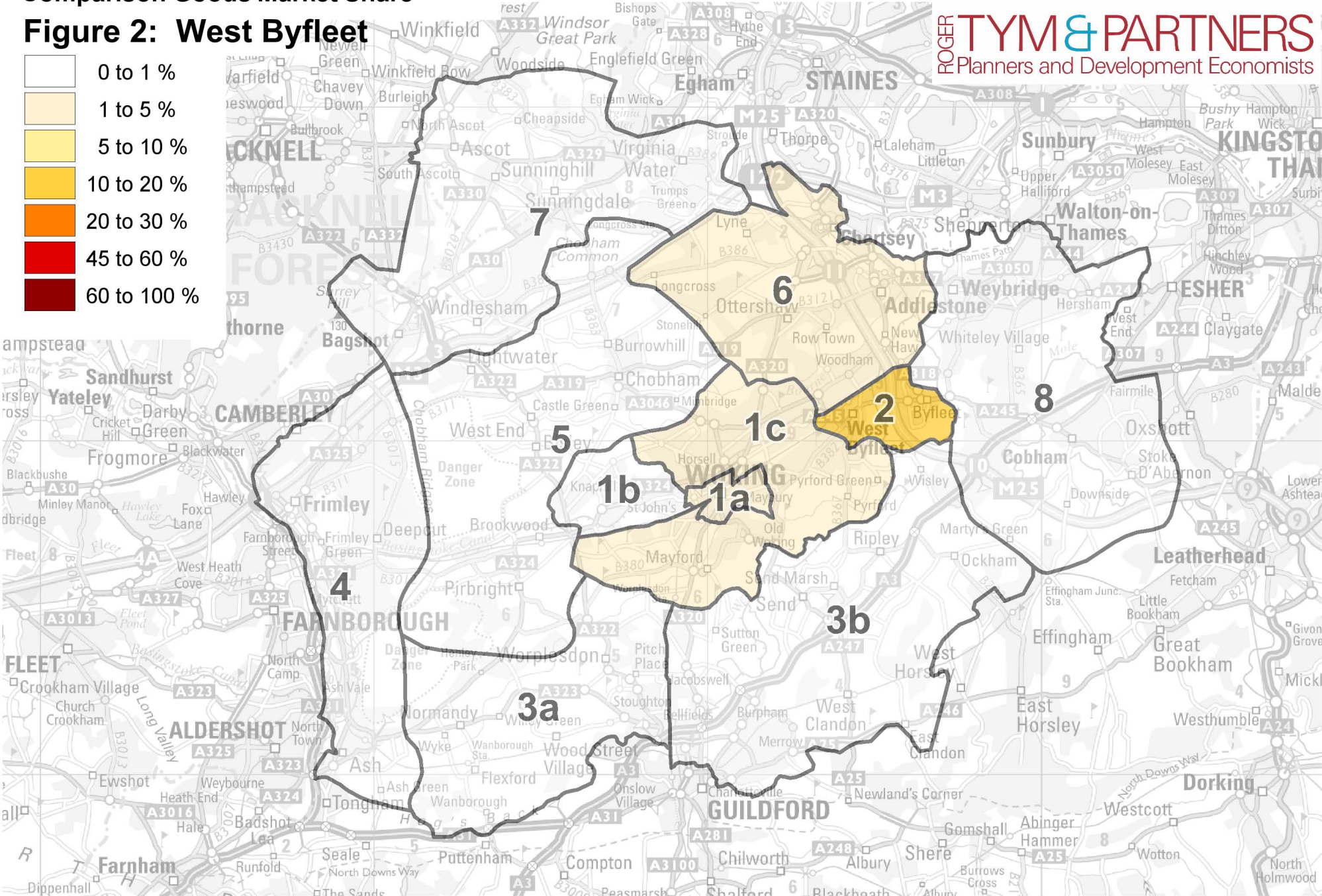
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Comparison Goods Market Share

Figure 2: West Byfleet

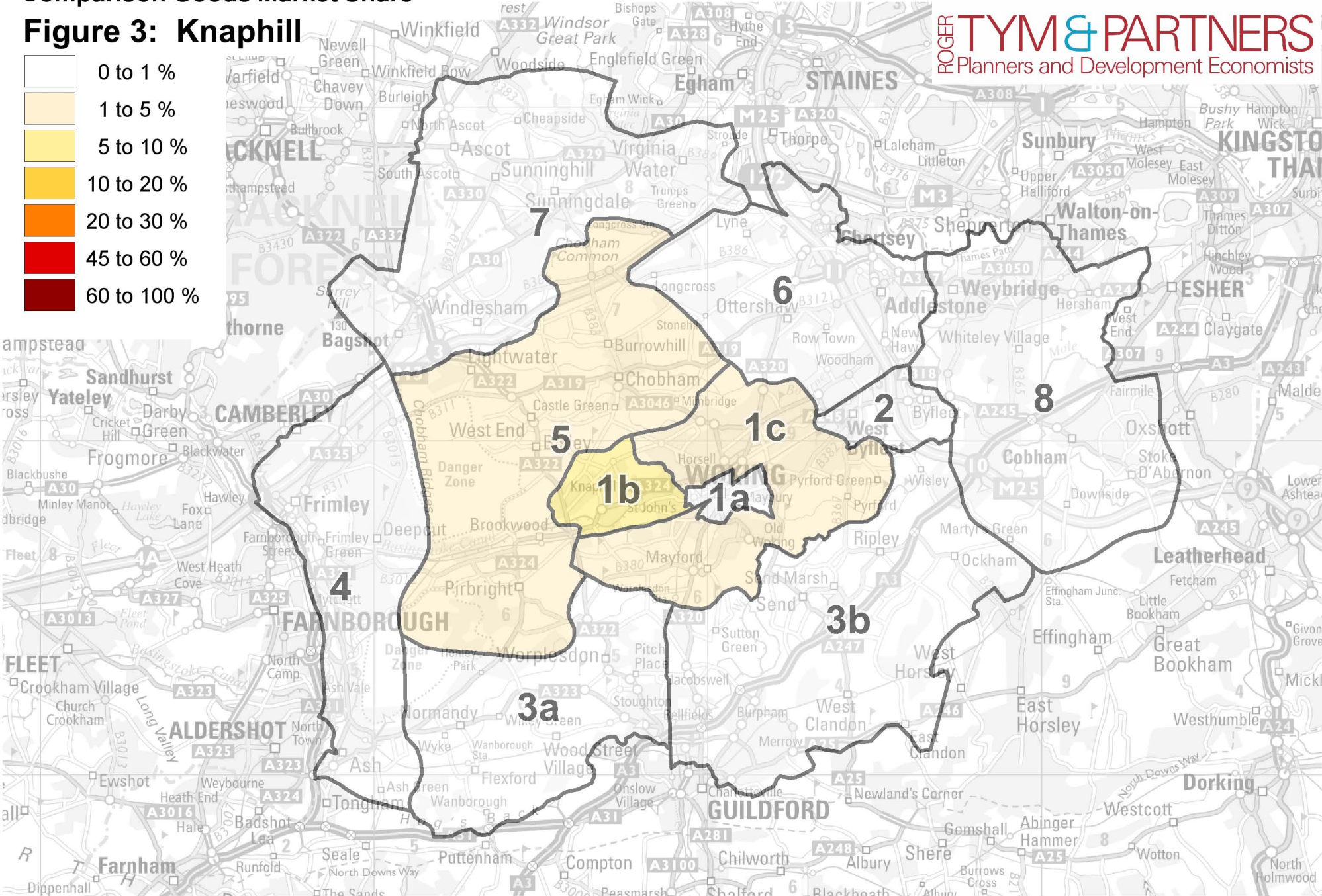
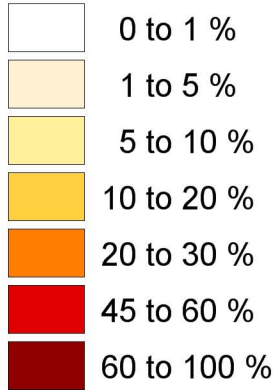


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Comparison Goods Market Share

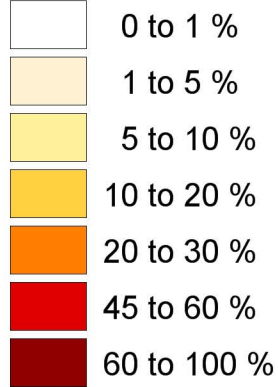
Figure 3: Knaphill



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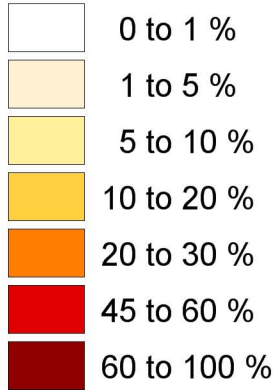
Figure 4: Guildford

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Comparison Goods Market Share

