

TOWN CENTRE USES & FUTURE DIRECTIONS STUDY

APPENDIX C: HOUSEHOLD TELEPHONE INTERVIEW SURVEY

for:

**SURREY HEATH
BOROUGH COUNCIL**

August 2021

lsh.co.uk

This document has been prepared and checked in accordance with the Lambert Smith Hampton Quality Assurance procedures and authorised for release. If not signed off, the document should be treated as a draft and as being private and confidential, and not for wider distribution without the written permission of Lambert Smith Hampton.

Signed:

A handwritten signature in black ink, appearing to read "Steve Day". The signature is fluid and cursive, with a long horizontal stroke at the end.

.....

For and on behalf of Lambert Smith Hampton



NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

**Surrey Heath Household Survey
for
Avison Young**

May 2019

Job Ref: 090519

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research, and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	4
Weightings	6
Statistical Accuracy	8
Data Tables	9

Appendices:

Data Tabulations -	
By Zone	11-147
By Zone (Weighted)	149-285
By Zone – Filtered Nulls	287-423
By Zone – Filtered Nulls (Weighted)	425-561
By Zone – Filtered Nulls & SFT	563-699
By Zone – Filtered Nulls & SFT (Weighted)	701-837
By Q44	839-840
By Q44 (Weighted)	842-843
By Q44 – Filtered Nulls	845-846
By Q44 – Filtered Nulls (Weighted)	848-849
Sample Questionnaire	
Map	

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Surrey Heath area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities. Respondents were also asked for their opinions on Camberley Town Centre.

1.2 Research Methodology

A total of 1,001 telephone interviews were conducted between Friday 3rd May 2019 and Wednesday 22nd May 2019. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 11 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	GU21 2, GU21 3, GU21 4, GU21 5, GU21 6, GU21 7, GU21 8, GU22 7, GU22 8, GU22 9, GU22 0	100
2	GU18 5, GU19 5, GU20 6	100
3	GU24 8, GU24 9, GU24 0	100
4	GU15 1, GU15 2, GU15 3, GU15 4, GU17 9, GU17 0, GU46 6, GU46 7, GU47 8, GU47 9, GU47 0	100
5	GU12 4, GU12 5, GU12 6, GU16 6, GU16 7, GU16 8, GU16 9	100
6	GU11 1, GU11 2, GU11 3, GU14 6, GU14 7, GU14 8, GU14 9, GU14 0, GU51 1, GU51 2, GU51 3, GU51 4, GU51 5, GU52 6, GU52 7, GU52 8, GU52 9	101
7	SL5 7, SL5 8, SL5 9, SL5 0	100
8	RG27 8, RG27 9, RG27 0	100
9A	RG40 1, RG40 2, RG40 3, RG40 4, RG40 5, RG45 6, RG45 7	50
9B	RG41 1, RG41 2, RG41 3, RG41 4, RG41 5	50
10	RG12 1, RG12 2, RG12 7, RG12 8, RG12 9, RG12 0, RG42 1, RG42 2, RG42 3, RG42 4, RG42 5, RG42 6, RG42 7	100
Total		1,001

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers and ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers. All numbers are randomly generated using the area code as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	21.8%	52	4.1942
35-44	20.7%	68	3.0444
45-54	18.8%	330	0.5710
55-64	17.6%	176	1.0034
65+	21.1%	375	0.5620
(Refused)	n/a	0	1.0000
Total		1,001	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	66,408	100	104	1.4375
2	13,532	100	99	0.3055
3	14,102	100	81	0.3920
4	64,220	100	105	1.3669
5	44,530	100	98	1.0206
6	91,757	101	116	1.7721
7	18,522	100	95	0.4355
8	16,878	100	107	0.3526
9A	32,748	50	50	1.4710
9B	22,263	50	47	1.0528
10	61,616	100	98	1.4032
Total	446,576	1,001		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1,001 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.9%
20%	±2.5%
30%	±2.8%
40%	±3.0%
50%	±3.1%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
Aldi, London Road, Camberley	1.4%	14	0.0%	0	4.0%	4	0.0%	0	7.0%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	0.6%	6	6.0%	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
Asda, Lower Earley, Chalfont Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, West Meade, Farnborough	2.5%	25	0.0%	0	2.0%	2	0.0%	0	1.0%	1	7.0%	7	13.9%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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	2.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	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
Co-op, Plough Road, Yateley	0.2%	2	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	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	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
Co-op, The Square, Bagshot	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
Co-op, Yorktown Road, Sandhurst	0.1%	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	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	2	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	0.0%	0
Lidl, Ashville Way, Wokingham	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	2.0%	1	12.0%	6	0.0%	0
Lidl, High Street, Crowthorne	0.9%	9	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.0%	20	0.0%	0	5.0%	5	1.0%	1	7.0%	7	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, 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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.9%	9	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0
Morrisons, Elvetham Heath, Fleet	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	3.1%	31	23.0%	23	1.0%	1	7.0%	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
Morrisons, Summit Avenue, Farnborough	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	8.0%	4	0.0%	0	6.0%	6
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.2%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Woosehill Shopping Centre, Wokingham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sainsbury's, Blackwater Valley Road, Camberley	3.6%	36	0.0%	0	1.0%	1	2.0%	2	15.0%	15	10.0%	10
Sainsbury's, Cambridge Walk, Camberley	0.8%	8	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.5%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Fleet Road, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Sainsbury's, King Street Lane, Winnersh	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Queensmead, Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Redding Way, Knaphill, Woking	8.8%	88	22.0%	22	14.0%	14	50.0%	50	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.2%	32	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Station Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Sainsbury's, Wolsey Walk, Woking	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	5	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Tesco Extra, Finchampstead Road, Wokingham	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Station Road,	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Addlestone																								
Tesco Extra, Station Road, Hook	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.1%	61	0.0%	0	11.0%	11	0.0%	0	29.0%	29	5.0%	5	3.0%	3	0.0%	0	3.0%	3	18.0%	9	0.0%	0	1.0%	1
Tesco Extra, Wellington Avenue, Aldershot	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	10.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Tesco, District Shopping Centre, Chineham, Basingstoke	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	1.9%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Waitrose, Goldsworth Park Centre, Woking	1.9%	19	8.0%	8	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.8%	8	0.0%	0	1.0%	1	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	4.7%	47	0.0%	0	10.0%	10	3.0%	3	0.0%	0	1.0%	1	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	10.0%	5	0.0%	0
Waitrose, Station Approach, West Byfleet	0.6%	6	4.0%	4	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
Waitrose, The Hart, Farnham	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
Waitrose, Tresham Crescent, Yateley	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	8	4.0%	2	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.6%	16	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.2%	2	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	0.0%	0	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.6%	6	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	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
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	4	3.0%	3	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
Co-op, Guildford Road,	0.9%	9	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lightwater, GU18 5SA												
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, East Street, Farnham, GU9 7SW	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Local shops, Camberley Town Centre, GU47 0FD	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.9%	9	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Waitrose, Bridge Street, Godalming, GU7 1HY	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.4%	24	0.0%	0	18.0%	18	3.0%	3	2.0%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	7.8%	78	12.0%	12	8.0%	8	8.0%	8	9.0%	9	6.0%	6
(Don't know / varies)	0.5%	5	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Base:	1001	100	100	100	100	100	100	101	100	100	50	50

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Internet / delivered at Q01

Asda	7.7%	6	16.7%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	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	25.0%	1	0.0%	0	0.0%	0
Ocado	17.9%	14	33.3%	4	12.5%	1	12.5%	1	22.2%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	25.0%	1	20.0%	1	66.7%	2
Sainsbury's	28.2%	22	16.7%	2	62.5%	5	12.5%	1	33.3%	3	16.7%	1	26.7%	4	66.7%	2	40.0%	2	25.0%	1	20.0%	1	0.0%	0
Tesco	35.9%	28	16.7%	2	25.0%	2	50.0%	4	33.3%	3	66.7%	4	33.3%	5	33.3%	1	40.0%	2	25.0%	1	60.0%	3	33.3%	1
Waitrose	6.4%	5	8.3%	1	0.0%	0	12.5%	1	11.1%	1	0.0%	0	13.3%	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
(Don't know / varies)	1.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	78	12	8	8	9	6	15	3	5	4	5	3												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
Aldi, London Road, Camberley	1.6%	16	1.0%	1	4.0%	4	3.0%	3	5.0%	5	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.0%	10	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0
Asda, West Meade, Farnborough	1.8%	18	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	9.9%	10	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	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
Budgens, High Street, Ascot	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	0.0%	0
Co-op, High Street, Crowthorne	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.2%	2	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	0.0%	0
Co-op, Plough Road, Yateley	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
Co-op, The Square, Bagshot	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	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
Iceland, Victoria Road, Aldershot	0.2%	2	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	0.0%	0
Lidl, Ashville Way, Wokingham	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	2.0%	1	6.0%	3	1.0%	1
Lidl, High Street, Crowthorne	0.6%	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	8.0%	4	0.0%	0	1.0%	1
Lidl, London Road, Camberley, Blackwater	1.6%	16	0.0%	0	3.0%	3	2.0%	2	3.0%	3	3.0%	3	3.0%	3	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.2%	2	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	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	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
Marks & Spencer, High Street, Guildford	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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	2.3%	23	0.0%	0	3.0%	3	4.0%	4	4.0%	4	2.0%	2	0.0%	0	5.0%	5	4.0%	4	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0	1.0%	1
Morrisons, Elvetham Heath, Fleet	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth	2.1%	21	14.0%	14	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Woking												
Morrisons, Summit Avenue, Farnborough	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	1
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Sainsbury's, Blackwater Valley Road, Camberley	2.0%	20	0.0%	0	3.0%	3	0.0%	0	8.0%	8	5.0%	5
Sainsbury's, Bridge Way, Cobham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.3%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, High Street, Guildford	0.3%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Sainsbury's, Redding Way, Knaphill, Woking	3.7%	37	8.0%	8	9.0%	9	18.0%	18	0.0%	0	1.0%	1
Sainsbury's, Ringmead, Bracknell	2.3%	23	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Tesco Express, Greenwood Road, Crowthorne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Express, High Street, Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.0%
Tesco Extra, Finchampstead Road, Wokingham	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Tesco Extra, Station Road, Addlestone	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.4%	44	1.0%	1	5.0%	5	1.0%	1	19.0%	19	3.0%	3
Tesco Extra, Wellington Avenue, Aldershot	2.0%	20	0.0%	0	0.0%	0	0.0%	0	9.0%	9	10.9%	11
Tesco Extra, Whitton Road, Bracknell	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Tesco, District Shopping Centre, Chineham, Basingstoke	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.3%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	2.1%	21	10.0%	10	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4
Waitrose, London Road, Sunningdale	2.0%	20	0.0%	0	2.0%	2	3.0%	3	0.0%	0	1.0%	1
Waitrose, London Road, Twyford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.8%	8	6.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Tresham Crescent, Yateley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.2%	12	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Brighton Hill, Basingstoke, RG22 4DH												
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Guildford Road, Lightwater, GU18 5SA	0.8%	8	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Gastons Wood, Chineham, RG24 8TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Badshot Lea Village Centre, GU9 9LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Farnborough Town Centre, GU14 7BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Lightwater Town Centre, GU18 5TS	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Reading Town Centre, RG1 1JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West End Village Centre, GU24 9LH	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Alexandra Road, Aldershot, GU11 1NX	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.6%	26	0.0%	0	18.0%	18	4.0%	4	1.0%	1	1.0%	1
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	2.7%	27	3.0%	3	0.0%	0	4.0%	4	2.0%	2	4.0%	4
(Don't know / varies)	1.2%	12	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2
(Nowhere else / same as before)	29.8%	298	32.0%	32	29.0%	29	33.0%	33	28.0%	28	29.0%	29
Base:	1001	100	100	100	100	100	101	100	100	50	50	100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
Aldi, London Road, Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Asda, Lion Retail Park, Oriental Road, Woking	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
Co-op, High Street, Crowthorne	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Co-op, High Street, Horsell, Woking	0.6%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.4%	4	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, North Lane, Aldershot	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Co-op, Plough Road, Yateley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Co-op, The Square, Bagshot	1.2%	12	0.0%	0	11.0%	11	1.0%	1	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Ashville Way, Wokingham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lidl, High Street, Crowthorne	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	16.0%	8
Lidl, London Road, Camberley, Blackwater	0.9%	9	0.0%	0	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Londis, New Road, North Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Londis, Oriental Road, Woking	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	1.0%	10	1.0%	1	2.0%	2	7.0%	7	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Brooklands, Weybridge	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.6%	6	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Elvetham Heath, Fleet	0.9%	9	7.0%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Summit Avenue, Farnborough	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11
Morrisons, The Peel Centre, Bracknell	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.6%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	1.2%	12	0.0%	0	0.0%	0	3.0%	3	6.0%	6	3.0%	3
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Sainsbury's, Fleet Road, Fleet	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Sainsbury's, Queensmead, Farnborough	1.7%	17	3.0%	3	2.0%	2	12.0%	12	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, South Street, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Spar, High Street, Horsell, Woking	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Tesco Express, Falkner Close, Ancells Farm, Fleet	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Greenwood Road, Crowthorne	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Tesco Express, Lysons Avenue, Ash Vale	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Tesco Express, Reading Road, Yateley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.4%	4	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	9	0.0%	0	2.0%	2	0.0%	0	5.0%	5	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Extra, Whitton Road, Bracknell	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Tesco, District Shopping Centre, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	1.2%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.4%	14	11.0%	11	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.0%	8
Waitrose, London Road, Sunningdale	1.8%	18	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Waitrose, Rectory Road, Wokingham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.5%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent,	1.8%	18	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Yateley																								
Waitrose, Yorktown Road, College Town, Sandhurst	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	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	0.0%	0	4.0%	4
Aldi, London Road, Guildford, GU1 1YT	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
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	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	0.0%	0
Budgens, London Road, Hook, RG27 9DY	0.2%	2	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	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	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
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	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
Co-op, Ash Street, Ash, GU12 6LG	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.9%	9	0.0%	0	0.0%	0	8.0%	8	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, Church Road, Addlestone, KT15 1SG	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Farnborough Road, Farnham, GU9 9AJ	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
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.1%	1	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	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	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	3.0%	3
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	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	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	2.6%	26	0.0%	0	23.0%	23	3.0%	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
Co-op, Kings Road, Fleet, GU51 3ST	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
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, RG12 7BN	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	2.0%	2
Co-op, St Johns Road,	0.3%	3	3.0%	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking, GU21 7SE												
Co-op, Victoria Road, Knaphill, GU21 2AW	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Aldershot Town Centre, GU11 1JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Local shops, Ascot Town Centre, SL5 7HE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Bagshot Village Centre, GU19 5EQ	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Hook Town Centre, RG27 9DG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Local shops, Lightwater Town Centre, GU18 5TS	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre, SL1 1PG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Sunningdale Village Centre, SL5 0DQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Windlesham Village Centre, GU20 6BN	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.4%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nisa, Sunwood Drive, Sherfield on Loddon, RG27 0BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.9%	9	2.0%	2	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Spar, Chertsey Road, Chobham, GU24 8PQ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.5%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.6%	6	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Waitrose, Chapel Street, Marlow SL7 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.0%	20	0.0%	0	14.0%	14	0.0%	0	6.0%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Sheen Road, Richmond, TW9 1AE	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	0.9%	9	3.0%	3	3.0%	3	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	3.7%	37	5.0%	5	3.0%	3	2.0%	2	2.0%	2	4.0%	4
(Don't do this type of shopping)	22.7%	227	15.0%	15	19.0%	19	29.0%	29	21.0%	21	25.0%	25
Base:	1001	100	100	100	100	100	100	101	100	100	50	50