Figure 5: Kingston upon Thames



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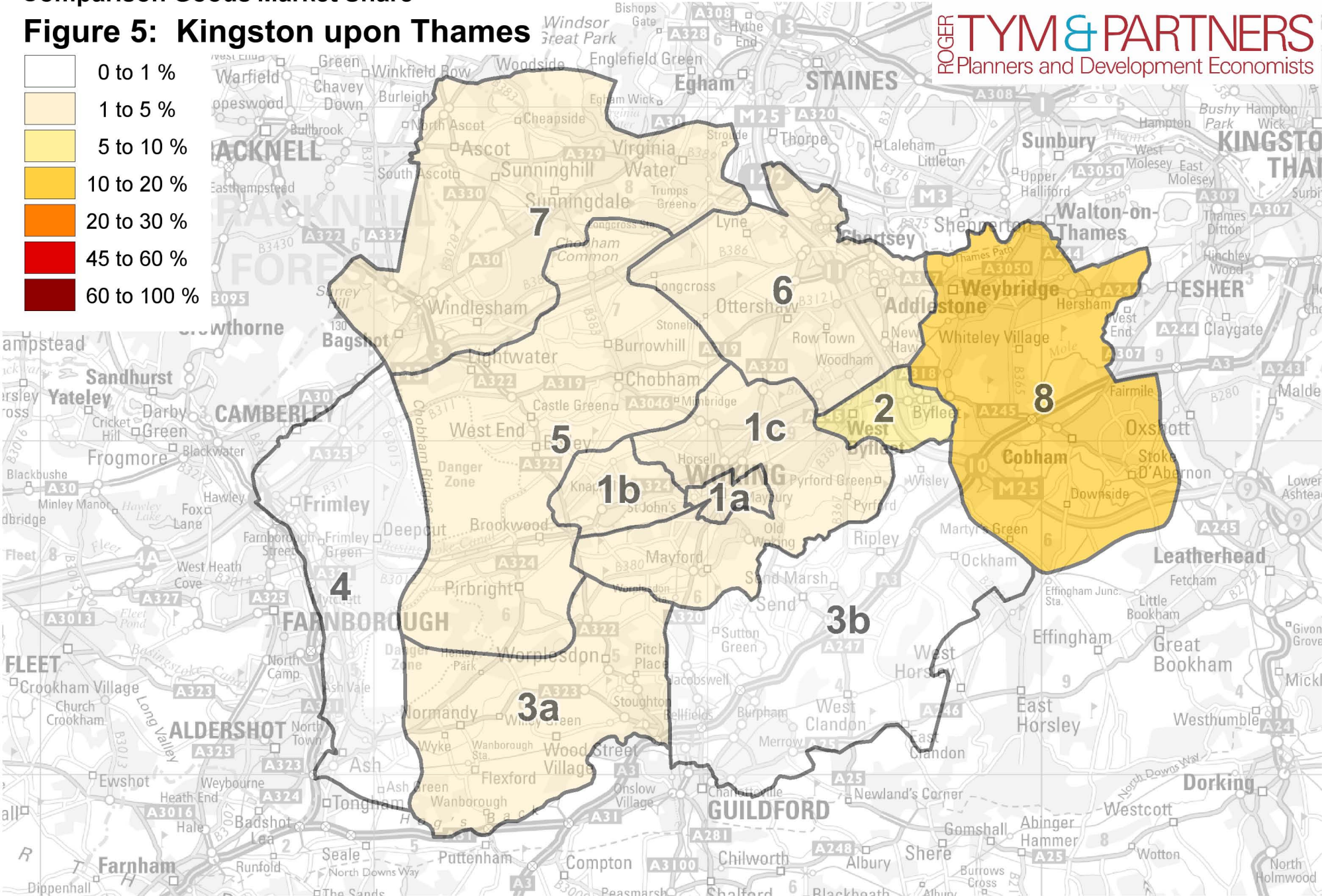
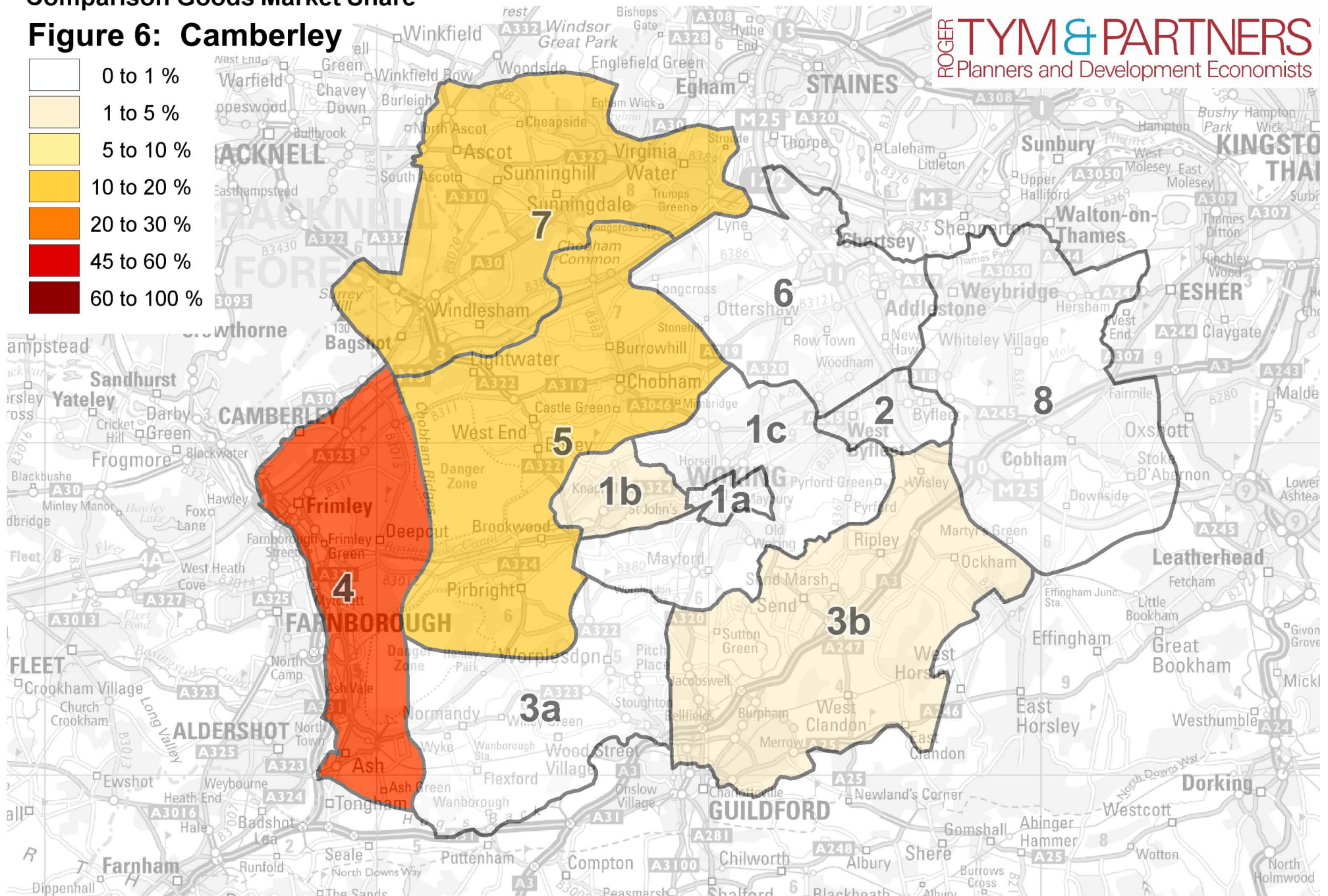
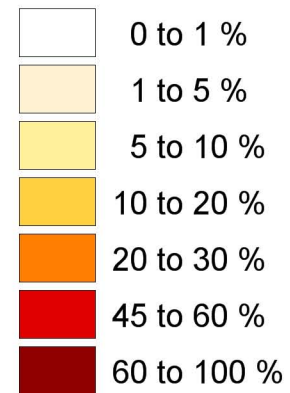


Figure 6: Camberley



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Figure 7: London West-End

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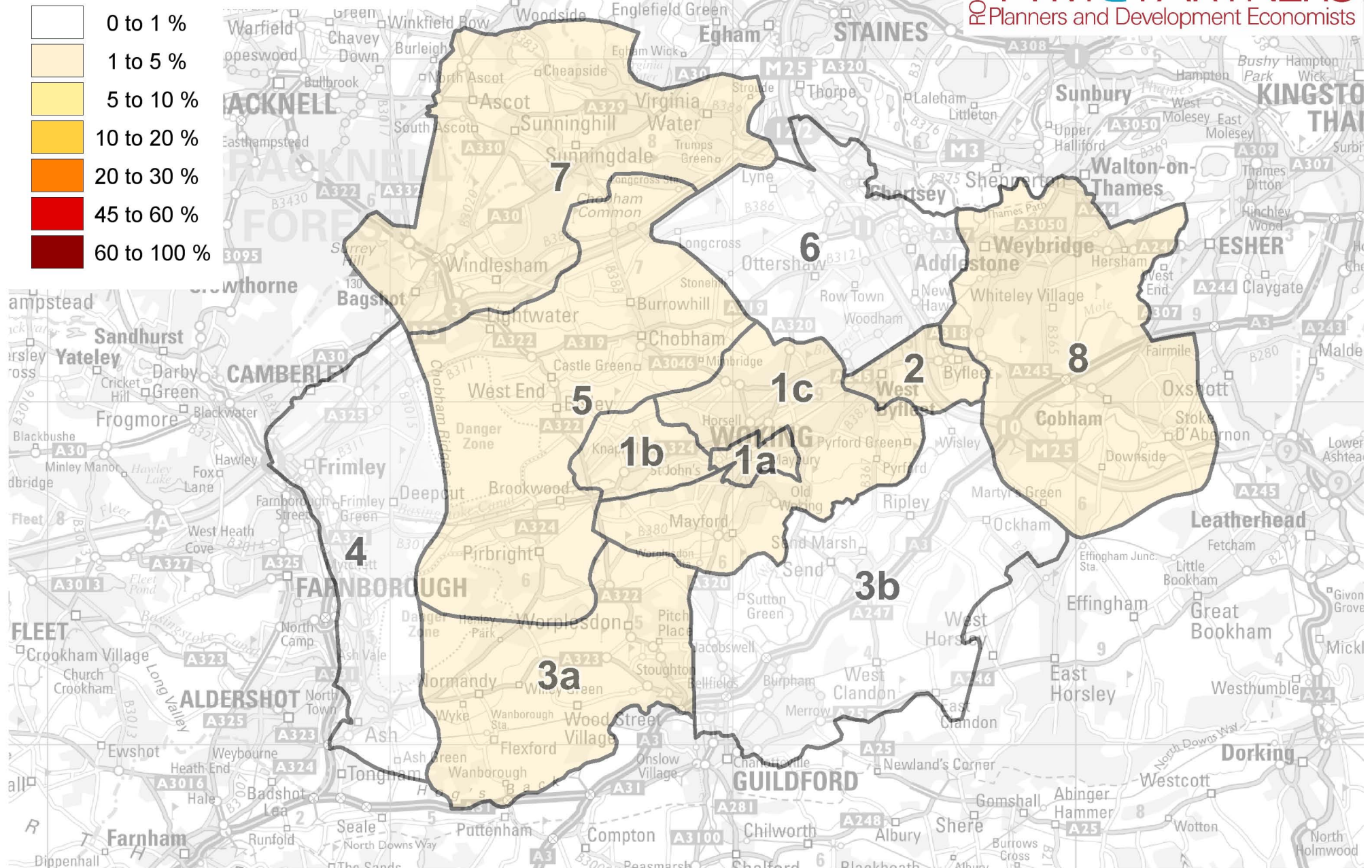
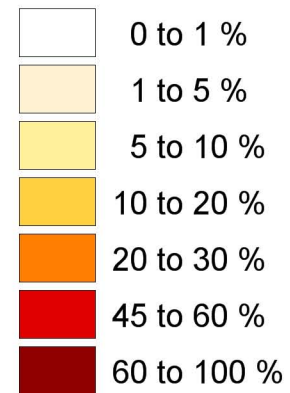
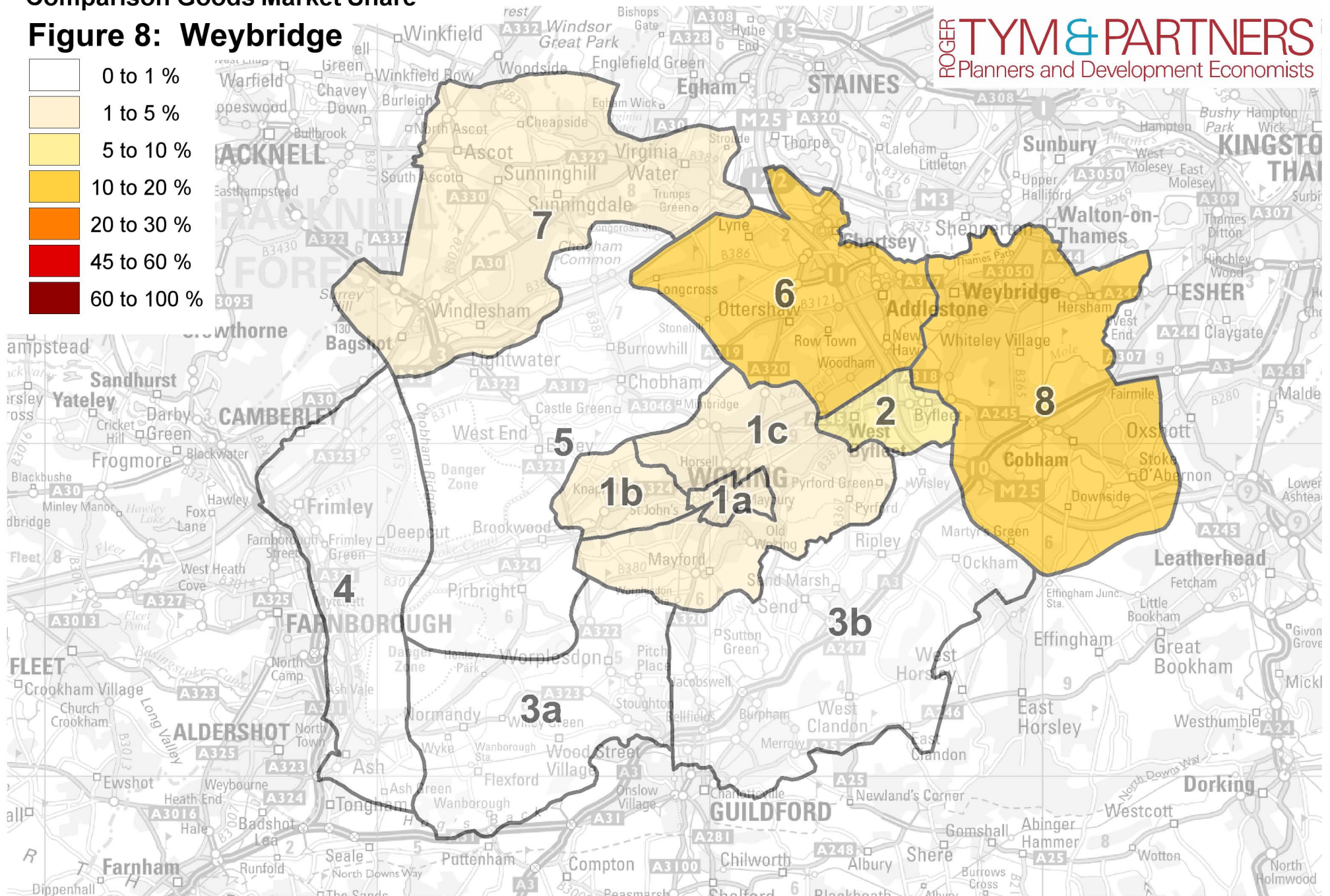


Figure 8: Weybridge



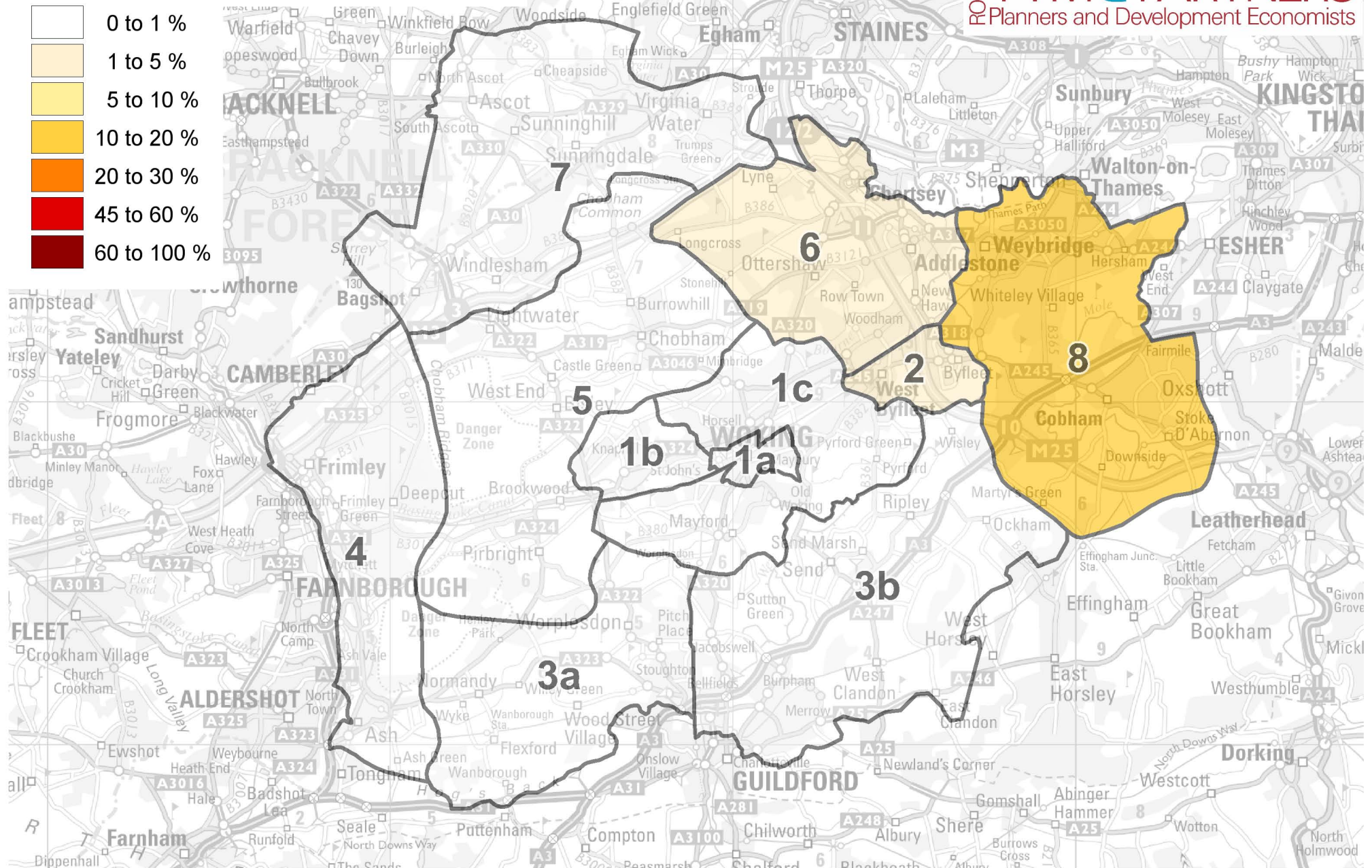
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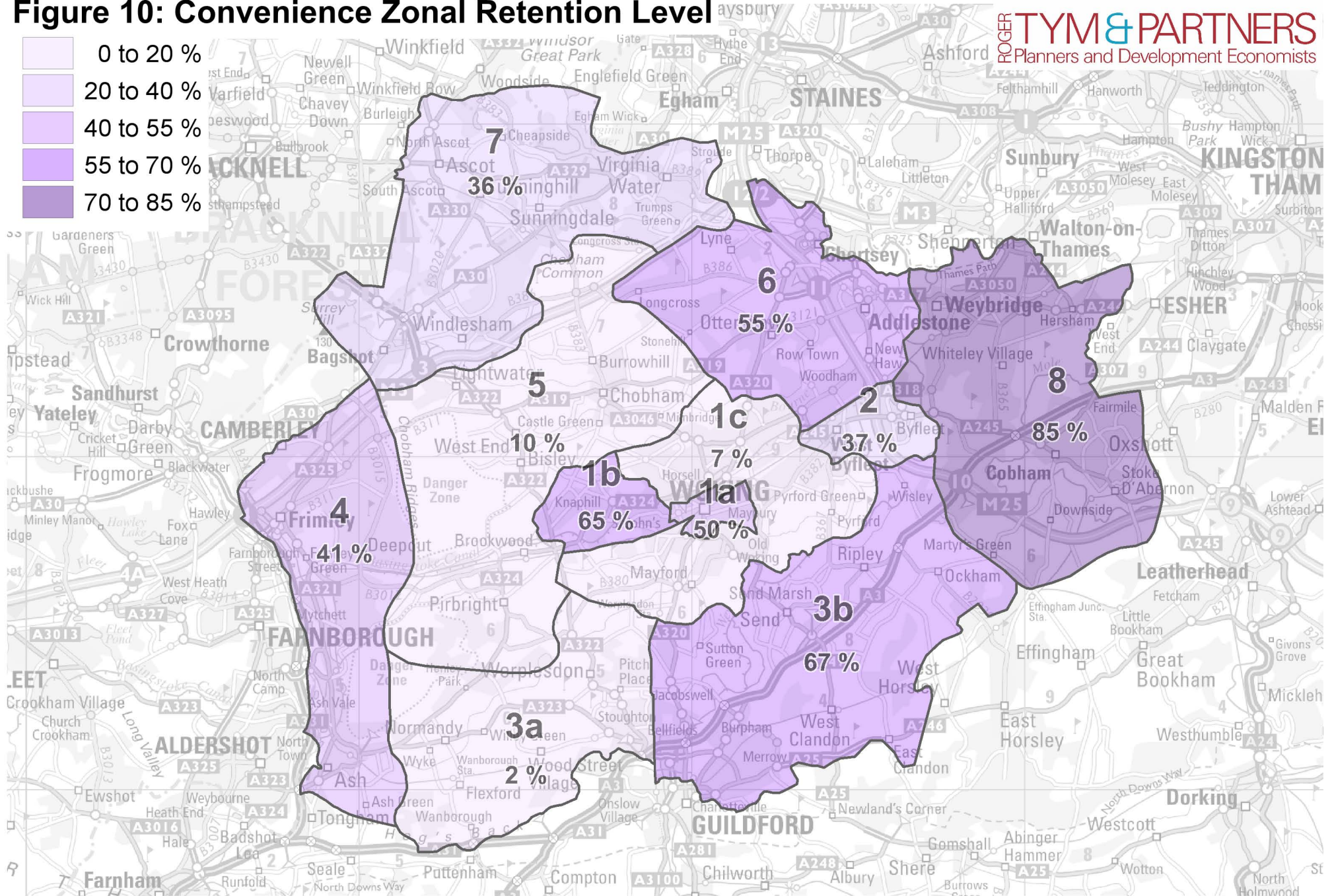
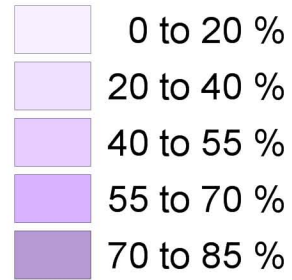
Figure 9: Walton-on-Thames

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Figure 10: Convenience Zonal Retention Level



APPENDIX 10

National Trends in the Retail and Leisure Sectors

NATIONAL RETAIL TRENDS

Introduction

- 1.1 In this Appendix, we outline the key national trends in various sub-sectors of the retail market, highlighting, wherever appropriate, those that we consider could have - or are already having - an impact in Woking Borough Council (WBC). This review is drawn from a range of published data sources, including research by ONS, Verdict, the New Economics Foundation, CB Richard Ellis and Colliers CRE. The sector commentaries are prefaced by a résumé of overarching national trends in expenditure and sales.

National Trends in Expenditure

- 1.2 There have been important changes in the UK economy over the past year. Indeed, it is now known that the UK's economy contracted by 2.1% in the second half of 2008 and the 2009 budget forecast anticipates a fall in GDP in 2009 of around 3.5%, but with some growth anticipated in 2010, at 1.25%. As a consequence of the recession, the two major providers of data on retail spending have both published new forecasts for future growth in comparison and convenience goods spending per head in the period up to 2016, as follows:

Table 1 Retail Spending Forecasts (% , per capita, per annum)

	Pitney Bowes/ MapInfo/ Oxford Economics		Experian	
Date of Forecast	October 2008	March 2009	September 2008	February 2009
Period of Forecast	2006-18	2008-2016	2008-2016	2008-2016
Comparison Rate of Forecast	4.0% pc, pa	2.31% pc, pa	3.2% pc, pa	1.3% pc, pa
Convenience Rate of Forecast	1.5% pc, pa	0.26% pc, pa	0.2% pc, pa	0.2% pc, pa

Source: MapInfo Information Brief 08/02 and March 2009 Update, Experian Retail Planner Briefing Note 6.1 and February 2009 Update

- 1.3 Thus, it can be seen that both organisations have substantially reduced their forecast growth rates for comparison goods spending in the period 2008 to 2016; the current range is from 1.3%, per capita, per annum (Experian) to 2.31%, per capita, per annum (MapInfo).
- 1.4 However, neither of the year 2009 forecasts goes beyond 2016, so we have to apply judgment in establishing the most appropriate growth rates for the periods 2016 to 2021 and from 2021 to 2026, as discussed later.

- 1.5 In addition to the changes to forecasts of growth in comparison goods spending, there have been other recent changes which affect the assessment of comparison goods floorspace requirements and the trajectory of potential demand; these are:
- more recent information from Experian in relation to the projected future change in floorspace efficiency, as published in Retail Planner Briefing Note 6.1;
 - more recent information from Experian in relation to projected change in the proportion of comparison goods expenditure accounted for by Special Forms of Trading (SFT); and

- 1.6 We discuss each of these data input changes in turn.

Data Inputs Used in Quantitative Assessment

Comparison Goods Expenditure Growth Per Capita

- 1.7 The comparison goods per capita expenditure growth rates used in this study are as set out in Table 2.1.

Table 2 Per Capita Comparison Goods Expenditure Growth (2006-2026)

Year	No of Years		Rate Per Annum	Source					
2006-2007	1		4.910%	Oxford Economics Retail Briefings Update Revised March 2009					
2006-2008	1		4.910%	Oxford Economics Retail Briefings Update Revised March 2009					
2008-2016	8	Low	1.300%	Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3					
		Med	1.805%	Midpoint of MapInfo/Experian					
		High	2.310%	MapInfo, Retail Spending Outlook Revised Version March 2009					
2016-2021	5	Low	5.600%	MapInfo Brief 08/02, medium term past trend, Table 3					
		Med	5.850%	Midpoint of MapInfo/Experian					
		High	6.100%	Experian Retail Planner Briefing Note 6.1, medium term past trend, Table 3.2					
2021-2026	5	Low	3.900%	MapInfo Brief 08/02, ultra long term past trend, Table 3					
		Med	4.250%	Midpoint of MapInfo/Experian					
		High	4.600%	Experian Retail Planner Briefing Note 6.1, ultra long term past trend, Table 3.2					

- 1.8 For the two year period 2006-2008 we use the actual comparison goods rate provided by Pitney Bowes/MapInfo/Oxford Economics Retail Spending Outlook of March 2009 (as revised); this equates to 4.910%, per capita, per annum. For the eight year period 2008-2016 we use a range of the recent forecasts from the low figure of 1.300% per capita, per annum, provided by Experian in February 2009, to the high figure of 2,310%, per capita, per annum, provided by MapInfo/Oxford Economics in March 2009. The medium rate for 2008-2016 becomes a midpoint between the two forecasts and this forms the basis of our core assessment.
- 1.9 However, as stated earlier, neither forecaster appears to be willing to go beyond 2016. Thus, in making judgments of the likely comparison goods growth rates in

the five year period 2016 to 2021, and from 2021 to 2026, we have looked back at previous history, as set out in Table 1 of MapInfo Brief 08/02, as reproduced below..