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q05 Where else do you do your household's top-up food shopping?																							
<i>Not Don't do and not Don't know at Q04</i>																							
Aldi, London Road, Camberley	0.5%	4	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
Asda, Lion Retail Park, Oriental Road, Woking	1.0%	7	7.5%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, West Meade, Farnborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Budgens, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, High Street, Crowthorne	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	1.6%
Co-op, High Street, Horsell, Woking	0.5%	4	5.0%	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	
Co-op, High Street, Knaphill	0.7%	5	3.8%	3	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	
Co-op, North Lane, Aldershot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Plough Road, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Queens Road, North Camp, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Square, Bagshot	0.3%	2	0.0%	0	2.6%	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	
Co-op, Upper College Ride, Camberley	0.1%	1	0.0%	0	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	
Co-op, Yeovil Road, Owlsmoor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Yorktown Road, Sandhurst	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Victoria Road, Aldershot	0.1%	1	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	0.0%	0	
Lidl, Ashville Way, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Lidl, High Street, Crowthorne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	1.6%
Lidl, London Road, Camberley, Blackwater	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londis, New Road, North Ascot	0.1%	1	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	0.0%	0	
Marks & Spencer BP, Guildford Road, Woking	0.5%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Fleet Road, Fleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.4%	1	0.0%	0	1.5%	1	0.0%	0	5.3%	2	0.0%	0	0.0%
Marks & Spencer,	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	2.6%	1	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.5%	4	2.5%	2	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Morrisons, Summit Avenue, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Morrisons, The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Wooschill Shopping Centre, Wokingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.4%	3	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.4%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.5%	4	0.0%	0	1.3%	1	0.0%	0	1.3%	1	2.8%	2
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Sainsbury's, King Street Lane, Winnersh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.4%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Queensmead, Farnborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Sainsbury's, Redding Way, Knaphill, Woking	1.1%	8	2.5%	2	3.8%	3	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Wolsey Walk, Woking	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Tesco Express, Greenwood Road, Crowthorne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.8%	3
Tesco Extra, Finchampstead Road, Wokingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0
Tesco Extra, Station Road, Hook	0.3%	2	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	9	0.0%	0	3.8%	3	0.0%	0	5.2%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Tesco, District Shopping Centre, Chineham, Basingstoke	0.3%	2	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	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	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	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Waitrose, Goldsworth Park Centre, Woking	0.5%	4	3.8%	3	0.0%	0	1.4%	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
Waitrose, High Street, Frimley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	0.7%	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	12.1%	4	1.6%	1
Waitrose, Station Approach, West Byfleet	1.0%	7	5.0%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.1%	1	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	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	0.0%	0	0.0%	0	1.4%	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
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.7%	5	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	1.5%	11	0.0%	0	10.3%	8	2.9%	2	1.3%	1	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Festival Way, Basingstoke, RG21 7JR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lidl, Gastons Wood, Chineham, RG24 8TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Aldershot Town Centre, GU11 1JW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.2%	1
Local shops, Ascot Town Centre, SL5 7HE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Local shops, Horsell Village Centre, GU21 4SS	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	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	0.0%	0	1.6%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	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
Local shops, Woking Town Centre, GU22 7AN	0.5%	4	5.0%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.3%	2	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	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	0.1%	1	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	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	0.3%	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	6.1%	2	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.1%	1	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	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.1%	1	0.0%	0	0.0%	0	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
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	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	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0	1.6%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.1%	1	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	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.4%	3	3.8%	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	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	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	0.0%	0	1.6%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.1%	1	0.0%	0	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
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.1%	1	0.0%	0	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
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.4%	3	0.0%	0	0.0%	0	4.3%	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
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.1%	1	0.0%	0	0.0%	0	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
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.3%	2	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	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.8%	6	0.0%	0	6.4%	5	1.4%	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
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	14	1.3%	1	3.8%	3	1.4%	1	0.0%	0	2.8%	2	1.2%	1	1.5%	1	1.3%	1	2.6%	1	3.0%	1	3.2%	2
(Nowhere else / same as before)	56.0%	413	51.3%	41	55.1%	43	60.9%	42	57.1%	44	58.3%	42	53.5%	46	60.0%	39	58.4%	45	57.9%	22	45.5%	15	54.8%	34

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Base:	737	80	78	69	77	72	86	65	77	38	33	62												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	96.5%	966	99.0%	99	97.0%	97	92.0%	92	96.0%	96	94.0%	94	100.0%	101	93.0%	93	98.0%	98	98.0%	49	98.0%	49	98.0%	98
Furniture and floor coverings	71.2%	713	76.0%	76	71.0%	71	61.0%	61	74.0%	74	61.0%	61	83.2%	84	62.0%	62	78.0%	78	76.0%	38	76.0%	38	70.0%	70
Household textiles and soft furnishings	72.3%	724	72.0%	72	72.0%	72	64.0%	64	77.0%	77	77.0%	77	80.2%	81	66.0%	66	69.0%	69	76.0%	38	70.0%	35	73.0%	73
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	79.6%	797	81.0%	81	85.0%	85	72.0%	72	81.0%	81	82.0%	82	80.2%	81	79.0%	79	79.0%	79	86.0%	43	68.0%	34	80.0%	80
Audio-visual electrical goods such as TVs, computers and cameras	77.6%	777	85.0%	85	83.0%	83	66.0%	66	85.0%	85	75.0%	75	78.2%	79	61.0%	61	80.0%	80	92.0%	46	78.0%	39	78.0%	78
Glassware, china, tableware and kitchen utensils	56.1%	562	62.0%	62	57.0%	57	43.0%	43	64.0%	64	51.0%	51	62.4%	63	47.0%	47	63.0%	63	62.0%	31	50.0%	25	56.0%	56
DIY and decorating goods	75.9%	760	74.0%	74	72.0%	72	75.0%	75	78.0%	78	71.0%	71	89.1%	90	67.0%	67	75.0%	75	84.0%	42	76.0%	38	78.0%	78
Jewellery, watches and clocks	51.6%	517	56.0%	56	50.0%	50	41.0%	41	61.0%	61	51.0%	51	55.4%	56	46.0%	46	48.0%	48	62.0%	31	44.0%	22	55.0%	55
Books, CDs and DVDs	74.2%	743	84.0%	84	78.0%	78	70.0%	70	78.0%	78	70.0%	70	81.2%	82	63.0%	63	73.0%	73	70.0%	35	72.0%	36	74.0%	74
Chemist goods including health and beauty products	87.2%	873	88.0%	88	91.0%	91	80.0%	80	90.0%	90	89.0%	89	90.1%	91	81.0%	81	89.0%	89	82.0%	41	90.0%	45	88.0%	88
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	60.0%	601	65.0%	65	48.0%	48	55.0%	55	75.0%	75	56.0%	56	70.3%	71	48.0%	48	62.0%	62	66.0%	33	56.0%	28	60.0%	60
Garden products, plants and flowers	88.0%	881	81.0%	81	95.0%	95	82.0%	82	88.0%	88	85.0%	85	91.1%	92	87.0%	87	95.0%	95	90.0%	45	88.0%	44	87.0%	87
(Haven't bought any of these goods within the last 10 years)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1001	100	100	100	100	100	100	100	101	100	100	100	100	100	50	50	100	50	50	100	50	50	100	100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?												
<i>Clothes, footwear, fashion goods at Q06</i>												
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Costco Wholesale, Green Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.9%	57	2.0%	2	13.4%	13	7.6%	7	13.5%	13	3.2%	3
Marks & Spencer, High Street, Guildford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	6	2.0%	2	1.0%	1	3.3%	3	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.8%	8	0.0%	0	3.1%	3	1.1%	1	2.1%	2	1.1%	1
Tesco Extra, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	5.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bracknell Town Centre	9.6%	93	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Camberley Town Centre	9.5%	92	0.0%	0	30.9%	30	5.4%	5	27.1%	26	16.0%	15
Chobham Village Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.5%	24	0.0%	0	0.0%	0	0.0%	0	2.1%	2	10.6%	10
Farnham Town Centre	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Fleet Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Guildford Town Centre	6.1%	59	14.1%	14	4.1%	4	13.0%	12	2.1%	2	17.0%	16
Kingston upon Thames Town Centre	0.8%	8	3.0%	3	2.1%	2	0.0%	0	0.0%	0	3.2%	3
London City Centre	1.0%	10	0.0%	0	0.0%	0	2.2%	2	1.0%	1	0.0%	0
Northampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.5%	53	0.0%	0	3.1%	3	0.0%	0	6.3%	6	3.2%	3
Staines-upon-Thames Town Centre	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	2.3%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	17	0.0%	0	2.0%	1	0.0%	0	3.1%	3
Woking Town Centre	7.5%	72	44.4%	44	2.1%	2	27.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wokingham Town Centre	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	4.1%	2	0.0%	0
Yateley Town Centre	0.1%	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	0.0%	0	0.0%	0
Brighton Hill Retail Park, 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
Farnborough Gate Retail Park, Farnborough	0.3%	3	0.0%	0	2.1%	2	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
Festival Park, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	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
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	21	0.0%	0	4.1%	4	3.3%	3	7.3%	7	0.0%	0	2.0%	2	1.1%	1	1.0%	1	4.1%	2	0.0%	0	1.0%	1
The Peel Centre, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	0.0%	0	1.0%	1
Brighton City Centre, BN1 1RE	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	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	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	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
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	1.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	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	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	1.0%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.5%	5	3.0%	3	1.0%	1	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
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	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	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	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, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.2%	2	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	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.3%	3	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	1.0%	1
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	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	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Winchester City Centre, SO23 9LQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	6	1.0%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Internet / mail order / delivered	25.7%	248	24.2%	24	20.6%	20	25.0%	23	22.9%	22	25.5%	24
(Don't know / varies)	2.7%	26	0.0%	0	3.1%	3	3.3%	3	5.2%	5	5.3%	5
Base:		966		99		97		92		96		94
												101
												93
												98
												49
												49
												98