Table 1: UK annual average consumer retail expenditure by goods type (2003 prices)						
	Expenditure per capita (£) (percentage change from the previous year)			Price Indices (2003=100)		
	Convenience Goods	Comparison Goods	All Goods	Convenience Goods	Comparison Goods	All Goods
1981	1,422 -2.2%	886 -1.0%	2,308 -1.7%	43.3	62.3	50.6
1982	1,389 -2.3%	902 1.8%	2,291 -0.7%	47.2	66.1	54.7
1983	1,397 0.6%	945 4.8%	2,343 2.3%	49.8	70.0	58.0
1984	1,380 -1.3%	986 4.3%	2,365 1.0%	53.2	72.9	61.4
1985	1,385 0.4%	1,035 5.0%	2,420 2.3%	55.9	77.1	64.9
1986	1,409 1.8%	1,117 7.9%	2,526 4.4%	58.3	79.9	67.9
1987	1,433 1.7%	1,200 7.4%	2,633 4.2%	60.4	82.5	70.5
1988	1,452 1.3%	1,300 8.3%	2,752 4.5%	62.8	85.4	73.5
1989	1,470 1.2%	1,340 3.1%	2,810 2.1%	66.2	89.0	77.1
1990	1,466 -0.3%	1,359 1.4%	2,825 0.5%	71.4	93.3	81.9
1991	1,445 -1.4%	1,351 -0.6%	2,796 -1.0%	76.6	98.4	87.2
1992	1,435 -0.7%	1,392 3.1%	2,827 1.1%	79.4	100.6	89.8
1993	1,443 0.5%	1,451 4.2%	2,894 2.4%	81.5	101.6	91.6
1994	1,448 0.4%	1,550 6.8%	2,999 3.6%	82.7	101.4	92.3
1995	1,433 -1.1%	1,604 3.5%	3,037 1.3%	85.9	104.0	95.5
1996	1,468 2.5%	1,687 5.2%	3,156 3.9%	89.1	106.3	98.3
1997	1,480 0.8%	1,779 5.4%	3,259 3.3%	90.1	108.3	100.0
1998	1,477 -0.2%	1,877 5.5%	3,354 2.9%	92.1	109.3	101.7
1999	1,508 2.1%	2,013 7.3%	3,521 5.0%	93.7	107.9	101.8
2000	1,525 1.1%	2,175 8.1%	3,700 5.1%	94.4	105.4	100.8
2001	1,500 -1.6%	2,327 7.0%	3,827 3.4%	97.0	104.0	101.0
2002	1,527 1.8%	2,549 9.6%	4,076 6.5%	98.0	102.0	100.0
2003	1,548 1.3%	2,751 7.9%	4,299 5.5%	100.0	100.0	100.0
2004	1,581 2.1%	2,957 7.5%	4,538 5.6%	100.5	97.9	98.8
2005	1,593 0.8%	3,049 3.1%	4,642 2.3%	101.9	95.2	97.5
2006	1,609 1.0%	3,213 5.4%	4,822 3.9%	104.6	93.2	97.0
2007	1,648 2.4%	3,407 6.0%	5,055 4.8%	108.2	91.6	97.0

Average annual growth rates (calculated by fitting a log-linear regression line by the method of least squares to give a compound growth rate)						
1964-07	0.2%	3.9%	1.9%	7.3%	5.8%	7.0%
1973-07	0.3%	4.5%	2.4%	5.8%	4.2%	5.4%
1978-07	0.4%	5.0%	2.8%	4.3%	2.7%	3.8%
1983-07	0.6%	5.4%	3.2%	3.5%	1.6%	2.8%
1988-07	0.6%	5.6%	3.5%	2.8%	0.6%	1.9%
1993-07	0.9%	6.6%	4.2%	2.0%	-0.6%	0.7%
1998-07	1.1%	7.0%	4.7%	1.6%	-2.2%	-0.6%

- 1.10 Table 1 of MapInfo Brief 08/02 sets out the comparison goods per capita expenditure growth rate for every year going back to 1981 and so includes the two previous recessions of 1981 and 1991. Table 1 shows that there have only been two years out of the past 27 years where the comparison goods per capita expenditure change figure has been negative, these being 1981 and 1991. Furthermore, in only two further years has the comparison goods per capita growth rate dropped below 2%, these being 1982 and 1990. Thus, both of the past two recessions have been followed by fairly rapid recovery in comparison goods retail spending, with the early 1980s recession followed by comparison goods growth rates which reached 7.9% in 1986 and 8.3% in 1988. Similarly the early 1990s recession was followed by comparison goods growth rates which reached 6.8% in 1994 and 7.3% in 1999.
- 1.11 Thus, the pattern of the two previous recessions has been for two years of low growth (one of which is negative) but followed in succeeding years by a return to short, medium and long term past trends. On the basis of this evidence, we consider that the latest projections from MapInfo and Experian for the eight year period 2008 to 2016 are cautious, even allowing for the apparent severity of the current recession.
- 1.12 Thus, we consider it reasonable to assume that comparison goods growth in the period 2016 to 2021 will be strong and we have therefore chosen to adopt the medium term past trends based estimates provided by MapInfo (in Table 3 of its information brief 80/02) and by Experian (as provided in Table 3.2 of its retail Planner Briefing Note 6.1); this provides a low rate of 5.6% per capita, per annum, and the high rate of 6.1% per capita, per annum, with the medium rate forming the midpoint between the two.
- 1.13 However, for the period 2021 to 2026 we feel it more appropriate to be cautious and we have therefore used the ultra-long term past trends which go back to 1964; this provides a low comparison goods expenditure growth rate of 3.9%, per capita, per annum (from Table 3 of MapInfo Brief 08/02) and a high of 4.6%, per capita, per annum (from Table 3.2 of Experian Retail Planner Briefing Note 6.1).

Change in Floorspace Efficiency

- 1.14 MapInfo provides no information on anticipated change in floorspace efficiency (change in retail sales per unit sales area). Experian's Retail Planner Briefing Note of October 2008, puts forward a central case for a change in comparison goods floorspace efficiency of 2.2%, per annum (Page 29 of the Briefing Note). However, this was based on a past trends change in comparison goods sales turnover of 5.8% per annum in the period 1987 to 1999. In our assessment, the significantly lower expenditure growth rates now projected for the period 2008 to 2016 and from 2021 to 2026 are not sufficient to support this 2.2% rate of floorspace efficiency change in the future. Thus, for the purposes of this study, we have adopted the floorspace efficiency changes set out in Table 2.2, which ties the rate of floorspace

efficiency change to the medium expenditure projections for the various forecast periods used.

Table 3 Improvements in Comparison Goods Floorspace Efficiency from 2006 Level

Year	No of Years	Rate Per Annum
2006-2008	2	1.85%
2008-2016	8	0.68%
2016-2021	5	2.20%
2021-2026	5	1.60%

Special Forms of Trading

- 1.15 The Experian forecast set out in Table 5.1 of its Retail Planner Briefing Note 6.1, which anticipates a growth in SFT to 13.9% of comparison goods sales in 2013 and remaining constant thereafter. MapInfo again fails to provide any advice on projected change in SFT, but its 2006 base position suggests that SFT accounted for only 5.4% of comparison goods expenditure at that date, compared to the corresponding figure produced by Experian for 2006 of 8.3%.
- 1.16 We acknowledge that there continues to be uncertainty with respect to future change in SFT. Indeed, the very definition of non-store retail sales is fraught with difficulty, so that data from organisations such as the Interactive Media in Retail Group (IMRG) bear no resemblance to estimates of e-commerce provided by ONS. A further difficulty arises in that many goods sold over the internet may still come from the shelves of conventional retail outlets, so that there is an additional uncertainty over e-tailing's precise impact on current and future retail space requirements. The trends in Special Forms of Trading are discussed in further detail later on in this Appendix.

Overall Development Pipeline

- 1.17 Planning policy has substantially reduced the amount of new out-of-centre retail development, with developers encouraged to regenerate the more complicated edge-of-centre and in-centre sites. As a consequence, the UK is in the midst of a construction boom in town centre-located shopping centres, surpassing even the building boom of the 1970s. Whilst there are signs that this growth may now be slowing, Verdict still predicts that in-centre shopping space will increase by 5.8% between 2006 and 2011¹.
- 1.18 CB Richard Ellis estimates in its 'UK Retail Briefing, 2007' that, at the time of publication, there was 5.95m sq.m of shopping centre floorspace in the

¹ Source: Verdict, *UK Town Centre Retailing 2007*, June 2007 (Table 60).

development pipeline². However, the majority of shopping centre schemes in the pipeline are extensions, redevelopments or refurbishments to existing schemes, as investors increasingly look to create additional value from existing assets in light of weakening yields.

- 1.19 Certainly, Verdict cautions that ‘over the next five years the UK’s town centres are set to come under increasing pressure as consumer demand slows and competition from rival retail channels intensifies’. As such, over the long-term, Verdict predicts that ‘the future pipeline of shopping centre space - beyond 2010 - will be negatively affected’. Indeed, Verdict even forewarns that ‘some planned shopping centre developments - those still in the planning stages and without funding in place - are highly likely to be either reduced in size, rezoned for different usage or even shelved altogether as developers have difficulty securing a high enough number of pre-lets’³.

Location of Retail Investment

Sales and Number of Outlets

- 1.20 Despite the increasing difficulty associated with securing planning permission for retail development in out-of-centre locations, according to Verdict the ‘town centre’⁴ accounted for 46% of total retail sales in 2006, compared with 50% in 1996 (Figure 2.2). Much of this erosion of ‘town centre’ sales can be attributed to the continued strength of existing retail facilities in out-of-centre locations and the growth in e-tail.
- 1.21 Verdict provides interesting information on the sales performance of 12 key ‘town centre’⁵ retail brands from a cross-section of retail sectors⁶. According to Verdict these 12 key retailers collectively accounted for 30.1% of all money spent at ‘high street’ retailers in 2006, up from 25.1% in 2001 and from 23.3% in 1996, indicating that these retailers are gradually gaining ground at the expense of smaller retailers. The rapid expansion of large retailers has impacted significantly on smaller traders, particularly those operating in district and local centres.

² Source: CB Richard Ellis, *UK Retail Briefing*, Issue 2, 2007

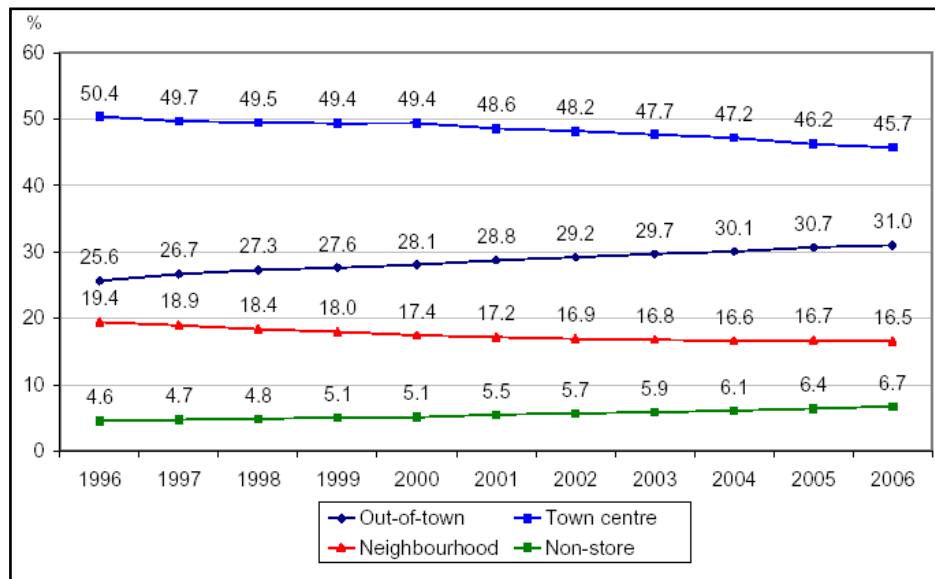
³ Source: Verdict, *UK Town Centre Retailing 2007*, June 2007.

⁴ Verdict’s definition of ‘town centre’ is ‘deliberately broad’ to include all areas that offer comparison shopping; it includes traditional high streets, in-town shopping centres and regional ‘out-of-town’ (Verdict’s term) shopping malls such as Meadowhall, Merry Hill, the Trafford Centre, the Lakeside Mall and Bluewater. Verdict’s ‘out-of-town’ definition includes retail parks (minimum three retailers/50,000+ sqft of trading space). We therefore consider that Verdict’s ‘out-of-town’ definition embraces both ‘out-of-centre’ and ‘out-of-town’ locations as defined by Table 2 of PPS6.

⁵ See previous footnote for Verdict’s definition of ‘town centre’.

⁶ The 12 ‘leading retailers’ considered by Verdict are: Marks & Spencer, Boots, Argos, Next, Debenhams, John Lewis, Woolworths, Primark, Wilkinson, House of Fraser, HMV and WH Smith.