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07</i>																								
B&Q, Invincible Road, Farnborough	0.1%	1	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		
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.3%	40	1.0%	1	4.3%	4	3.4%	3	9.9%	9	2.2%	2	4.0%	4	6.6%	6	7.4%	7	2.1%	1	2.0%	1	2.1%	2
Marks & Spencer, High Street, Guildford	0.1%	1	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	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	2.1%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	6	2.0%	2	1.1%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	3	3.0%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	1.0%	1
Aldershot Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.2%	30	0.0%	0	0.0%	0	1.1%	1	1.1%	1	5.6%	5	13.1%	13	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	6.3%	59	1.0%	1	3.2%	3	0.0%	0	4.4%	4	0.0%	0	0.0%	0	15.4%	14	0.0%	0	14.6%	7	16.3%	8	22.9%	22
Camberley Town Centre	6.6%	62	2.0%	2	11.7%	11	3.4%	3	13.2%	12	11.2%	10	10.1%	10	3.3%	3	4.2%	4	10.4%	5	2.0%	1	1.0%	1
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Farnborough Town Centre	1.7%	16	1.0%	1	2.1%	2	1.1%	1	1.1%	1	6.7%	6	4.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	4.0%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.3%	69	18.2%	18	6.4%	6	16.9%	15	8.8%	8	7.9%	7	9.1%	9	1.1%	1	3.2%	3	0.0%	0	4.1%	2	0.0%	0
Kingston upon Thames Town Centre	1.1%	10	1.0%	1	2.1%	2	2.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1	1.0%	1
London City Centre	1.3%	12	2.0%	2	1.1%	1	0.0%	0	1.1%	1	2.2%	2	0.0%	0	2.2%	2	1.1%	1	4.2%	2	0.0%	0	1.0%	1
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.7%	54	0.0%	0	1.1%	1	0.0%	0	7.7%	7	1.1%	1	4.0%	4	2.2%	2	6.3%	6	31.3%	15	18.4%	9	9.4%	9
Richmond Town Centre	0.2%	2	1.0%	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
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Staines-upon-Thames Town Centre	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	1.9%	18	1.0%	1	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	10	0.0%	0	0.0%	0	2.0%	1	3.1%	3
Woking Town Centre	4.9%	46	17.2%	17	7.4%	7	22.5%	20	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Wokingham Town Centre	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	12.2%	6	0.0%	0
Yeovil Town Centre	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	0.0%	0
Bath Road Retail Park, Slough	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	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.0%	9	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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
The Meadows, Sandhurst (Camberley)	1.6%	15	0.0%	0	3.2%	3	0.0%	0	3.3%	3	2.2%	2	2.0%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.1%	3
The Peel Centre, Bracknell	1.1%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	2.0%	1	4.2%	4
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	3	0.0%	0	1.1%	1	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
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	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	0.0%	0	0.0%	0
Cardiff City Centre, CF10 2DX	0.1%	1	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	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	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
Chineham Local Centre, RG24 8TR	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
College Town Village Centre, GU47 0PU	0.1%	1	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	0.0%	0	0.0%	0
Earley Town Centre, RG6 5QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Edinburgh City Cnetre, EH2 4AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	2	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	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road,	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Blackwater, Camberley, GU17 9AP												
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Pyrford Village Centre, GU22 8SU	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	8.9%	84	14.1%	14	9.6%	9	10.1%	9	8.8%	8	7.9%	7
(Don't know / varies)	1.9%	18	3.0%	3	4.3%	4	0.0%	0	0.0%	0	1.1%	1
(Nowhere else / same as before)	29.7%	279	28.3%	28	36.2%	34	31.5%	28	28.6%	26	22.5%	20
Base:	940	99	94	89	91	89	99	91	95	48	49	96

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06</i>												
B&Q, Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
B&Q, Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.6%	4	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldershot Town Centre	2.1%	15	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.2%	5
Ascot Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Ashford Town Centre	0.3%	2	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Bagshot Town Centre	1.3%	9	0.0%	0	11.3%	8	1.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	2.7%	19	0.0%	0	2.8%	2	0.0%	0	1.4%	1	0.0%	0
Camberley Town Centre	2.5%	18	1.3%	1	7.0%	5	6.6%	4	4.1%	3	3.3%	2
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	1.5%	11	0.0%	0	1.4%	1	0.0%	0	4.1%	3	0.0%	0
Farnborough Town Centre	5.5%	39	5.3%	4	4.2%	3	1.6%	1	12.2%	9	9.8%	6
Farnham Town Centre	0.7%	5	0.0%	0	0.0%	0	1.6%	1	2.7%	2	1.6%	1
Fleet Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Frimley Town Centre	0.6%	4	0.0%	0	1.4%	1	1.6%	1	1.4%	1	0.0%	0
Guildford Town Centre	3.2%	23	10.5%	8	1.4%	1	14.8%	9	2.7%	2	0.0%	0
Kingston upon Thames Town Centre	1.0%	7	2.6%	2	4.2%	3	0.0%	0	0.0%	0	1.6%	1
Knaphill Village Centre	0.3%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
London City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Reading Town Centre	5.5%	39	0.0%	0	0.0%	0	0.0%	0	4.1%	3	4.9%	3
Sandhurst Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Slough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Staines-upon-Thames Town	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.1%	29	18.4%	14	4.2%	3	16.4%	10	0.0%	0	0.0%	1
Wokingham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Brighton Hill Retail Park, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	6.2%	44	3.9%	3	8.5%	6	1.6%	1	12.2%	9	11.5%	7
Festival Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Ladymead Retail Park, Guildford	1.8%	13	7.9%	6	0.0%	0	8.2%	5	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.1%	8	7.9%	6	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Reading Link Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	5.5%	39	1.3%	1	5.6%	4	3.3%	2	9.5%	7	11.5%	7
The Meadows, Sandhurst (Camberley)	1.1%	8	0.0%	0	1.4%	1	0.0%	0	5.4%	4	0.0%	0
The Peel Centre, Bracknell	2.0%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	10
Ash Vale Village Centre, GU12 5JE	1.8%	13	1.3%	1	4.2%	3	1.6%	1	0.0%	0	8.2%	5
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ashtead Village Centre, KT21 1AL	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.4%	17	2.6%	2	1.4%	1	0.0%	0	1.4%	1	1.6%	1	4.8%	4	0.0%	0	5.1%	4	2.6%	1	0.0%	0	4.3%	3
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	1.3%	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
John Lewis, Basing View, Basingstoke, RG21 4BF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.7%	12	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	5	7.9%	3	2.6%	1	1.4%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.7%	5	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre, LA1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Norwich City Centre, NR1 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	1.4%	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	0.0%	0
South Ruislip Local Centre, HA4 6TP	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	0.0%	0	1.4%	1
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Thame Town Centre, OX9 2BW	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	0.0%	0	1.4%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	1.4%	1
White Waltham Village Centre, SL6 3SG	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	0.0%	0	1.4%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.0%	0	0.0%	0	1.6%	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
Winnersh Village Centre, RG41 5DU	0.3%	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	5.3%	2	0.0%	0
Woodley Town Centre, RG5	0.3%	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	5.3%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4JA																								
Internet / mail order / delivered	13.9%	99	17.1%	13	15.5%	11	9.8%	6	13.5%	10	13.1%	8	11.9%	10	16.1%	10	12.8%	10	7.9%	3	7.9%	3	21.4%	15
(Don't know / varies)	11.9%	85	7.9%	6	11.3%	8	18.0%	11	9.5%	7	13.1%	8	4.8%	4	22.6%	14	12.8%	10	21.1%	8	10.5%	4	7.1%	5
Base:		713		76		71		61		74		61		84		62		78		38		38		70

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09</i>												
B&Q, Invincible Road, Farnborough	0.6%	4	0.0%	0	4.8%	3	2.0%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Homebase (Brookwood) Knaphill, Woking	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.4%	9	0.0%	0	1.6%	1	2.0%	1	4.5%	3	3.8%	2
Sainsbury's, Ringmead, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldershot Town Centre	1.1%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.7%	3
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Basingstoke Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bracknell Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Camberley Town Centre	1.0%	6	0.0%	0	1.6%	1	0.0%	0	1.5%	1	1.9%	1
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Farnborough Town Centre	1.8%	11	1.4%	1	1.6%	1	4.0%	2	6.0%	4	5.7%	3
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Guildford Town Centre	1.9%	12	4.3%	3	4.8%	3	2.0%	1	4.5%	3	0.0%	0
Kingston upon Thames Town Centre	0.5%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.8%	5	2.9%	2	1.6%	1	2.0%	1	1.5%	1	0.0%	0
Reading Town Centre	3.0%	19	1.4%	1	1.6%	1	4.0%	2	1.5%	1	0.0%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Slough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.5%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Woking Town Centre	0.8%	5	1.4%	1	0.0%	0	8.0%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	3.2%	20	1.4%	1	9.5%	6	0.0%	0	3.0%	2	3.8%	2	5.0%	4	2.1%	1	2.9%	2	3.3%	1	0.0%	0	1.5%	1
Forbury Retail Park, Reading	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.1%	1	1.5%	1	0.0%	0	0.0%	0	1.5%	1
Ladymead Retail Park, Guildford	1.4%	9	8.6%	6	0.0%	0	6.0%	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
Lion Retail Park, Oriental Road, Woking	0.6%	4	2.9%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Solartron Retail Park, Farnborough	0.6%	4	0.0%	0	0.0%	0	2.0%	1	1.5%	1	1.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	1.5%	1	3.3%	1	5.9%	2	0.0%	0
The Peel Centre, Bracknell	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	1.5%	1
Ash Vale Village Centre, GU12 5JE	1.1%	7	1.4%	1	1.6%	1	0.0%	0	1.5%	1	3.8%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.2%	1	0.0%	0	1.6%	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
Bath City Centre, BA1 1JT	0.2%	1	1.4%	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	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	0.2%	1	0.0%	0	0.0%	0	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
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	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	2.9%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	0.2%	1	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	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	2.9%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	1.8%	11	0.0%	0	1.6%	1	0.0%	0	3.0%	2	3.8%	2	1.3%	1	0.0%	0	4.4%	3	0.0%	0	5.9%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.9%
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Oxford City Centre, OX1 3DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Uxbridge Town Centre, UB8 1RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Internet / mail order / delivered	6.2%	39	7.1%	5	11.1%	7	8.0%	4	4.5%	3	1.9%	1
(Don't know / varies)	4.0%	25	2.9%	2	3.2%	2	2.0%	1	1.5%	1	3.8%	2
(Nowhere else / same as before)	53.7%	337	52.9%	37	42.9%	27	50.0%	25	53.7%	36	52.8%	28
Base:	628	70	63	50	67	53	80	48	68	30	34	65