Figure 2 Share of Total Retail Expenditure, by Location, 1996-2006

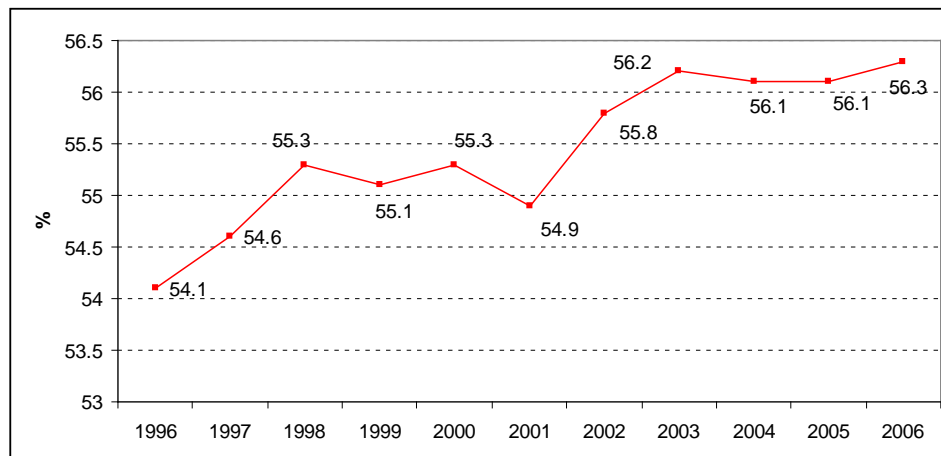


Source: Verdict, *UK Town Centre Retailing 2007*, June 2007 (Figure 1).

Note: 'High street' figures include out-of-centre shopping malls, such as Bluewater.

- 1.22 Nevertheless, whilst the share of sales has drifted towards the out-of-centre retailers and e-tail (Figure 2.2), the 'high street' has steadily increased its share of all retail outlets over the past decade, largely as a result of Government policy (Figure 2.3). This trend looks set to continue, given the Government's policy focus on town centre schemes.

Figure 3 'Town Centre' Outlet Numbers - Share of All Outlets, 1996-2006



Source: Verdict, reported in Datamonitor, *UK Town Centre Retailing 2007*, June 2007 (Table 6)

In-town Retail Development Trends

- 1.23 In market and sub-regional towns, there is strong competition for retail units of 2,000 to 4,000 sqft units. Smaller units are required by coffee shop operators and the mobile phone market also remains extremely active. Both sectors, together with computer games retailers, have underpinned demand for shop units of between

1,000 and 2,000 sqft. There has been a heightening of demand in the Use Class A2 sector, with significant activity from some banks and building societies, such as Abbey, as well as from betting shops, including Paddy Power, William Hill and Coral.

- 1.24 Verdict⁷ forecasts that the average town centre store size is set to increase by 8.3% to 2,292 sqft by 2012, with many retailers moving into larger units as they broaden their ranges. The sizes of units in many new shopping centre developments are being designed by developers with this in mind, evident from the likes of Primark, TK Maxx and Next securing anchor units in many schemes. Other fashion retailers, such as New Look, are also migrating to larger units in town centres to drive footfall and boost their sales densities.

Out-of-Centre Retail Trends

- 1.25 Bulky goods retailers are currently experiencing challenging trading conditions, which is having a knock-on effect on development activity, particularly in the DIY and furniture sectors. Conversely, high street names such as Next, New Look and Marks & Spencer continue to expand in out-of-centre locations.
- 1.26 Verdict reports that 'out-of-town' retailers accounted for 28.1% of retail sales in 2000, with this figure rising to 31.0% in 2006. However, given the noted difficulties experienced by certain sectors, the growth in 'out-of-town' retailers' market share can primarily be attributed to the gain in share at grocers' 'out-of-town' superstores, with Tesco, Sainsbury's and Asda all extending their offer of non-food and, in doing so, gaining sales from high street retailers.
- 1.27 In May 2006, the Government closed the planning loophole which allowed retailers to increase the floorspace of their units by installing mezzanine floors, which in some cases enabled diversification into other product ranges and satisfied some operators' pursuit of larger stores. Planning permission is now required to install a mezzanine floor of more than 200 sq.m (2,150 sqft).

Polarisation Towards Larger Centres

- 1.28 A significant and long term trend is the continuing polarisation by retailers towards larger schemes in larger centres which is driven by a number of factors. Retailers recognise that greater efficiency can be achieved by having a strategic network of large stores offering a full range, rather than having a large network of smaller stores, and are therefore increasingly seeking to serve larger population catchments from larger stores. It is also driven by consumers, who are becoming more discerning and are increasingly prepared to travel further.
- 1.29 There is therefore a concentration of comparison goods expenditure in a smaller number of larger centres. Indeed, CB Richard Ellis estimates that *'over half the population now shop for comparison goods in a mere 83 of the 2,500+ main non-*

⁷ Source: Verdict, *UK Retail Futures 2012: Sector Summary*, May 2008.

*food trading locations in Great Britain*⁸. This concentration of retailing in larger centres is likely to threaten some medium and smaller towns, including centres in Woking.

- 1.30 The growth of the dominant foodstores and decline in unit numbers poses similar challenges for small town centres and district/local centres which rely on their convenience/service base. A clear picture is emerging of a network of large dominant superstores, and corresponding decline/diversification in the traditional smaller centre. Again, CB Richard Ellis suggest that '*half the population now shop for main groceries in less than 1,000 of the country's 10,000+ main grocery stores: the majority located out-of-town*'⁹.

Trends in Key Retail Sectors

Clothing & Footwear

- 1.31 Clothing and footwear is the second largest area of town centre retail spending in the UK after food and grocery, accounting for £1 in every £5 spent by consumers¹⁰. Whilst the sector's market share is lower than 10 years ago, it is higher than five years ago, reflecting the relatively buoyant nature of clothing demand. Indeed, in 2006 clothing and footwear specialists' town centre sales reached £25.4 billion, up 16.8% on 2001.

Bulky Goods

- 1.32 The poor performance of the DIY sector in recent years has been well-documented and is set to continue in the short-term. Verdict explains that '*a falling housing market (both by value of housing and number of home moves) is a serious concern, as are new restrictions on the availability of credit. At the same time a fundamental shift in consumer enthusiasm against undertaking home improvement projects will further constrain the opportunities available to DIY operators*'¹¹.
- 1.33 Nevertheless, Verdict predicts that the sector will grow by 13.1% over the next five years, lifting its value from £16.5 billion to £18.7 billion, and achieving a faster rate of growth than occurred over the past five years (8.4%)¹². Verdict thus suggests that the fortunes of the DIY sector is likely to improve slightly, and indicates that this is because '*the recent low level of expenditure on DIY means there is now a backlog of household repair and maintenance work that needs to be undertaken*'

⁸ Source: CB Richard Ellis, *UK Retail Briefing*, Issue 2, 2007.

⁹ Source: CB Richard Ellis, *UK Retail Briefing*, Issue 2, 2007.

¹⁰ Source: Verdict, *UK Town Centre Retailing 2007*, June 2007.

¹¹ Source: Verdict, *UK Retail Futures 2012: DIY & Gardening*, May 2008.

¹² Source: Verdict, *UK Retail Futures 2012: DIY & Gardening*, May 2008.

and this will prevent the market turning negative again despite the worsening macroeconomic environment¹³.

Other Comparison Sub-sectors

Department Stores

- 1.34 Despite the fact that department stores attract older, more affluent customers - whose numbers are growing as a result of demographic change - their recent performance has been muted, with stores having to reinvent themselves to maintain their relevance to shoppers and shore up their viability. Whilst some larger stores have prospered, smaller operators have found trading increasingly difficult, resulting in store closures (including the demise of Alders) and the acquisition of smaller players by stronger rivals. However, despite mixed performance amongst the major department store operators, overall sales from department stores located in town centres reached £9.1 billion in 2006, an increase of 10.1% on 2001.
- 1.35 Most of the major department store operators are keen to obtain additional sales space and the present period is one of considerable activity in the department store sector. It remains the case, however, that stand-alone department store developments are rarely viable; consequently, new store acquisition openings are confined to shopping centre developments, where landlords/developers are prepared to contribute to the fit-out costs in order to secure an 'anchor' trader that will enhance the profile and lettable of the development.

Electricals

- 1.36 Over the last decade retail parks have become the clear location of choice for electrical specialists, with the combination of larger units and lower operating costs seen as being essential to prosper in a highly competitive market. The town centre retailers that survive tend to do so because they are protected from out-of-centre competition, either because the town is small and lacks the catchment to justify an out-of-centre store or due to the retailer specialising in a narrow niche that does not require a large format store (such as mobile phone and photographic specialists).
- 1.37 Despite the near ubiquitous ownership of mobile phones, the rapid development of technology and the packaging of new handsets with annual contracts has encouraged their frequent replacement. To service this demand, mobile phone retailers have been expanding their store networks. Verdict reports that Carphone Warehouse, Phones 4U, The Link, alongside a raft of independents and major network providers, '*have opened literally thousands of outlets in town centre locations*¹⁴.
- 1.38 Other electrical niches have also performed well over the last five years. Jessops rolled out a nationwide store estate to capitalise on the digital camera market.

¹³ Source: Verdict, UK Retail Futures 2012: DIY & Gardening, May 2008.

¹⁴ Source: Verdict, *UK Town Centre Retailing 2007*, June 2007.

Game, the video game specialist, has also grown rapidly and has extended its store estate greatly, and further boosted its scale through acquisition of rival Gamestation.

Convenience Sector

- 1.39 Figure 2.4 provides a detailed break-down of the change in the convenience sector market between 1997 and 2007, broken down by 'superstores', 'smaller stores', 'food specialists' and 'off licences and tobacconists'¹⁵. The Figure shows that food superstores (those with a net selling space of at least 25,000 sqft) are the primary driver of growth in the market. Indeed, sales from food superstores have increased by 73% over the last decade (from £36,505m in 1997 to £63,172m in 2007).
- 1.40 However, as superstores' sales have expanded, other types of retailer have struggled. Over the last five years food specialists' sales have been broadly flat (with earlier gains cancelled out by recent falls), whilst off licences and tobacconists have experienced a particularly sharp drop in sales.
- 1.41 The New Economics Foundation (NEF) publication, *Ghost Town Britain II* (December 2003), looked at the nationwide impact of supermarkets on local shops and communities. According to the report, VAT figures show that between 1994 and 2002, the number of independent businesses selling food, tobacco and beverages fell by nearly 30,000, equating to more than 40% of the nation's stock of such shops. The report also asserted that there were 953 fewer convenience stores in 2001 than in 2000. This trend can be verified by Verdict, whose analysis indicates that whilst the number of superstore outlets increased by 15% between 2002 and 2007, the number of 'smaller stores' fell by 3% over the same period of time, the number of specialist stores fell by 18%, and the number of off licences and tobacconists fell by a significant 33%¹⁶.
- 1.42 Major supermarket operators are generally reluctant to shrink food retail space, because the food component of their businesses is also performing strongly. Nevertheless, the major foodstore operators are increasingly seeking to diversify into non-food markets. Furthermore, out-of-centre space is cheaper than comparable space in town centres, making it easier for out-of-centre superstores to compete on price, while adjacent parking makes them much more convenient for bulkier household goods. The expansion of foodstore operators' non-food offers via their out-of-centre superstores - thereby providing a convenient one-stop shop for most food and non-food needs - represents a significant threat to high street retailers.

¹⁵ Verdict's definitions of these retailer types are thus: 'superstores' - grocery stores with a sales area greater than 25,000 sqft; 'smaller stores' - supermarkets, Co-ops and convenience stores with a sales area of less than 25,000 sqft; and 'food specialists' - butchers, bakers, greengrocers, fishmongers and other food specialists.

¹⁶ Source: Verdict, *UK Grocery Retailers 2008* (Table 4), February 2008

Figure 4 Total Grocery Market, by Retailer Type, 1998-2008

	* Superstores		** Smaller Stores		Grocers	Sub Total
	Sales £m	Y-o-Y Change %	Sales £m	Y-o-Y Change%	Sales £m	Y-o-Y Change%
1998	38,951	6.7	32,208	4.5	71,159	5.7
1999	41,284	6.0	32,488	0.9	73,772	3.7
2000	43,469	5.3	33,377	2.7	76,846	4.2
2001	46,468	6.9	35,527	6.4	81,995	6.7
2002	48,705	4.8	37,670	6.0	86,375	5.3
2003	51,433	5.6	39,399	4.6	90,832	5.2
2004	54,467	5.9	40,745	3.4	95,212	4.8
2005	57,082	4.8	41,896	2.8	98,978	4.0
2006	60,278	5.6	43,080	2.8	103,358	4.4
2007	63,172	4.8	44,424	3.1	107,596	4.1
2008	67,164	6.3	46,499	4.7	113,664	5.6
Change %						
1998-2003	32.0	—	22.3	—	27.6	—
2003-2008	30.6	—	18.0	—	25.1	—

	*** Food Specialists		Off-licences & Tobacconists		Total	
	Sales £m	Y-o-Y Change%	Sales £m	Y-o-Y Change%	Sales £m	Y-o-Y Change%
1998	6,310	2.4	5,668	2.0	83,137	5.2
1999	6,297	-0.2	5,934	4.7	86,004	3.4
2000	6,393	1.5	5,801	-2.2	89,040	3.5
2001	6,662	4.2	5,778	-0.4	94,434	6.1
2002	6,444	-3.3	5,523	-4.4	98,342	4.1
2003	6,412	-0.5	5,035	-8.8	102,279	4.0
2004	6,476	1.0	4,780	-5.1	106,468	4.1
2005	6,591	1.8	4,507	-5.7	110,076	3.4
2006	6,495	-1.5	4,397	-2.4	114,250	3.8
2007	6,469	-0.4	4,169	-5.2	118,233	3.5
2008	6,417	-0.8	4,037	-3.1	124,118	5.0
Change %						
1998-2003	1.6	—	-11.2	—	23.0	—
2003-2008	0.1	—	-19.8	—	21.4	—

Source: Derived from Table 3 of *UK Grocery Retailers 2009*, Verdict (February 2009).