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.7%	5	1.4%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	2.6%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	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
Homebase, Kenavon Drive, Reading	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	2.6%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	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	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.8%	35	1.4%	1	11.1%	8	4.7%	3	14.3%	11	2.6%	2	0.0%	0	1.5%	1	2.9%	2	5.3%	2	5.7%	2	4.1%	3
Sainsbury's, King Street Lane, Winnersh	0.3%	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	2.6%	1	2.9%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	3	2.8%	2	0.0%	0	1.6%	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
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	1.4%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	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
Wickes, Western Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	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
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	1.5%	1	18.8%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	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
Bracknell Town Centre	5.7%	41	0.0%	0	2.8%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	15.2%	10	0.0%	0	7.9%	3	2.9%	1	31.5%	23
Camberley Town Centre	4.4%	32	0.0%	0	16.7%	12	7.8%	5	10.4%	8	2.6%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.4%	1
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	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
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Farnborough Town Centre	5.1%	37	1.4%	1	2.8%	2	1.6%	1	13.0%	10	11.7%	9	14.8%	12	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Fleet Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0		
Frimley Town Centre	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		
Guildford Town Centre	1.9%	14	2.8%	2	4.2%	3	4.7%	3	0.0%	0	5.2%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0		
Kingston upon Thames Town Centre	1.2%	9	4.2%	3	1.4%	1	3.1%	2	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0		
London City Centre	0.1%	1	1.4%	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	0.0%	0		
North Camp Local Centre	0.1%	1	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	0.0%	0		
Reading Town Centre	6.4%	46	0.0%	0	1.4%	1	4.7%	3	5.2%	4	1.3%	1	4.9%	4	3.0%	2	7.2%	5	26.3%	10	25.7%	9	9.6%	7
Sandhurst Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	1.4%	1	1.4%	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	0.0%	0
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	2	2.8%	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
Weybridge Town Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	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
Windsor Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	3.6%	26	25.0%	18	2.8%	2	9.4%	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
Wokingham Town Centre	0.3%	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	2.9%	1	1.4%	1
Brunel Retail Park, Reading	0.3%	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	5.3%	2	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.2%	23	1.4%	1	4.2%	3	3.1%	2	3.9%	3	11.7%	9	4.9%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	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
Ladymead Retail Park, Guildford	1.0%	7	2.8%	2	0.0%	0	6.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	1.6%	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 Gate Retail Park, Reading	0.4%	3	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	2.9%	1	1.4%	1
Reading Link Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	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
Solartron Retail Park, Farnborough	2.2%	16	0.0%	0	2.8%	2	0.0%	0	2.6%	2	2.6%	2	11.1%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.1%	15	0.0%	0	1.4%	1	6.3%	4	6.5%	5	1.3%	1	0.0%	0	1.5%	1	2.9%	2	2.6%	1	0.0%	0	0.0%	0
The Peel Centre, Bracknell	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	6
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	2.8%	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
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	1	0.0%	0	0.0%	0	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
Bristol City Centre, BS1 2NU	0.1%	1	0.0%	0	0.0%	0	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
Chineham Local Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG24 8TR												
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.1%	8	0.0%	0	1.4%	1	0.0%	0	1.3%	1	2.6%	2
Dunelm, Pincents Lane, Reading RG31 7SD	1.0%	7	0.0%	0	0.0%	0	1.6%	1	2.6%	2	0.0%	0
Havant Town Centre, PO9 1ND	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.1%	15	2.8%	2	2.8%	2	0.0%	0	1.3%	1	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.2%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.4%	10	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.7%	5	4.2%	3	0.0%	0	1.6%	1	0.0%	0	1.3%	1
London Road Retail Park, London Road, Newbury, RG14 2BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marlborough Town Centre, SN8 1NE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Blackwater	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.9%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading RG1 8AL	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames Town Centre, KT12 1GH	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Internet / mail order / delivered	18.9%	137	26.4%	19	23.6%	17	17.2%	11	13.0%	10	18.2%	14
(Don't know / varies)	11.6%	84	11.1%	8	11.1%	8	17.2%	11	10.4%	8	10.4%	8
Base:		724		72		72		64		77		77
										81		66
										69		38
											35	73

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Homebase (Brookwood) Knaphill, Woking	0.3%	2	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	2.3%	15	1.6%	1	4.7%	3	0.0%	0	2.9%	2	3.5%	2
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	3	1.6%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	5	1.4%	1
Tesco Extra, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco Extra, Whitton Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bagshot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Basingstoke Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.3%	21	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Camberley Town Centre	3.6%	23	1.6%	1	12.5%	8	0.0%	0	8.7%	6	1.4%	1
Farnborough Town Centre	2.0%	13	0.0%	0	4.7%	3	1.9%	1	1.4%	1	7.2%	5
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Guildford Town Centre	3.0%	19	9.4%	6	3.1%	2	11.3%	6	4.3%	3	1.4%	1
Kingston upon Thames Town Centre	0.8%	5	0.0%	0	0.0%	0	1.9%	1	1.4%	1	1.4%	1
London City Centre	0.5%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Reading Town Centre	2.8%	18	0.0%	0	3.1%	2	0.0%	0	1.4%	1	1.4%	1
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.5%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking Town Centre	1.7%	11	10.9%	7	3.1%	2	3.8%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Brighton Hill Retail Park, Basingstoke	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.4%	9	0.0%	0	3.1%	2	0.0%	0	1.4%	1	4.3%	3
Ladymead Retail Park, Guildford	0.5%	3	1.6%	1	0.0%	0	1.9%	1	0.0%	0	1.3%	1
Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Solartron Retail Park, Farnborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	1.6%	10	0.0%	0	4.7%	3	0.0%	0	1.4%	1	4.3%	3
The Peel Centre, Bracknell	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.6%	4	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.3%	1
Dunelm, Pincents Lane, Reading RG31 7SD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Godalming Town Centre, GU7 1EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	1.1%	7	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.4%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	3	1.6%	1	0.0%	0	1.9%	1	0.0%	0	1.4%	1
Matalan, Frimley Road, Camberley, GU16 7PN	0.3%	2	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
WestQuay Shopping Centre, Southampton, SO15 1QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	6.3%	40	12.5%	8	1.6%	1	3.8%	2	4.3%	3	8.7%	6
(Don't know / varies)	2.3%	15	0.0%	0	3.1%	2	0.0%	0	0.0%	0	5.8%	4
(Nowhere else / same as before)	50.0%	320	51.6%	33	48.4%	31	62.3%	33	47.8%	33	52.6%	40
Base:	640	64	64	53	69	69	76	57	59	31	33	65

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																								
<i>Domestic electrical appliances at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	1.2%	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		
Costco Wholesale, Green Park, Reading	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Brighton Hill Retail Park, Basingstoke	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	10	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	9.9%	79	0.0%	0	10.6%	9	6.9%	5	11.1%	9	26.8%	22	33.3%	27	0.0%	0	8.9%	7	0.0%	0	0.0%	0		
Currys, Lion Retail Park, Woking	3.3%	26	17.3%	14	1.2%	1	15.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0		
Currys, The Peel Centre, Bracknell	5.6%	45	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	21.5%	17	0.0%	0	2.3%	1	2.9%	1	30.0%	24
Currys, Westgate Retail Park, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King Street Lane, Winnersh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	1.2%	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Wickes, Invincible Road, Farnborough	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wickes, Western Road, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Addlestone Town Centre	0.3%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldershot Town Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8	0.0%	0	0.0%	0		
Bracknell Town Centre	1.9%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	4.7%	2	0.0%	0	10.0%	8
Camberley Town Centre	1.0%	8	0.0%	0	3.5%	3	0.0%	0	3.7%	3	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crowthorne Village Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	25.6%	11	2.9%	1	3.8%	3
Farnborough Town Centre	1.8%	14	0.0%	0	3.5%	3	0.0%	0	7.4%	6	2.4%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		
Fleet Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.6%	7	0.0%	0	3.8%	3	0.0%	0	0.0%	0		
Frimley Town Centre	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Guildford Town Centre	0.5%	4	1.2%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.4%	19	4.9%	4	2.4%	2	18.1%	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
London City Centre	0.4%	3	2.5%	2	1.2%	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
Reading Town Centre	2.9%	23	0.0%	0	1.2%	1	1.4%	1	2.5%	2	0.0%	0	1.2%	1	3.8%	3	1.3%	1	7.0%	3	14.7%	5	7.5%	6
Weybridge Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Windlesham Village Centre	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.1%	9	6.2%	5	1.2%	1	2.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	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	5.9%	2	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.9%	31	0.0%	0	5.9%	5	0.0%	0	11.1%	9	13.4%	11	4.9%	4	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.3%	10	3.7%	3	0.0%	0	8.3%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.0%	8	8.6%	7	0.0%	0	1.4%	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
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Solartron Retail Park, Farnborough	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 2DX	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	0.0%	0	1.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.5%	4	1.2%	1	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	1.2%	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
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road,	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%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Southampton, SO15 1GY																								
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.3%	18	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	1	1.2%	1	1.3%	1	7.6%	6	0.0%	0	8.8%	3	5.0%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.5%	12	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0	0.0%	0	2.9%	1	3.8%	3
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	1.2%	1	0.0%	0	1.4%	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
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Pyrford Village Centre, GU22 8SU	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	1.2%	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
West End Village Centre, GU24 9LH	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	1.2%	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
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.1%	1	1.2%	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
Woodley Town Centre, RG5 4JA	0.3%	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	5.9%	2	0.0%	0
Internet / mail order / delivered	37.1%	296	39.5%	32	44.7%	38	30.6%	22	40.7%	33	36.6%	30	42.0%	34	30.4%	24	31.6%	25	44.2%	19	38.2%	13	32.5%	26
(Don't know / varies)	6.0%	48	2.5%	2	7.1%	6	6.9%	5	8.6%	7	3.7%	3	2.5%	2	11.4%	9	8.9%	7	9.3%	4	2.9%	1	2.5%	2
Base:		797		81		85		72		81		82		81		79		79		43		34		80

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13</i>												
B&Q, Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Currys, Farnborough Gate Retail Park, Farnborough	2.8%	21	0.0%	0	6.3%	5	0.0%	0	6.8%	5	8.9%	7
Currys, Lion Retail Park, Woking	1.2%	9	7.6%	6	1.3%	1	3.0%	2	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Currys, The Peel Centre, Bracknell	2.1%	16	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	3	1.3%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Addlestone Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Basingstoke Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bracknell Town Centre	0.8%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	1.1%	8	0.0%	0	6.3%	5	1.5%	1	2.7%	2	0.0%	0
Crowthorne Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnborough Town Centre	0.9%	7	1.3%	1	2.5%	2	0.0%	0	1.4%	1	1.3%	1
Fleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Guildford Town Centre	0.9%	7	1.3%	1	1.3%	1	0.0%	0	1.4%	1	3.8%	3
Kingston upon Thames Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.5%	4	3.8%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Reading Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.3%	1
Staines-upon-Thames Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.4%	3	1.3%	1	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.1%	8	0.0%	0	0.0%	0	1.5%	1	1.4%	1	2.5%	2
Ladymead Retail Park, Guildford	1.2%	9	3.8%	3	0.0%	0	9.0%	6	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	0.4%	3	2.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.7%	5	0.0%	0	2.5%	2	0.0%	0	1.4%	1	0.0%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.9%	7	5.1%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.3%	10	0.0%	0	2.5%	2	0.0%	0	1.4%	1	0.0%	3
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Reigate Town Centre, RH2 9AY	0.4%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	9.5%	71	13.9%	11	10.1%	8	7.5%	5	10.8%	8	5.1%	4
(Don't know / varies)	1.2%	9	0.0%	0	1.3%	1	1.5%	1	0.0%	0	1.3%	1
(Nowhere else / same as before)	65.4%	490	50.6%	40	62.0%	49	64.2%	43	64.9%	48	69.6%	55
Base:	749	79	79	67	74	79	79	70	72	39	33	78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06</i>																								
Costco Wholesale, Green Park, Reading	0.4%	3	0.0%	0	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Currys, Brighton Hill Retail Park, Basingstoke	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.1%	2	1.3%	1		
Currys, Farnborough Gate Retail Park, Farnborough	10.6%	82	0.0%	0	10.8%	9	10.6%	7	22.4%	19	26.7%	20	25.3%	20	0.0%	0	7.5%	6	2.2%	1	0.0%	0	0.0%	
Currys, Lion Retail Park, Woking	3.7%	29	21.2%	18	2.4%	2	13.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.3%	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	5.1%	2	0.0%	0		
Currys, The Peel Centre, Bracknell	4.6%	36	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	12	0.0%	0	8.7%	4	2.6%	1	23.1%	18
Currys, Westgate Retail Park, Slough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, King Street Lane, Winnersh	0.3%	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	2.2%	1	2.6%	1	0.0%	
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	2.4%	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%	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.6%	1	1.3%	1	2.2%	1	0.0%	0	0.0%	
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	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%	
Aldershot Town Centre	0.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Basingstoke Town Centre	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.8%	3	0.0%	0	10.0%	8	0.0%	0	0.0%	0	1.3%	
Bracknell Town Centre	2.2%	17	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	6.5%	3	5.1%	2	11.5%	
Camberley Town Centre	2.2%	17	0.0%	0	10.8%	9	1.5%	1	3.5%	3	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	
Crowthorne Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	
Farnborough Town Centre	0.9%	7	0.0%	0	1.2%	1	0.0%	0	2.4%	2	1.3%	1	2.5%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	
Frimley Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Guildford Town Centre	1.7%	13	3.5%	3	3.6%	3	3.0%	2	0.0%	0	5.3%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	0.5%	4	3.5%	3	0.0%	0	1.5%	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 Village Centre	0.4%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
London City Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Reading Town Centre	4.9%	38	0.0%	0	3.6%	3	3.0%	2	2.4%	2	1.3%	1	2.5%	2	1.6%	1	5.0%	4	13.0%	6	17.9%	7	12.8%	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.8%	6	2.4%	2	2.4%	2	0.0%	0	0.0%	0	1.6%	1
Windsor Town Centre	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	2
Woking Town Centre	1.7%	13	9.4%	8	0.0%	0	6.1%	4	0.0%	0	1.3%	1
Wokingham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.4%	34	0.0%	0	4.8%	4	0.0%	0	8.2%	7	12.0%	9
Festival Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.4%	11	4.7%	4	1.2%	1	9.1%	6	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.6%	5	4.7%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
The Meadows, Sandhurst (Camberley)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
The Peel Centre, Bracknell	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.3%	10	3.5%	3	1.2%	1	3.0%	2	0.0%	0	4.0%	3
Datchet Village Centre, SL3 9EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Eton Town Centre, SL4 6AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	3.2%	25	0.0%	0	3.6%	3	0.0%	0	5.9%	5	0.0%	0	0.0%	0	1.6%	1	7.5%	6	2.2%	1	12.8%	5	5.1%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.5%	12	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	9.8%	6	0.0%	0	2.2%	1	2.6%	1	2.6%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	4	1.2%	1	0.0%	0	1.5%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	1	0.0%	0	0.0%	0	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.5%	4	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	0.1%	1	0.0%	0	0.0%	0	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
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	1.2%	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
Abroad	0.1%	1	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	0.0%	0	0.0%	0
Internet / mail order / delivered	31.8%	247	34.1%	29	37.3%	31	30.3%	20	35.3%	30	30.7%	23	38.0%	30	29.5%	18	21.3%	17	37.0%	17	28.2%	11	26.9%	21
(Don't know / varies)	5.7%	44	2.4%	2	9.6%	8	6.1%	4	8.2%	7	1.3%	1	2.5%	2	8.2%	5	7.5%	6	8.7%	4	5.1%	2	3.8%	3
Base:		777		85		83		66		85		75		79		61		80		46		39		78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	2.0%	15	0.0%	0	8.0%	6	0.0%	0	3.8%	3	1.4%	1
Currys, Lion Retail Park, Woking	1.4%	10	7.2%	6	1.3%	1	4.8%	3	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	1.2%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Bagshot Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.0%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	3	2.6%	2
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Guildford Town Centre	0.5%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	3
Kingston upon Thames Town Centre	0.4%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1
London City Centre	0.7%	5	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1
Reading Town Centre	2.2%	16	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.3%	1
Richmond Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.1%	8	4.8%	4	1.3%	1	4.8%	3	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.2%	16	0.0%	0	5.3%	4	0.0%	0	5.1%	4	4.1%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.4%	10	3.6%	3	0.0%	0	9.7%	6	0.0%	0	1.4%	1
Lion Retail Park, Oriental Road, Woking	0.7%	5	4.8%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10		
Internet / mail order / delivered	12.0%	88	14.5%	12	14.7%	11	12.9%	8	9.0%	7	10.8%	8	16.9%	13	5.4%	3	10.8%	8	14.3%	6	13.5%	5	9.3%	7
(Don't know / varies)	2.2%	16	2.4%	2	1.3%	1	1.6%	1	0.0%	0	5.4%	4	1.3%	1	3.6%	2	1.4%	1	4.8%	2	2.7%	1	1.3%	1
(Nowhere else / same as before)	62.6%	459	54.2%	45	58.7%	44	56.5%	35	73.1%	57	58.1%	43	61.0%	47	71.4%	40	66.2%	49	64.3%	27	56.8%	21	68.0%	51
Base:		733		83		75		62		78		74		77		56		74		42		37		75

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?																								
<i>Glassware, china, tableware, kitchen utensils at Q06</i>																								
Costco Wholesale, Green Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.8%	1										
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.0%	28	3.2%	2	7.0%	4	0.0%	0	15.6%	10	3.9%	2	4.8%	3	4.3%	2	3.2%	2	3.2%	1	4.0%	1	1.8%	1
Marks & Spencer, Broad Street, Reading	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	4.0%	1	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	3.2%	1	8.0%	2	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.8%	10	6.5%	4	3.5%	2	9.3%	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
Sainsbury's, Ringmead, Bracknell	0.5%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.8%	1
Sainsbury's, South Street, Farnham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	1	1.6%	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
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.1%	12	0.0%	0	3.5%	2	0.0%	0	7.8%	5	2.0%	1	0.0%	0	0.0%	0	3.2%	2	6.5%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.4%	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	3.6%	2
Aldershot Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	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	1.8%	1
Bagshot Town Centre	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.1%	23	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.2%	2	0.0%	0	30.2%	19	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.2%	29	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	3.2%	1	12.0%	3	33.9%	19
Brookwood Village Centre	0.2%	1	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	0.0%	0	0.0%	0
Camberley Town Centre	5.7%	32	1.6%	1	21.1%	12	4.7%	2	17.2%	11	0.0%	0	3.2%	2	2.1%	1	1.6%	1	3.2%	1	0.0%	0	1.8%	1
Farnborough Town Centre	3.0%	17	1.6%	1	0.0%	0	0.0%	0	4.7%	3	2.0%	1	17.5%	11	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	3.0%	17	4.8%	3	1.8%	1	16.3%	7	1.6%	1	7.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.7%	4	1.6%	1	3.5%	2	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.9%	33	0.0%	0	3.5%	2	4.7%	2	3.1%	2	2.0%	1
Staines-upon-Thames Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.2%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	6.8%	38	43.5%	27	3.5%	2	20.9%	9	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.9%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.9%	3
Slough Estate Retail Park, Bath Road, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.4%	8	0.0%	0	1.8%	1	0.0%	0	3.1%	2	2.0%	1
The Peel Centre, Bracknell	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.7%	4	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.9%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
High Wycombe Town Centre, HP11 2DQ	0.7%	4	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
IKEA, Pincent's Kiln Industrial Park, Theale, Reading, RG31 7SD	5.0%	28	3.2%	2	3.5%	2	0.0%	0	6.3%	4	3.9%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	2.8%	16	0.0%	0	1.8%	1	0.0%	0	3.1%	2	0.0%	0	3.2%	2	0.0%	0	7.9%	5	3.2%	1	12.0%	3	3.6%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.4%	8	1.6%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.2%	1	0.0%	0	1.8%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.1%	6	3.2%	2	1.8%	1	0.0%	0	1.6%	1	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.4%	2	0.0%	0	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.5%	3	3.2%	2	0.0%	0	2.3%	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
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	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	3.6%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	4.0%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.8%	10	0.0%	0	0.0%	0	2.3%	1	6.3%	4	5.9%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre, TA1 4AJU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	4.0%	1	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	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, Bond Way, Bracknell, RG12 1RQ	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	1.8%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
OHD												
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1
Internet / mail order / delivered	12.1%	68	9.7%	6	12.3%	7	14.0%	6	15.6%	10	11.8%	6
(Don't know / varies)	11.4%	64	3.2%	2	12.3%	7	18.6%	8	6.3%	4	17.6%	9
Base:	562	62	57	43	64	51	63	47	63	31	25	56

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17</i>												
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.6%	18	0.0%	0	8.0%	4	5.7%	2	5.0%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	3	3.3%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.6%	13	1.7%	1	6.0%	3	0.0%	0	8.3%	5	2.4%	1
Tesco Extra, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, Whitton Road, Bracknell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Basingstoke Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bracknell Town Centre	2.8%	14	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0
Camberley Town Centre	1.6%	8	0.0%	0	4.0%	2	2.9%	1	1.7%	1	2.4%	1
Farnborough Town Centre	0.8%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.0%	20	13.3%	8	4.0%	2	8.6%	3	5.0%	3	4.8%	2
Kingston upon Thames Town Centre	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
London City Centre	0.6%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Reading Town Centre	3.6%	18	0.0%	0	0.0%	0	2.9%	1	3.3%	2	2.4%	1
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.2%	11	8.3%	5	4.0%	2	11.4%	4	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.0%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.8%	2
Solartron Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.6%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.4%	2
Dorking Town Centre, RH4 1UX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.8%	14	0.0%	0	2.0%	1	0.0%	0	1.7%	1	4.8%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Oxford City Centre, OX1 3DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	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	2.1%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.2%	1	1.7%	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	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	1	1.7%	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	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Internet / mail order / delivered	5.8%	29	6.7%	4	8.0%	4	0.0%	0	6.7%	4	4.8%	2	5.2%	3	2.4%	1	7.1%	4	12.5%	3	4.0%	1	6.4%	3
(Don't know / varies)	2.0%	10	3.3%	2	4.0%	2	0.0%	0	1.7%	1	0.0%	0	1.7%	1	4.9%	2	1.8%	1	0.0%	0	4.0%	1	0.0%	0
(Nowhere else / same as before)	53.4%	266	55.0%	33	52.0%	26	60.0%	21	55.0%	33	57.1%	24	46.6%	27	58.5%	24	42.9%	24	45.8%	11	64.0%	16	57.4%	27
Base:	498		60		50		35		60		42		58		41		56		24		25		47	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06</i>												
B&Q, Bath Road Retail Park, Slough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	28.0%	213	0.0%	0	41.7%	30	5.3%	4	53.8%	42	67.6%	48
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.4%	18	10.8%	8	0.0%	0	12.0%	9	0.0%	0	1.4%	1
B&Q, Lister Road, Basingstoke	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.4%	26	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	8.6%	65	31.1%	23	11.1%	8	45.3%	34	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.7%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Homebase, Winchester Road, Basingstoke	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	8.8%	67	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.7%	13	1.4%	1	1.4%	1	1.3%	1	2.6%	2	5.6%	4
Wickes, Millenium Court, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.3%	33	0.0%	0	2.8%	2	0.0%	0	1.3%	1	0.0%	0
Aldershot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.3%	33	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.3%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.7%	5	0.0%	0	2.8%	2	2.7%	2	1.3%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Farnborough Town Centre	3.9%	30	0.0%	0	11.1%	8	1.3%	1	9.0%	7	4.2%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sandhurst Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	12.8%	10	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Windlesham Village Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.8%	6	4.1%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.7%	13	0.0%	0	8.3%	6	0.0%	0	3.8%	3	2.8%	2
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.4%	3	2.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.4%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines, TW18 3AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	3	0.0%	0	2.8%	2	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	
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.1%	1	0.0%	0	1.4%	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	0.0%	0	0.0%
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	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%
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherfield on Loddon Town Centre, RG27 0EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	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%
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	1.3%	1	0.0%
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.8%	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	15.8%	6	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.1%	31	24.3%	18	2.8%	2	14.7%	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
Internet / mail order / delivered	2.5%	19	5.4%	4	1.4%	1	1.3%	1	3.8%	3	0.0%	0	3.3%	3	4.5%	3	2.7%	2	0.0%	0	0.0%	0	2.6%	2
(Don't know / varies)	5.1%	39	1.4%	1	6.9%	5	6.7%	5	2.6%	2	4.2%	3	2.2%	2	10.4%	7	4.0%	3	7.1%	3	7.9%	3	6.4%	5
Base:		760		74		72		75		78		71		90		67		75		42		38		78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q20 Where else do you do your household's shopping for DIT & decorating goods?												
<i>Not DK / varies at Q19</i>												
B&Q, Bath Road Retail Park, Slough	0.6%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	5.5%	40	2.7%	2	3.0%	2	5.7%	4	14.5%	11	8.8%	6
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.6%	19	17.8%	13	1.5%	1	5.7%	4	0.0%	0	1.5%	1
B&Q, Lister Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Homebase (Brookwood) Knaphill, Woking	3.3%	24	9.6%	7	10.4%	7	12.9%	9	1.3%	1	0.0%	0
Homebase, Europa Park Road, Guildford	1.0%	7	5.5%	4	0.0%	0	2.9%	2	0.0%	0	1.5%	1
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.5%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	4
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.5%	25	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	4.9%	35	0.0%	0	9.0%	6	2.9%	2	2.6%	2	17.6%	12
Wickes, Millenium Court, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.4%	32	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Ascot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Camberley Town Centre	0.6%	4	0.0%	0	0.0%	0	1.4%	1	3.9%	3	0.0%	0
Farnborough Town Centre	0.8%	6	0.0%	0	1.5%	1	0.0%	0	1.3%	1	1.5%	1
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Fleet Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Guildford Town Centre	0.4%	3	2.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.4%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.2%	9	4.1%	3	6.0%	4	2.9%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ladymead Retail Park, Guildford	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.3%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.6%	4	0.0%	0	1.5%	1	0.0%	0	3.9%	3	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9UT												
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Industrial Estate, Egham Business Park, Egham, TW20 8RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	2.2%	16	13.7%	10	0.0%	0	8.6%	6	0.0%	0	0.0%	0
Wickes, Woodbridge Business Park, Woodbridge Road, Guildford GU1 1EH	0.3%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	1.8%	13	4.1%	3	3.0%	2	0.0%	0	2.6%	2	0.0%	0
(Don't know / varies)	1.7%	12	4.1%	3	0.0%	0	1.4%	1	2.6%	2	0.0%	0
(Nowhere else / same as before)	48.0%	346	30.1%	22	56.7%	38	48.6%	34	40.8%	31	57.4%	39
Base:		721		73		67		70		76		68
												88
												60
												72
												39
												35
												73