*Grocery stores greater than 25,000 sq ft

**Supermarkets, co-ops and convenience stores less than 25,000 sq ft

***Butchers, bakers, greengrocers, fishmongers and other food specialists.

E-tail and Home Shopping

E-tail

- 1.43 UK internet retail sales have increased at a rapid pace in recent years. Indeed, Verdict indicates that the e-retail market grew by 35.0% between 2006 and 2007, its fastest pace for six years, and significantly faster than that of the total retail market growth of just 3.6%¹⁷.

¹⁷ Source: Verdict, *UK e-retail 2008*, May 2008

- 1.44 The online shopper population has been boosted by widespread uptake of broadband services, the costs of which have fallen markedly over the last two years, whilst mobile Internet and web access is also on the rise. Consumer confidence in online retailing has risen as shoppers have found the internet increasingly easy to navigate, credit card use to be secure and delivery to be convenient and reliable. At the same time there has been a surge in the number of retailers operating transactional websites, while many existing retailers have significantly scaled up their online offers.
- 1.45 Verdict states that the online market, which was worth £14.7 billion in 2007, is becoming an increasingly significant contributor to retail, making up 5.2% of all retail sales, up from 3.8% in 2006¹⁸. This uplift in retail spending online was driven by a 24.7% rise in online shoppers, with almost half the UK adult population now buying goods online¹⁹. Verdict suggests that not only are more people shopping online, but they are now doing so more frequently, albeit they are spending less each time.
- 1.46 The internet has particular attraction for certain types of retailing, including books, CDs and high value electrical goods. CD and DVD retailers, in particular, are beginning to suffer on the high street as a result of purchases made on the internet. A prime example of this is Music Zone, which entered into administration in 2007.
- 1.47 Whilst the whole of the internet shopping sector continues to grow strongly, the electricals and food and grocery sectors dominate the market. Indeed, with a growth rate of 39.5% in 2007, the currently second largest sub sector of food & grocery items is on course to overtake electricals for the top spot. Verdict predicts that these two sectors still constitute by far the largest two online sectors in value terms by 2012²⁰.

Catalogue Shopping

- 1.48 In the pre-internet and digital television era, catalogue shopping played a key role in the home delivery market. However, the catalogue shopping market has seen a significant sales decline in recent years.
- 1.49 Yet in 2007 the £9.9 billion mail order market experienced its strongest growth for nine years, at 6.2%, reversing four years of decline²¹. This trend has been driven primarily by strong growth from direct and niche operators such as N Brown, Boden and Findel, who are targeting specific customer groups effectively, and from new business developments, the most significant being Tesco's launch of its Tesco Direct catalogue.

¹⁸ Source: Verdict, *UK e-retail 2008*, May 2008

¹⁹ Source: Verdict, *UK e-retail 2008*, May 2008

²⁰ Source: Verdict, *UK e-retail 2008*, May 2008

²¹ Source: Verdict, *UK Mail Order Retailers*, January 2008

Conclusions

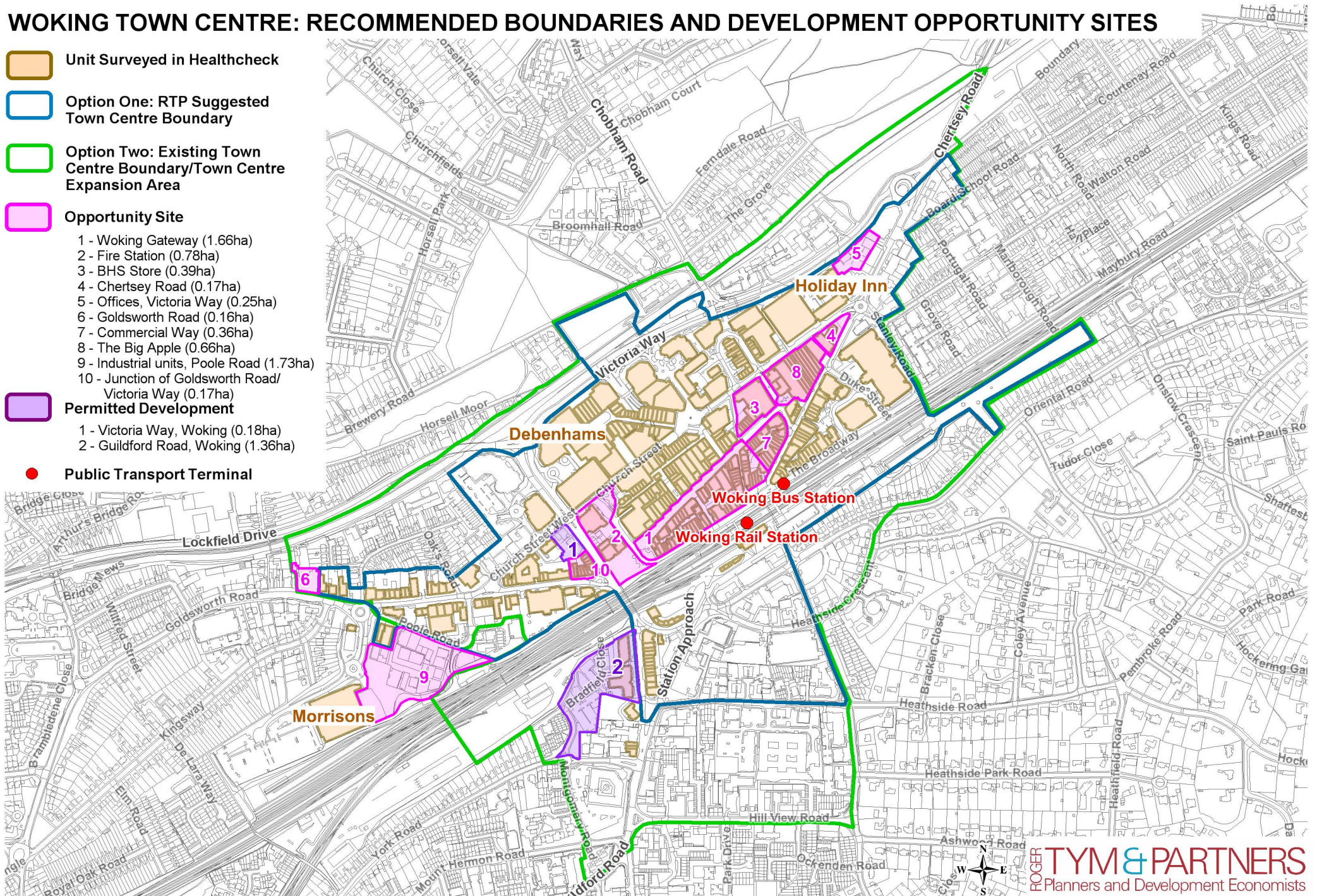
- 1.50 The key conclusion from our analyses is that planning policy has begun to 'bite' in recent years, with it becoming increasingly difficult to secure planning permission for new retail floorspace in out-of-centre locations, vis-à-vis schemes in town centre locations. Whilst town centre and edge-of-centre locations are generally more complex than sites in out-of-centre locations, investor confidence in town centre schemes has been increasing in recent years, and there is now a construction boom in town centre-located shopping centres. However, it is unclear how this trend will continue in the future, given the current economic climate. Tighter credit conditions will inevitably cause developers to exercise caution over future developments (both on in-centre and out-of-centre sites), although this will not impact on schemes nearing completion or which have already secured funding.
- 1.51 Other key trends in the retail markets include: increasing demand for small to medium (2,000 sqft to 4,000 sqft) footplates from retailers such as Bon Marché, Savers, Ethel Austin and Clinton Cards, and from coffee shops and mobile phone retailers; the continuing 'polarisation' by retailers towards larger centres; the increasing diversification into non-food markets by the major foodstore operators; and the continuing growth of e-tail.

APPENDIX 11



Town, District and Local Centre Plans and Suggested Defined Boundaries

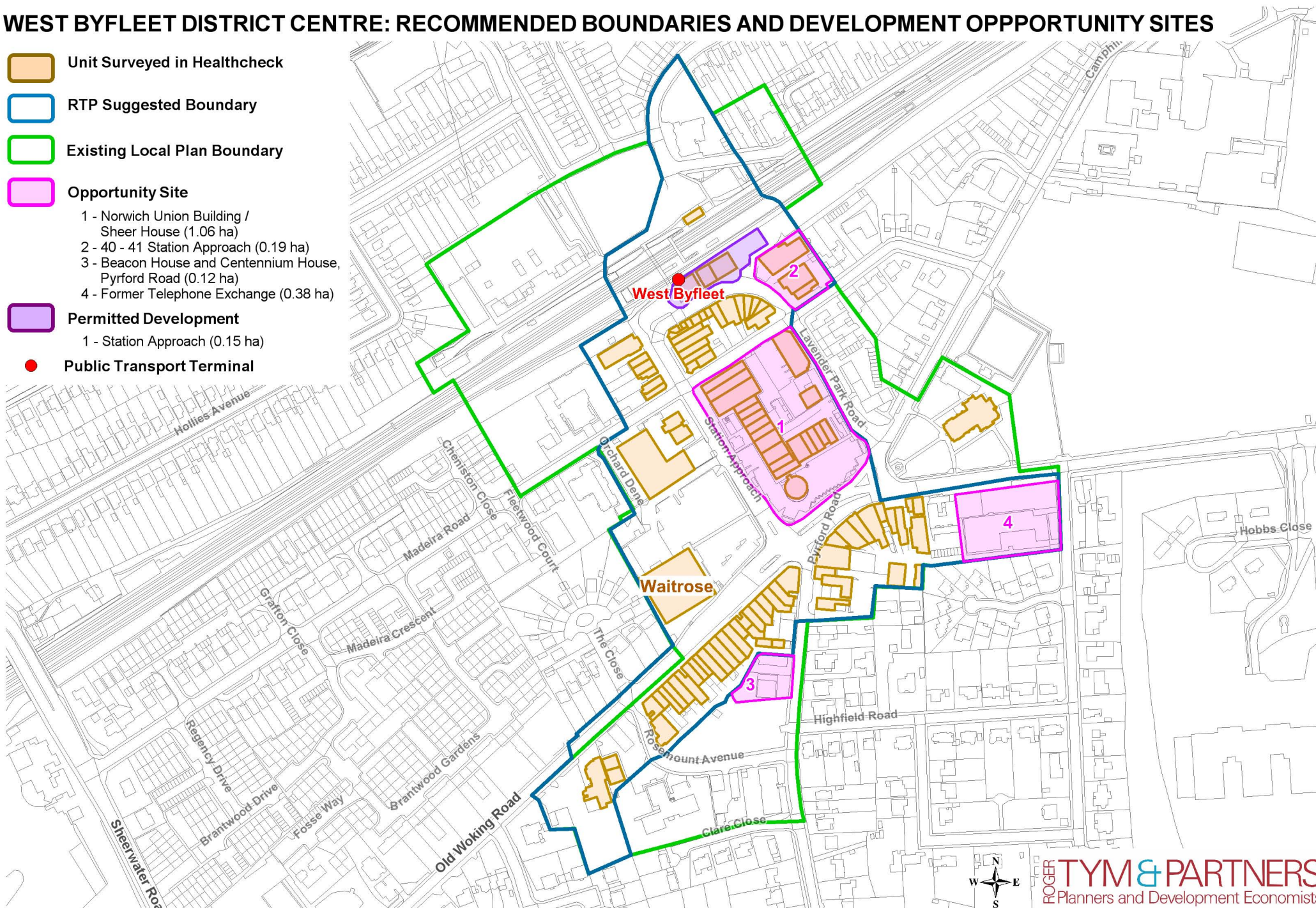
WOKING TOWN CENTRE: RECOMMENDED BOUNDARIES AND DEVELOPMENT OPPORTUNITY SITES

-  Unit Surveyed in Healthcheck
-  Option One: RTP Suggested Town Centre Boundary
-  Option Two: Existing Town Centre Boundary/Town Centre Expansion Area
-  Opportunity Site
 - 1 - Woking Gateway (1.66ha)
 - 2 - Fire Station (0.78ha)
 - 3 - BHS Store (0.39ha)
 - 4 - Chertsey Road (0.17ha)
 - 5 - Offices, Victoria Way (0.25ha)
 - 6 - Goldsworth Road (0.16ha)
 - 7 - Commercial Way (0.36ha)
 - 8 - The Big Apple (0.66ha)
 - 9 - Industrial units, Poole Road (1.73ha)
 - 10 - Junction of Goldsworth Road/Victoria Way (0.17ha)
-  Permitted Development
 - 1 - Victoria Way, Woking (0.18ha)
 - 2 - Guildford Road, Woking (1.36ha)
-  Public Transport Terminal