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?																								
<i>Jewellery, watches, clocks at Q06</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	4.5%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	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
Aldershot Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.2%	1	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	0.0%	0	0.0%	0
Basingstoke Town Centre	3.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.4%	3	0.0%	0	33.3%	16	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	7.9%	41	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	15.2%	7	0.0%	0	19.4%	6	4.5%	1	45.5%	25
Camberley Town Centre	8.7%	45	1.8%	1	24.0%	12	0.0%	0	32.8%	20	5.9%	3	14.3%	8	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.5%	8	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.9%	2	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	5.4%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	10.7%	6	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	5.8%	30	5.4%	3	6.0%	3	12.2%	5	4.9%	3	25.5%	13	3.6%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.6%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.8%	4	1.8%	1	0.0%	0	7.3%	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
Leatherhead Town Centre	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	1.8%	1
Lightwater Town Centre	1.7%	9	0.0%	0	14.0%	7	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	4.6%	24	3.6%	2	4.0%	2	9.8%	4	1.6%	1	3.9%	2	1.8%	1	13.0%	6	6.3%	3	6.5%	2	4.5%	1	0.0%	0
Reading Town Centre	4.6%	24	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	7.1%	4	4.3%	2	2.1%	1	19.4%	6	27.3%	6	5.5%	3
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.2%	1	0.0%	0	0.0%	0	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
Windsor Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Woking Town Centre	6.4%	33	41.1%	23	2.0%	1	22.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.4%	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	18.2%	4	5.5%	3	0.0%	3
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	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	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.8%	4	5.4%	3	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
The Meadows, Sandhurst (Camberley)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.2%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU21 2QT												
Ashbourne Town Centre, DE6 1DA	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Glastonbury Town Centre, BA6 9EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.4%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Henley-in-Arden Town Centre, B95 5BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Marlow Town Centre, SL7 1DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montrose Town Centre, DD10 8DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Norwich City Centre, NR1 1EA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oxted Town Centre, RH8 0BD	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
St Ives Town Centre, TR26 1DB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Abroad	3.3%	17	0.0%	0	6.0%	3	0.0%	0	1.6%	1	9.8%	5
Internet / mail order / delivered	21.5%	111	26.8%	15	18.0%	9	17.1%	7	29.5%	18	19.6%	10
(Don't know / varies)	11.0%	57	8.9%	5	20.0%	10	17.1%	7	4.9%	3	13.7%	7
Base:		517		56		50		41		61		51
												56
												46
												48
												31
												22
												55

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																							
<i>Not DK / varies at Q21</i>																							
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.4%	2	0.0%	0	2.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldershot Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	3.9%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	
Bracknell Town Centre	2.2%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	4.2%	1	9.5%	2	4.2%
Camberley Town Centre	3.5%	16	0.0%	0	12.5%	5	2.9%	1	6.9%	4	2.3%	1	3.9%	2	2.3%	1	0.0%	0	8.3%	2	0.0%	0	0.0%
Farnborough Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Fleet Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	2.8%	13	9.8%	5	2.5%	1	8.8%	3	1.7%	1	4.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.2%	1	2.0%	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%
Knaphill Village Centre	0.2%	1	0.0%	0	2.5%	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%
Lightwater Town Centre	0.4%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.3%	1	2.0%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.1%
Reading Town Centre	3.5%	16	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.3%	1	2.0%	1	2.3%	1	6.7%	3	8.3%	2	14.3%	3	6.3%
Staines-upon-Thames Town Centre	0.7%	3	0.0%	0	2.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.2%	1	2.0%	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%
Windsor Town Centre	0.9%	4	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	4.2%	1	0.0%	0	0.0%
Woking Town Centre	3.7%	17	15.7%	8	10.0%	4	8.8%	3	0.0%	0	2.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	0.4%	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	8.3%	2	0.0%	0	0.0%
Birmingham City Centre, B1 3HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre, BH2 5LR	0.2%	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%
Brighton City Centre, BN1 1RE	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre, BS1 2NU	0.2%	1	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	0.0%	0	0.0%
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.2%	1	2.0%	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%
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartley Wintney Village Centre, RG27 8PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Hayes Town Centre, UB3 2PB	0.2%	1	0.0%	0	0.0%	0	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%
Horsell Village Centre, GU21 4SS	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Broad Street,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.2%	1	0.0%	0	0.0%	0
Internet / mail order / delivered	7.6%	35	9.8%	5	2.5%	1	8.8%	3	10.3%	6	9.1%	4	5.9%	3	6.8%	3	8.9%	4	0.0%	0	4.8%	1	10.4%	5
(Don't know / varies)	3.0%	14	5.9%	3	5.0%	2	2.9%	1	1.7%	1	0.0%	0	2.0%	1	2.3%	1	0.0%	0	4.2%	1	14.3%	3	2.1%	1
(Nowhere else / same as before)	58.9%	271	51.0%	26	52.5%	21	58.8%	20	53.4%	31	59.1%	26	56.9%	29	63.6%	28	64.4%	29	58.3%	14	57.1%	12	72.9%	35
Base:		460		51		40		34		58		44		51		44		45		24		21		48

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06</i>												
Sainsbury's, King Street Lane, Winnersh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	4	1.2%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.8%	13	0.0%	0	5.1%	4	0.0%	0	9.0%	7	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Tesco Extra, Whitton Road, Bracknell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.0%	15	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Bracknell Town Centre	3.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	4.2%	31	0.0%	0	17.9%	14	0.0%	0	11.5%	9	5.7%	4
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.2%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.6%	6
Farnham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Fleet Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Frimley Town Centre	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1
Guildford Town Centre	1.3%	10	1.2%	1	1.3%	1	4.3%	3	0.0%	0	5.7%	4
Knaphill Village Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Reading Town Centre	1.9%	14	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	7
Woking Town Centre	4.4%	33	28.6%	24	0.0%	0	12.9%	9	0.0%	0	0.0%	0
Wokingham Town Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	3	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23</i>												
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	4	2.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.8%	6	0.0%	0	3.9%	3	0.0%	0	2.6%	2	1.5%	1
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Whitton Road, Bracknell	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Basingstoke Town Centre	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Bracknell Town Centre	3.9%	28	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Camberley Town Centre	4.3%	31	0.0%	0	15.8%	12	0.0%	0	13.2%	10	2.9%	2
Crowthorne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1
Farnham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Fleet Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Guildford Town Centre	2.7%	19	10.0%	8	2.6%	2	4.6%	3	1.3%	1	5.9%	4
London City Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Reading Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Richmond Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Staines-upon-Thames Town Centre	0.6%	4	1.3%	1	2.6%	2	1.5%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Woking Town Centre	2.9%	21	17.5%	14	1.3%	1	9.2%	6	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Festival Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	1	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	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	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
Horsell Village Centre, GU21 4SS	0.1%	1	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	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	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
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	1	0.0%	0	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	1	0.0%	0	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
Southampton Airport, Southampton, SO18 2NL	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
Teddington Local Centre, TW11 0AB	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
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Winchester City Centre, SO23 9LQ	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
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	6.9%	49	6.3%	5	7.9%	6	1.5%	1	6.6%	5	5.9%	4	10.1%	8	8.5%	5	10.0%	7	3.0%	1	8.6%	3	5.6%	4
(Don't know / varies)	1.3%	9	1.3%	1	2.6%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	1	3.0%	1	0.0%	0	2.8%	2
(Nowhere else / same as before)	62.1%	443	55.0%	44	61.8%	47	76.9%	50	63.2%	48	61.8%	42	62.0%	49	61.0%	36	57.1%	40	81.8%	27	60.0%	21	54.2%	39
Base:		713		80		76		65		76		68		79		59		70		33		35		72

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?																								
<i>Chemist goods, health and beauty products at Q06</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's, King Street Lane, Winnersh	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	22.2%	10	0.0%	0								
Sainsbury's, Redding Way, Knaphill, Woking	2.5%	22	10.2%	9	2.2%	2	13.8%	11	0.0%	0	0.0%	0												
Sainsbury's, Ringmead, Bracknell	1.5%	13	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	1	0.0%	0	11.4%	10				
Sainsbury's, South Street, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Wolsey Walk, Woking	0.1%	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.0%	26	0.0%	0	7.7%	7	0.0%	0	17.8%	16	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	11	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	8
Aldershot Town Centre	3.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	16	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.0%	9	0.0%	0	9.9%	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	0.0%	0
Basingstoke Town Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	18.0%	16	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.3%	3	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	6.8%	59	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	11	0.0%	0	2.4%	1	0.0%	0	52.3%	46
Brookwood Village Centre	0.2%	2	1.1%	1	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
Camberley Town Centre	5.7%	50	0.0%	0	15.4%	14	2.5%	2	26.7%	24	9.0%	8	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	1.0%	9	0.0%	0	0.0%	0	11.3%	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
Crowthorne Village Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	16	0.0%	0	0.0%	0
Farnborough Town Centre	4.1%	36	0.0%	0	0.0%	0	0.0%	0	3.3%	3	5.6%	5	28.6%	26	0.0%	0	1.1%	1	2.4%	1	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	4.4%	38	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	22.0%	20	0.0%	0	19.1%	17	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.8%	7	2.3%	2	1.1%	1	1.3%	1	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.5%	13	4.5%	4	0.0%	0	11.3%	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
Lightwater Town Centre	4.6%	40	0.0%	0	39.6%	36	5.0%	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
London City Centre	0.1%	1	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	0.0%	0
North Camp Local Centre	0.2%	2	0.0%	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	0.0%	0	0.0%	0
Reading Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.2%	1	2.2%	2	2.4%	1	4.4%	2	0.0%	0
Sandhurst Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town	0.1%	1	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	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.7%	15	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.5%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.7%	6	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	8.6%	75	60.2%	53	1.1%	1	25.0%	20	0.0%	0	0.0%	0
Wokingham Town Centre	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.6%	14	0.0%	0	0.0%	0	0.0%	0	3.3%	3	6.7%	6
The Meadows, Sandhurst (Camberley)	0.5%	4	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Ash Vale Village Centre, GU12 5JE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Binfield Village Centre, RG42 4JF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chineham Local Centre, RG24 8TR	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Hartley Wintney Village Centre, RG27 8PE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	2	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Yateley, GU46 6FR												
West End Village Centre, GU24 9LH	1.3%	11	1.1%	1	0.0%	0	12.5%	10	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	7.1%	62	10.2%	9	6.6%	6	2.5%	2	5.6%	5	3.4%	3
(Don't know / varies)	2.7%	24	1.1%	1	3.3%	3	5.0%	4	3.3%	3	5.6%	5
Base:	873	88	91	80	90	89	91	81	89	41	45	88