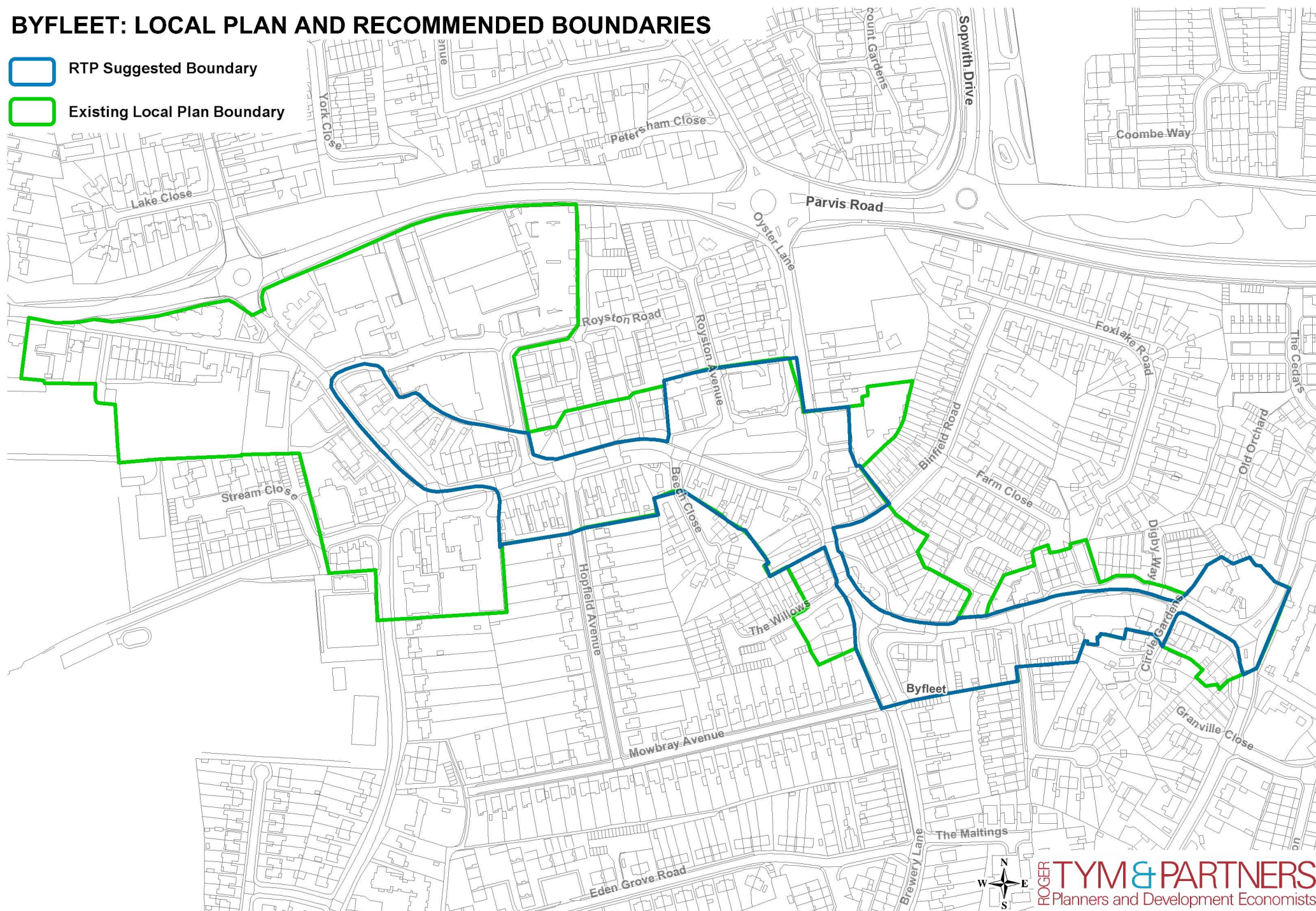
WEST BYFLEET DISTRICT CENTRE: RECOMMENDED BOUNDARIES AND DEVELOPMENT OPPORTUNITY SITES

-  Unit Surveyed in Healthcheck
-  RTP Suggested Boundary
-  Existing Local Plan Boundary
-  Opportunity Site
 - 1 - Norwich Union Building / Sheer House (1.06 ha)
 - 2 - 40 - 41 Station Approach (0.19 ha)
 - 3 - Beacon House and Centennium House, Pyrford Road (0.12 ha)
 - 4 - Former Telephone Exchange (0.38 ha)
-  Permitted Development
 - 1 - Station Approach (0.15 ha)
-  Public Transport Terminal





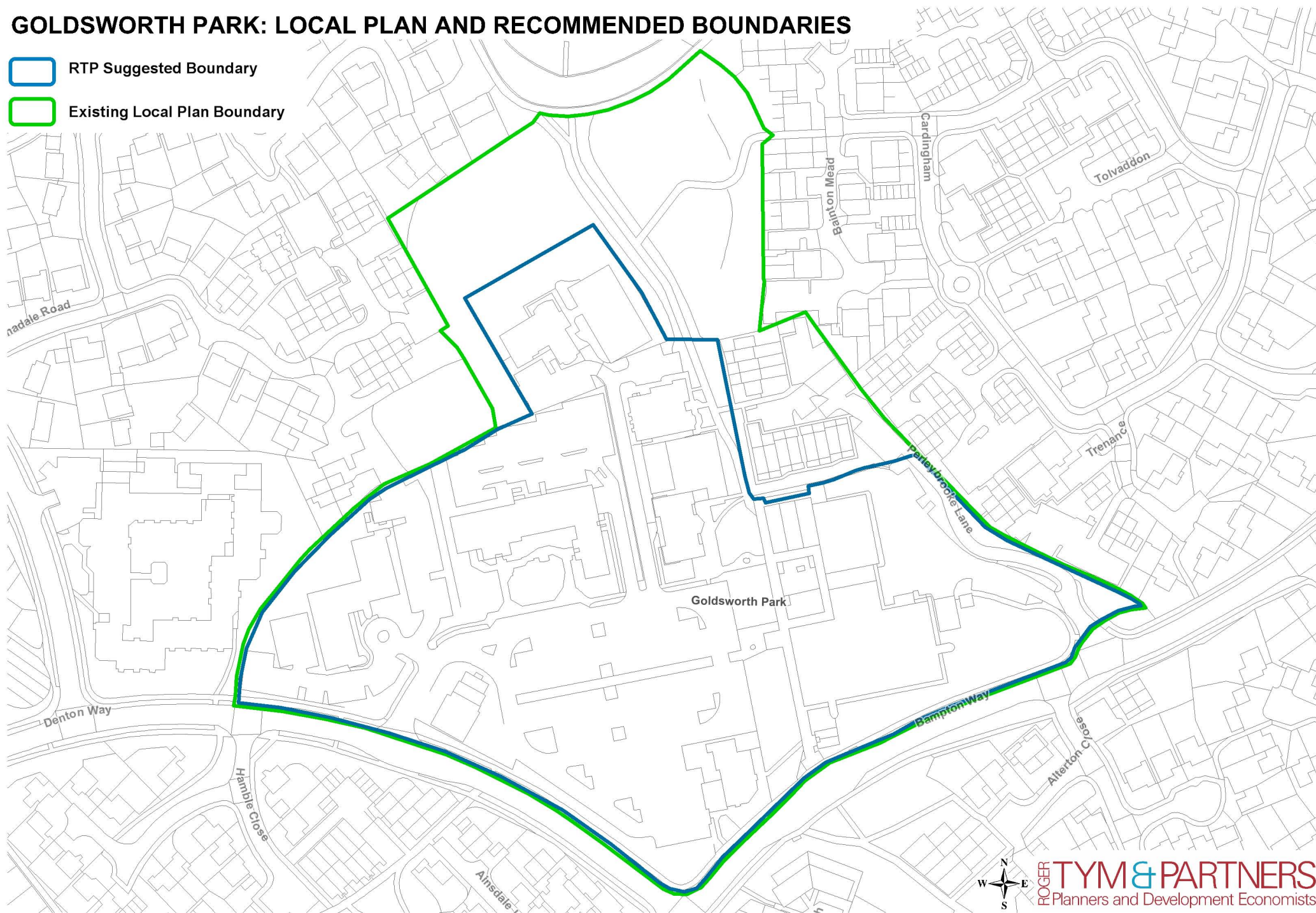
BYFLEET: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary





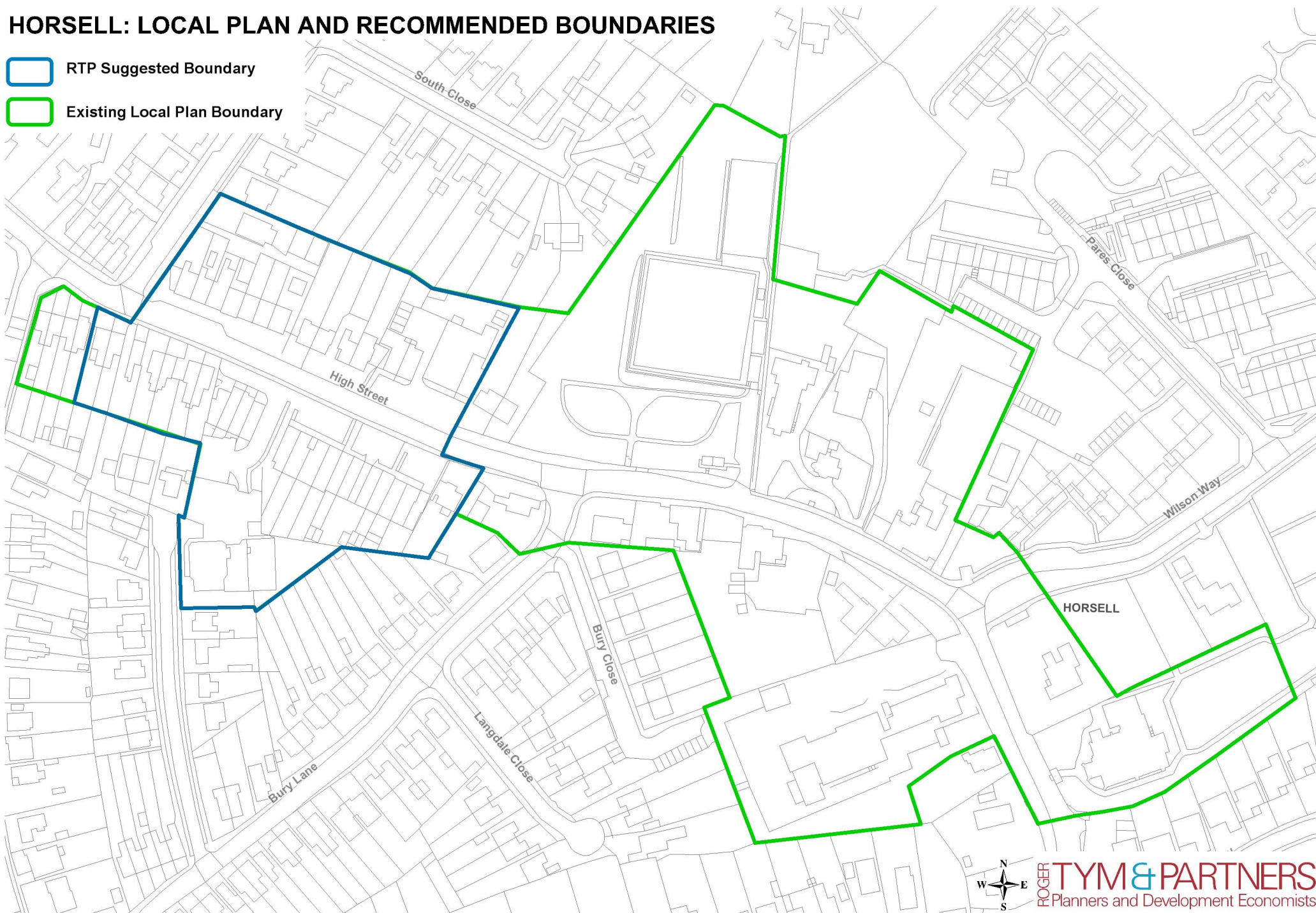
GOLDSWORTH PARK: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary