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.4%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.4%	12	2.3%	2	0.0%	0	13.2%	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
Sainsbury's, Ringmead, Bracknell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	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
Sainsbury's, Wolsey Walk, Woking	0.1%	1	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	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.9%	16	0.0%	0	2.3%	2	0.0%	0	9.2%	8	4.8%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Aldershot Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	14.9%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Bracknell Town Centre	2.6%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	4.9%	4	0.0%	0	10.0%	4	4.5%	2	11.8%	10
Camberley Town Centre	5.5%	47	0.0%	0	22.7%	20	1.3%	1	16.1%	14	6.0%	5	2.2%	2	2.5%	2	1.1%	1	2.5%	1	0.0%	0	1.2%	1
Chobham Village Centre	0.1%	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
Egham Town Centre	0.1%	1	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	0.0%	0
Farnborough Town Centre	1.9%	16	0.0%	0	1.1%	1	0.0%	0	1.1%	1	7.1%	6	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	5.6%	5	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Guildford Town Centre	1.9%	16	4.6%	4	2.3%	2	5.3%	4	0.0%	0	6.0%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.5%	4	2.3%	2	0.0%	0	2.6%	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
Leatherhead Town Centre	0.2%	2	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	1.2%	1
Lightwater Town Centre	0.5%	4	0.0%	0	2.3%	2	2.6%	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
London City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Reading Town Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	1	4.6%	4	7.5%	3	2.3%	1	2.4%	2
Richmond Town Centre	0.2%	2	1.1%	1	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	0.0%	0
Sandhurst Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Staines-upon-Thames Town	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Woking Town Centre	2.1%	18	12.6%	11	0.0%	0	7.9%	6	0.0%	0	0.0%	0
Wokingham Town Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.5%	13	1.1%	1	2.3%	2	0.0%	0	3.4%	3	2.4%	2
Lion Retail Park, Oriental Road, Woking	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Church Crookham Village Centre, GU52 6LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Darby Green Village Centre, GU17 0DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Goldsworth Local Centre, GU21 3RW	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6
Hook Town Centre, RG27 9DG	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7
Horsell Village Centre, GU21 4SS	0.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater Local Centre, GU21 5QS	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Tesco, Station Road, Hook, RG27 9JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	2.9%	25	5.7%	5	3.4%	3	3.9%	3	4.6%	4	3.6%	3
(Don't know / varies)	2.0%	17	2.3%	2	4.5%	4	1.3%	1	1.1%	1	3.6%	3
(Nowhere else / same as before)	51.4%	436	58.6%	51	48.9%	43	55.3%	42	41.4%	36	46.4%	39
Base:	849	87	88	76	87	84	90	81	87	40	44	85

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	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	1.7%	1		
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	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		
Sainsbury's, King Street Lane, Winnersh	0.3%	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	7.1%	2	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	5	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Ringmead, Bracknell	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	1.7%	1		
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	2	1.5%	1	0.0%	0	1.8%	1	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	1.5%	9	0.0%	0	2.1%	1	0.0%	0	5.3%	4	1.8%	1	2.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	5.0%	3		
Aldershot Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	1.3%	8	0.0%	0	10.4%	5	1.8%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	12.9%	8	0.0%	0	0.0%	0		
Bracknell Town Centre	4.7%	28	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	14.6%	7	0.0%	0	0.0%	0	3.6%	1	30.0%	18
Camberley Town Centre	4.0%	24	0.0%	0	12.5%	6	3.6%	2	12.0%	9	7.1%	4	1.4%	1	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	1	1.5%	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		
Crowthorne Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	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	0.0%	0		
Farnborough Town Centre	7.5%	45	0.0%	0	2.1%	1	3.6%	2	13.3%	10	8.9%	5	36.6%	26	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.5%	6	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	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
Guildford Town Centre	2.5%	15	4.6%	3	4.2%	2	1.8%	1	2.7%	2	8.9%	5	1.4%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.2%	1	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	0.0%	0		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Knaphill Village Centre	0.3%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Lightwater Town Centre	0.3%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	2.7%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Windlesham Village Centre	0.5%	3	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Woking Town Centre	5.7%	34	32.3%	21	2.1%	1	20.0%	11	1.3%	1	0.0%	0
Wokingham Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	1
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hatch Warren Retail Park, Basingstoke	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ladymead Retail Park, Guildford	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.8%	11	13.8%	9	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.2%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.8%	1
The Peel Centre, Bracknell	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.8%	2
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	1.0%	6	0.0%	0	10.4%	5	1.8%	1	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Costco, Templer Avenue,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	1.7%	1
Hook Town Centre, RG27 9DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	1.7%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.5%	3	1.5%	1	4.2%	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
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	1.5%	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, The Peel Centre, Bracknell, RG12 1EN	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	3.0%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	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	1.7%	1
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	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	1.7%	1
Pets at Home,	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	3.0%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.2%	1	1.5%	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
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	1.7%	1
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	1	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	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre, PO8 8RY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	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	3.0%	1	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.2%	1	1.5%	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
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	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	3.6%	1	0.0%	0	0.0%	0
Abroad	0.2%	1	1.5%	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
Internet / mail order / delivered	31.6%	190	33.8%	22	22.9%	11	30.9%	17	34.7%	26	26.8%	15	15.5%	11	50.0%	24	30.6%	19	42.4%	14	42.9%	12	31.7%	19
(Don't know / varies)	6.8%	41	3.1%	2	4.2%	2	12.7%	7	8.0%	6	10.7%	6	4.2%	3	8.3%	4	3.2%	2	18.2%	6	3.6%	1	3.3%	2
Base:		601		65		48		55		75		56		71		48		62		33		28		60

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																							
<i>Not DK / varies at Q27</i>																							
B&Q, Invincible Road, Farnborough	0.2%	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	
B&Q, Reading Gate Retail Park, Reading	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	3.7%	1	0.0%	0	
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	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	
Sainsbury's, King Street Lane, Winnersh	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	3.7%	1	0.0%	0	
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	2	3.2%	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	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	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	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	1	0.0%	0	1.7%	1	3.7%	1	0.0%	0	1.7%	1	
Tesco Extra, Wellington Avenue, Aldershot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Whitton Road, Bracknell	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	1.7%	1	
Aldershot Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ascot Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	
Bagshot Town Centre	0.9%	5	0.0%	0	6.5%	3	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.9%	2	0.0%	0	10.0%	6	0.0%	0	0.0%	0	
Bracknell Town Centre	3.2%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.1%	4	0.0%	0	18.5%	5	7.4%	2	10.3%
Camberley Town Centre	3.4%	19	0.0%	0	10.9%	5	2.1%	1	13.0%	9	4.0%	2	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	
Crowthorne Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.7%	1	0.0%	0	
Farnborough Town Centre	2.3%	13	0.0%	0	2.2%	1	0.0%	0	2.9%	2	2.0%	1	10.3%	7	0.0%	0	3.3%	2	0.0%	0	0.0%	0	
Farnham Town Centre	0.2%	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	
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.7%	1	0.0%	0	
Guildford Town Centre	1.6%	9	1.6%	1	8.7%	4	4.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
Kingston upon Thames Town Centre	0.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Reading Town Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	2.9%	2	0.0%	0	1.7%	1	3.7%	1	7.4%	2	5.2%
Staines-upon-Thames Town Centre	0.5%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	
West Byfleet Village Centre	0.2%	1	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	
Windlesham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	
Windsor Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	
Woking Town Centre	2.5%	14	14.3%	9	2.2%	1	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wokingham Town Centre	0.4%	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	3.7%	1	1.7%	1	
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farnborough Gate Retail Park, Farnborough	1.4%	8	0.0%	0	4.3%	2	0.0%	0	0.0%	0	4.0%	2	1.5%	1	2.3%	1	3.3%	2	0.0%	0	0.0%	0	
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	
Ladymead Retail Park,	0.2%	1	0.0%	0	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	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	1.1%	6	6.3%	4	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
The Meadows, Sandhurst (Camberley)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Peel Centre, Bracknell	0.7%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ash Vale Village Centre, GU12 5JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.7%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Station Road, Hook, RG27 9JE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, Goldsworth Park Centre, Woking, GU21 3LG	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Horsley Village Centre, KT214 6BG	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	8.0%	45	12.7%	8	8.7%	4	4.2%	2	8.7%	6	10.0%	5
(Don't know / varies)	1.6%	9	3.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / same as before)	55.4%	310	55.6%	35	47.8%	22	64.6%	31	58.0%	40	48.0%	24
Base:	560	63	46	48	69	50	68	44	60	27	27	58

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06</i>																								
B&Q, Invincible Road, Farnborough	8.4%	74	0.0%	0	6.3%	6	2.4%	2	11.4%	10	23.5%	20	35.9%	33	0.0%	0	2.1%	2	2.2%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	4.4%	2	9.1%	4	2.3%	2
Homebase (Brookwood) Knaphill, Woking	2.0%	18	11.1%	9	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.2%	2	2.5%	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	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, 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	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	2.5%	22	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	2.2%	1	2.3%	1	13.8%	12
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	1.1%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	3	0.0%	0	2.1%	2	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
Tesco Extra, Wellington Avenue, Aldershot	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%	0
Tesco Extra, Whitton Road, Bracknell	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	2.3%	2
Wickes, Invincible Road, Farnborough	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%	0
Wickes, Western Road, Bracknell	0.6%	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	4.5%	2	3.4%	3
Aldershot Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.7%	15	0.0%	0	5.3%	5	1.2%	1	5.7%	5	0.0%	0	2.2%	2	0.0%	0	2.2%	1	0.0%	0	1.1%	0	1.1%	1
Bracknell Town Centre	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	8.9%	4	6.8%	3	12.6%	11
Camberley Town Centre	0.7%	6	0.0%	0	1.1%	1	0.0%	0	3.4%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	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	4.4%	2	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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%	0
Fleet Town Centre	1.1%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford Town Centre	0.3%	3	1.2%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	3	2.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lightwater Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sunninghill Village Centre	0.3%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.6%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.4%	3
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.2%	11	11.1%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	1.8%	16	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	1.8%	16	0.0%	0	4.2%	4	2.4%	2	1.1%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	27.1%	239	7.4%	6	65.3%	62	42.7%	35	39.8%	35	21.2%	18
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Newton Abbot Town Centre, TQ12 2DT	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	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	0.0%	0	0.0%	0
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.5%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	8.0%	7	1.1%	1	0.0%	0	2.3%	1	13.8%	12
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	4.1%	36	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.4%	2	16.3%	15	0.0%	0	17.9%	17	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	1.2%	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
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	3.4%	30	1.2%	1	0.0%	0	2.4%	2	0.0%	0	17.6%	15	10.9%	10	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	2.6%	23	17.3%	14	0.0%	0	9.8%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.5%	4	1.2%	1	0.0%	0	3.7%	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
Tesco, Station Road, Hook, RG27 9JE	0.2%	2	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	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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%	0
Waitrose, High Street, Frimley, GU16 7JD	0.1%	1	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	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	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	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6DU	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
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	1.2%	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
White Waltham Village Centre, SL6 3SG	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	2.2%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Winnersh, Reading, RG41 5TU												
Wrecclesham Village Centre, GU10 4PY	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	3.0%	26	17.3%	14	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7
Wyevale Garden Centre, Winchester Road, North Waltham, Basingstoke, RG25 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Internet / mail order / delivered	3.5%	31	7.4%	6	2.1%	2	1.2%	1	5.7%	5	0.0%	0
(Don't know / varies)	7.7%	68	2.5%	2	7.4%	7	9.8%	8	9.1%	8	7.1%	6
Base:		881		81		95		82		88		85
												92
												87
												95
												45
												44
												87