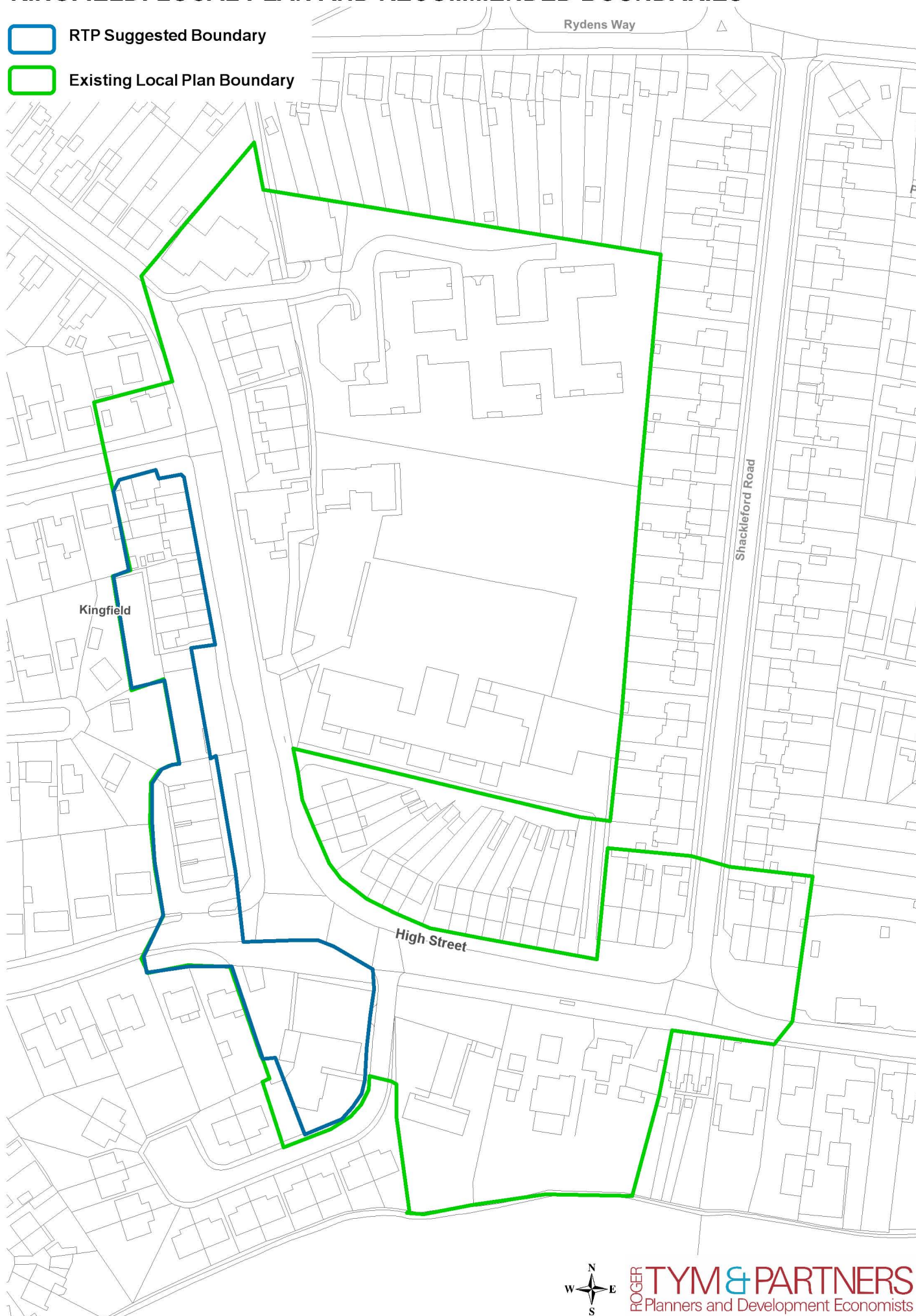
HORSELL: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary








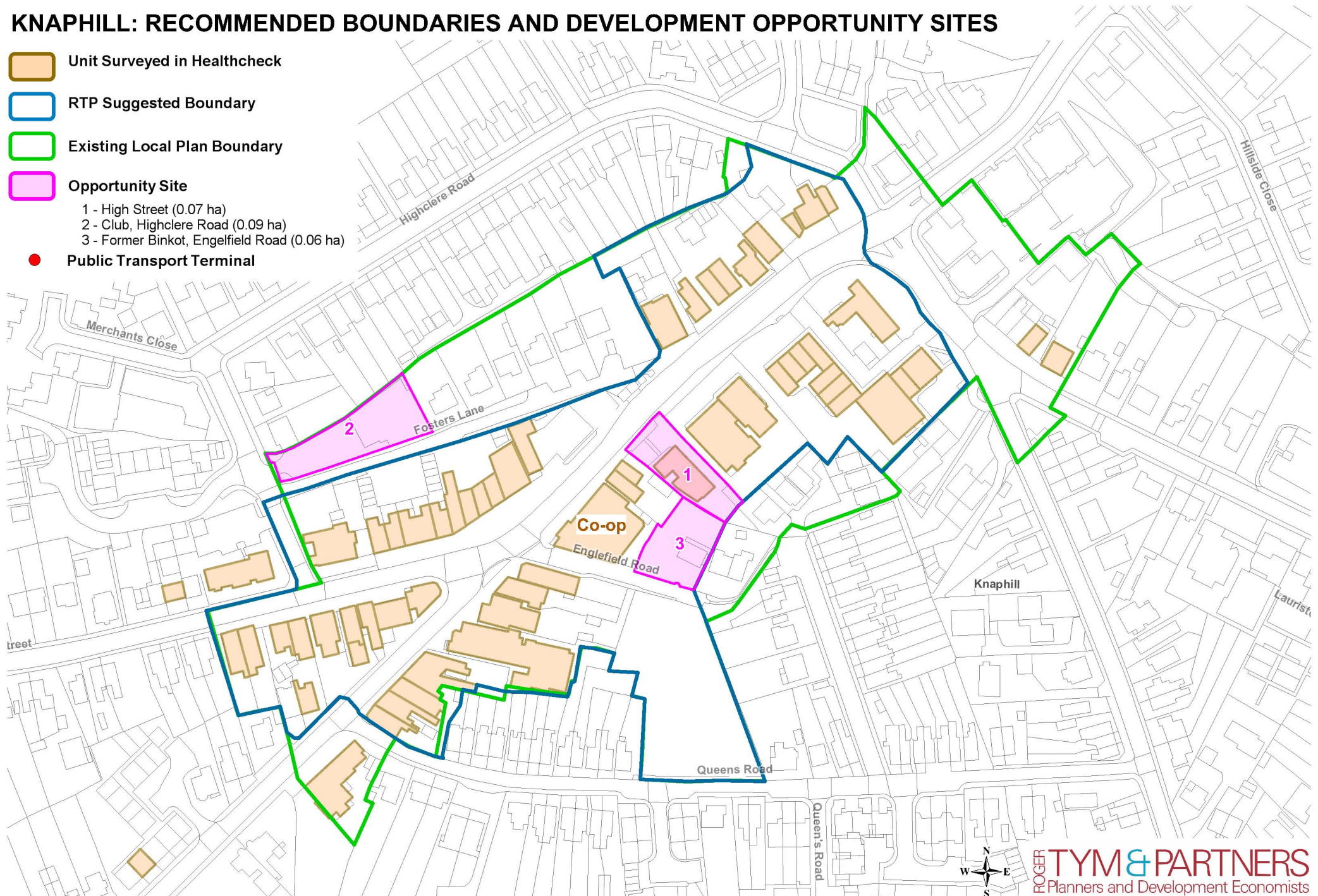
KINGFIELD: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary



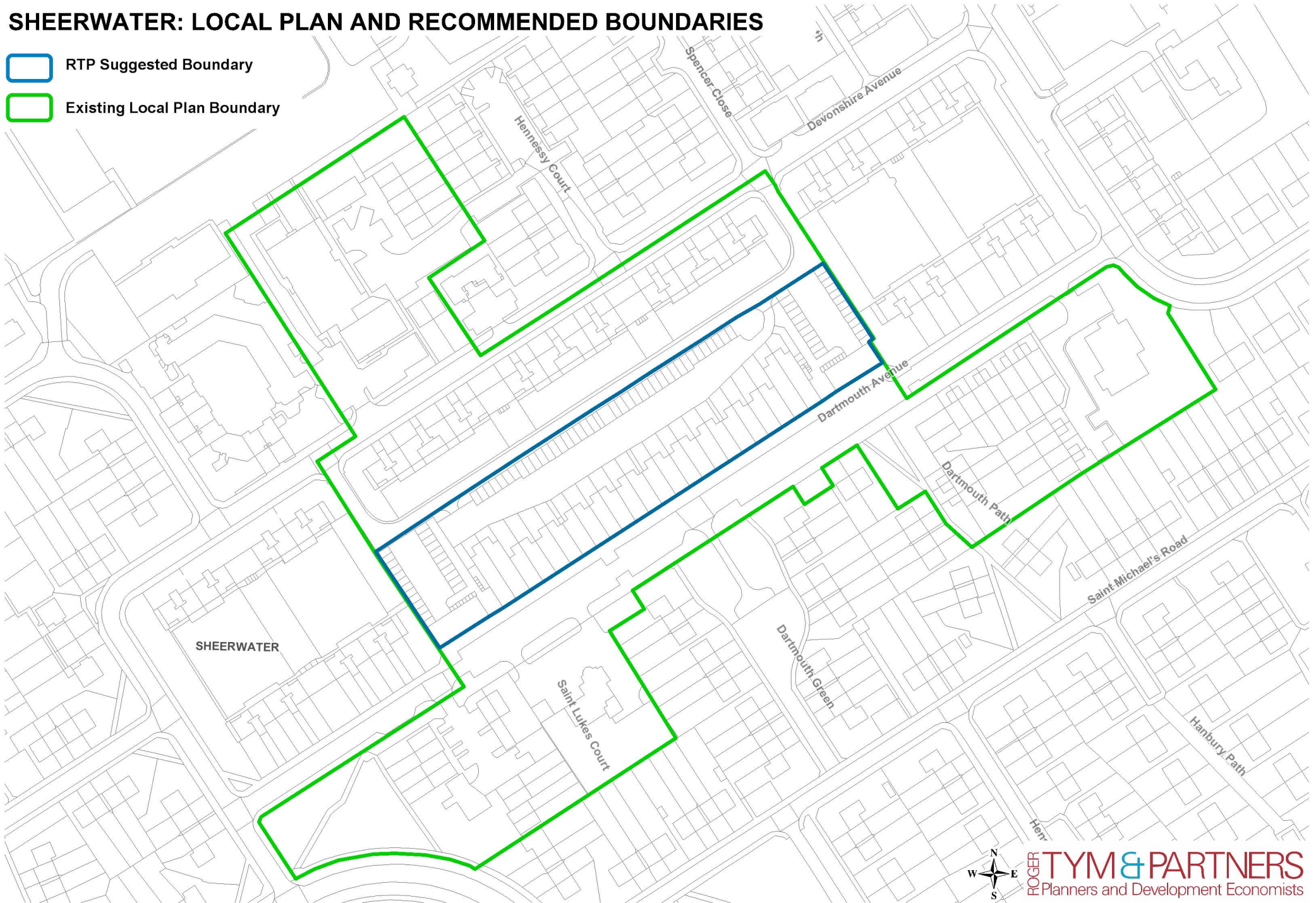
KNAPHILL: RECOMMENDED BOUNDARIES AND DEVELOPMENT OPPORTUNITY SITES

-  Unit Surveyed in Healthcheck
-  RTP Suggested Boundary
-  Existing Local Plan Boundary
-  Opportunity Site
 - 1 - High Street (0.07 ha)
 - 2 - Club, Highclere Road (0.09 ha)
 - 3 - Former Binkot, Engelfield Road (0.06 ha)
-  Public Transport Terminal



SHEERWATER: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary



ST JOHNS: LOCAL PLAN AND RECOMMENDED BOUNDARIES

-  RTP Suggested Boundary
-  Existing Local Plan Boundary