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29</i>												
B&Q, Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	1.4%	11	0.0%	0	0.0%	0	1.4%	1	2.5%	2	6.3%	5
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.4%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
B&Q, Reading Gate Retail Park, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	1.0%	8	6.3%	5	1.1%	1	2.7%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Tesco Extra, Whitton Road, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Wickes, Invincible Road, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Wickes, Western Road, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bagshot Town Centre	0.9%	7	0.0%	0	1.1%	1	1.4%	1	0.0%	0	2.5%	2
Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Woking Town Centre	0.7%	6	5.1%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Alton Town Centre, GU34 1BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Arborfield Village Centre, RG2 9HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Badshot Lea Village Centre, GU9 9LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	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
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	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
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	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
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	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	2.4%	1	0.0%	0	1.2%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	2.3%	19	0.0%	0	6.8%	6	0.0%	0	2.5%	2	1.3%	1	0.0%	0	13.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	1	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	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	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
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.1%	1	0.0%	0	0.0%	0	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
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	7.9%	64	8.9%	7	6.8%	6	12.2%	9	7.5%	6	6.3%	5	6.7%	6	11.7%	9	2.4%	2	4.8%	2	2.4%	1	13.4%	11
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	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
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	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	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	2.4%	1	0.0%	0	7.3%	6
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	1.8%	15	0.0%	0	0.0%	0	1.4%	1	2.5%	2	0.0%	0	4.5%	4	0.0%	0	8.5%	7	2.4%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	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
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	1.8%	15	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	9	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	1.5%	12	8.9%	7	1.1%	1	5.4%	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
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.5%	4	1.3%	1	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	1	0.0%	0	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
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	1.2%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	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, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	2	0.0%	0	1.1%	1	1.4%	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	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	0.0%	0	0.0%	0
World of Water Aquatic	0.1%	1	0.0%	0	0.0%	0	1.4%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB																								
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	1.7%	14	10.1%	8	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	2.4%	2
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	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	0.0%	0	1.2%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	1	0.0%	0	1.2%	1
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	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
Internet / mail order / delivered (Don't know / varies)	1.2%	10	1.3%	1	1.1%	1	0.0%	0	1.3%	1	2.5%	2	1.1%	1	2.6%	2	0.0%	0	0.0%	0	2.4%	1	1.2%	1
(Nowhere else / same as before)	5.2%	42	3.8%	3	2.3%	2	4.1%	3	5.0%	4	5.1%	4	4.5%	4	2.6%	2	6.1%	5	11.9%	5	7.3%	3	8.5%	7
	54.6%	444	43.0%	34	69.3%	61	60.8%	45	62.5%	50	50.6%	40	60.7%	54	49.4%	38	56.1%	46	59.5%	25	41.5%	17	41.5%	34
Base:		813		79		88		74		80		79		89		77		82		42		41		82
Q31 Do you take part in any of the following leisure activities? [MR/PR]																								
Cinema	60.8%	609	65.0%	65	53.0%	53	46.0%	46	70.0%	70	54.0%	54	79.2%	80	48.0%	48	60.0%	60	66.0%	33	60.0%	30	70.0%	70
Bingo	2.3%	23	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	3.0%	3	2.0%	2	2.0%	1	2.0%	1	3.0%	3
Gym / health & fitness club	25.1%	251	29.0%	29	20.0%	20	23.0%	23	24.0%	24	25.0%	25	19.8%	20	19.0%	19	32.0%	32	26.0%	13	28.0%	14	32.0%	32
Ten-pin bowling	17.1%	171	21.0%	21	19.0%	19	10.0%	10	20.0%	20	22.0%	22	24.8%	25	10.0%	10	10.0%	10	22.0%	11	12.0%	6	17.0%	17
Restaurants	81.0%	811	80.0%	80	81.0%	81	75.0%	75	82.0%	82	81.0%	81	80.2%	81	79.0%	79	77.0%	77	86.0%	43	92.0%	46	86.0%	86
Pubs / clubs	54.8%	549	64.0%	64	57.0%	57	51.0%	51	52.0%	52	47.0%	47	64.4%	65	36.0%	36	58.0%	58	60.0%	30	70.0%	35	54.0%	54
Art / cultural activities (theatres / galleries and museums etc.)	48.1%	481	63.0%	63	41.0%	41	45.0%	45	51.0%	51	50.0%	50	44.6%	45	51.0%	51	50.0%	50	44.0%	22	46.0%	23	40.0%	40
(None of these)	8.5%	85	5.0%	5	13.0%	13	10.0%	10	6.0%	6	9.0%	9	7.9%	8	11.0%	11	9.0%	9	12.0%	6	8.0%	4	4.0%	4
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema?																								
<i>Cinema at Q31</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	7.4%	45	0.0%	0	0.0%	0	2.2%	1	0.0%	0	40.7%	22	21.3%	17	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.3%	3
Odeon, Bedford Road, Guildford, GU1 4SJ	1.8%	11	9.2%	6	0.0%	0	8.7%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, King Street, Maidenhead, SL6 1DY	0.5%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	0.3%	2	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	0.0%	0	1.4%	1
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.5%	76	0.0%	0	9.4%	5	2.2%	1	8.6%	6	0.0%	0	0.0%	0	50.0%	24	0.0%	0	33.3%	11	3.3%	1	40.0%	28
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.0%	61	3.1%	2	0.0%	0	0.0%	0	2.9%	2	1.9%	1	0.0%	0	2.1%	1	5.0%	3	51.5%	17	80.0%	24	15.7%	11
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	15.9%	97	3.1%	2	7.5%	4	2.2%	1	20.0%	14	40.7%	22	57.5%	46	0.0%	0	13.3%	8	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	6.7%	2	1.4%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.8%	5	1.5%	1	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	22.5%	137	7.7%	5	71.7%	38	19.6%	9	67.1%	47	14.8%	8	15.0%	12	14.6%	7	11.7%	7	9.1%	3	0.0%	0	1.4%	1
Ambassadors Cinema, The Peacocks Centre, Woking	11.8%	72	70.8%	46	5.7%	3	47.8%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.2%	1	1.5%	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
Cineworld, Eagle Way, Bracknell, RG12 1BG	5.7%	35	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	0.0%	0	6.1%	2	6.7%	2	32.9%	23
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.5%	3	1.5%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6
Odeon, New Street, Birmingham, B2 4NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Vue, Festival Way, Basingstoke, RG21 7BB	4.6%	28	0.0%	0	0.0%	0	2.2%	1	0.0%	0	43.3%	26
Vue, Station Road, Addlestone, KT15 2BD	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	13	1.5%	1	0.0%	0	2.2%	1	1.4%	1	0.0%	0
Base:	609	65	53	46	70	54	80	48	60	33	30	70

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q33 Where do you go most regularly to play bingo?																								
<i>Bingo at Q31</i>																								
BJ's Bingo, Gillette Way, Reading RG2 0BS	4.3%	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	0.0%	0	33.3%	1		
Buzz Bingo, Bath Road, Slough, SL1 3UA	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	13.0%	3	50.0%	1	66.7%	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%	
Buzz Bingo, High Street, Aldershot, GU11 1DJ	17.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chavey Down Local Centre, SL5 8RH	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Farnborough Town Centre, GU14 0JP	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	4.3%	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	100.0%	1	0.0%	0	0.0%	
Hartley Wintney Village Centre, RG27 8PE	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	4.3%	1	50.0%	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%	
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	4.3%	1	0.0%	0	33.3%	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	0.0%	
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	4.3%	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	0.0%	0	33.3%	1	0.0%	
(Don't know / varies)	30.4%	7	0.0%	0	0.0%	0	100.0%	1	100.0%	2	0.0%	0	0.0%	0	33.3%	1	50.0%	1	100.0%	1	0.0%	0	33.3%	1
Base:		23		2		3		1		2		2		3		3		2		1		1		3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	2.4%	6	0.0%	0	10.0%	2	0.0%	0	12.5%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	15.4%	2	14.3%	2	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.4%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	1	4.0%	1	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	1.6%	4	3.4%	1	0.0%	0	8.7%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	0.4%	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	0.0%	0	7.1%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	5.2%	13	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	28.1%	9
The Gym, Queensmead, Farnborough, GU14 7RT	1.2%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	0.4%	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	0.0%	0	7.1%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	15.8%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	5.6%	14	31.0%	9	5.0%	1	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.6%	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	12.5%	4
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.4%	1	0.0%	0	0.0%	0	4.3%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	2.0%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	1	12.0%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.4%	1	0.0%	0	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
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	3.2%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	7
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.4%	1	0.0%	0	5.0%	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
Charters School, Charters Road, Sunningdale, SL5 9QY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.4%	1	0.0%	0	5.0%	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
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.8%	2	0.0%	0	0.0%	0	8.7%	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
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.0%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.4%	1	0.0%	0	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
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	3.6%	9	0.0%	0	0.0%	0	4.3%	1	4.2%	1	0.0%	0	0.0%	0	26.3%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.4%	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	7.7%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	1.6%	4	6.9%	2	0.0%	0	8.7%	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
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	1.2%	3	0.0%	0	0.0%	0	13.0%	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
Frimley Town Centre, GU16 7AA	0.4%	1	0.0%	0	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
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	1.2%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	5.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	34.4%	11	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.4%	1	0.0%	0	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
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.4%	1	0.0%	0	5.0%	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 Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	2.8%	7	3.4%	1	15.0%	3	13.0%	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
LivingWell Health Club, Bagshot Road, Bracknell,	0.8%	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	6.3%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	2.4%	6	0.0%	0	10.0%	2	0.0%	0	4.2%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.2%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	3.2%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	1	4.0%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	1.2%	3	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	3.6%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	2.8%	7	17.2%	5	0.0%	0	8.7%	2	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	17.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	11	76.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	70.0%	7	0.0%	0	0.0%	0	0.0%	
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	19.3%	33	0.0%	0	5.3%	1	0.0%	0	15.0%	3	0.0%	0	0.0%	0	90.0%	9	0.0%	0	36.4%	4	16.7%	1	88.2%	15
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	26.9%	46	9.5%	2	78.9%	15	20.0%	2	70.0%	14	27.3%	6	12.0%	3	10.0%	1	20.0%	2	9.1%	1	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	9.4%	16	47.6%	10	5.3%	1	40.0%	4	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.0%	12	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	45.5%	5	83.3%	5	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.6%	1	0.0%	0	0.0%	0	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
Guildford Spectrum, Parkway, Guildford, GU1 1UP	5.8%	10	28.6%	6	0.0%	0	20.0%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.6%	1	0.0%	0	0.0%	0	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
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.6%	1	0.0%	0	5.3%	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	0.0%	0
(Don't know / varies)	7.6%	13	14.3%	3	5.3%	1	20.0%	2	10.0%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	11.8%	2
Base:		171		21		19		10		20		22		25		10		10		11		6		17

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q36 Where do you go most regularly to eat out at restaurants?																								
<i>Restaurants at Q31</i>																								
Aldershot Town Centre	2.8%	23	2.5%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	11	12.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	3.3%	27	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	22	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Ashford Town Centre	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%	0
Bagshot Town Centre	2.2%	18	0.0%	0	9.9%	8	4.0%	3	2.4%	2	1.2%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	2
Basingstoke Town Centre	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	22.1%	17	0.0%	0	0.0%	0	1.2%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	11.2%	91	1.3%	1	2.5%	2	0.0%	0	6.1%	5	0.0%	0	0.0%	0	15.2%	12	0.0%	0	23.3%	10	6.5%	3	67.4%	58
Brookwood Village Centre	0.2%	2	0.0%	0	0.0%	0	2.7%	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
Camberley Town Centre	11.2%	91	1.3%	1	21.0%	17	1.3%	1	54.9%	45	17.3%	14	13.6%	11	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	2.7%	22	0.0%	0	7.4%	6	20.0%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.9%	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	16.3%	7	0.0%	0	0.0%	0
Egham Town Centre	0.4%	3	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.1%	17	0.0%	0	1.2%	1	1.3%	1	0.0%	0	3.7%	3	11.1%	9	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.2%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	24.7%	20	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	1.1%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.4%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.8%	23	10.0%	8	1.2%	1	6.7%	5	1.2%	1	4.9%	4	3.7%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.9%	7	3.8%	3	0.0%	0	4.0%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.9%	7	0.0%	0	8.6%	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
London City Centre	3.1%	25	2.5%	2	4.9%	4	2.7%	2	1.2%	1	3.7%	3	1.2%	1	3.8%	3	3.9%	3	7.0%	3	4.3%	2	1.2%	1
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.1%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2	2.3%	1	6.5%	3	1.2%	1
Sandhurst Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	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	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Sunninghill Village Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0	0.0%	0	2.2%	1	1.2%	1
West Byfleet Village Centre	0.4%	3	2.5%	2	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
Windlesham Village Centre	2.1%	17	0.0%	0	18.5%	15	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.4%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	9	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Woking Town Centre	8.8%	71	58.8%	47	0.0%	0	21.3%	16	1.2%	1	4.9%	4	0.0%	0	1.3%	1	1.3%	1	2.3%	1	0.0%	0	0.0%	0
Wokingham Town Centre	6.2%	50	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	2.6%	2	30.2%	13	60.9%	28	5.8%	5
Yateley Town Centre	0.5%	4	0.0%	0	0.0%	0	1.3%	1	2.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, 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	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Alton Village Centre, ST10	0.1%	1	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	0.0%	0	0.0%	0
4AQ																								
Ash Vale Village Centre, GU12 5JE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	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%	0
Beverley Town Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
HU17 8AP												
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7
Horsell Village Centre, GU21 4SS	0.4%	3	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Mytchett Village Centre, GU16 6AA	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31</i>												
Addlestone Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	4.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	2.4%	13	0.0%	0	17.5%	10	0.0%	0	1.9%	1	0.0%	0
Basingstoke Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Blackwater Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Bracknell Town Centre	5.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Brookwood Village Centre	0.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Camberley Town Centre	4.2%	23	0.0%	0	7.0%	4	0.0%	0	15.4%	8	12.8%	6
Chobham Village Centre	2.2%	12	0.0%	0	1.8%	1	19.6%	10	1.9%	1	0.0%	0
Crowthorne Village Centre	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.7%	15	0.0%	0	1.8%	1	0.0%	0	0.0%	0	21.5%	14
Farncombe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	3	3.1%	2
Fleet Town Centre	4.0%	22	0.0%	0	1.8%	1	0.0%	0	2.1%	1	26.2%	17
Frimley Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0
Guildford Town Centre	1.3%	7	3.1%	2	0.0%	0	3.9%	2	1.9%	1	2.1%	1
Knaphill Village Centre	1.1%	6	7.8%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lightwater Town Centre	2.2%	12	0.0%	0	19.3%	11	2.0%	1	0.0%	0	0.0%	0
London City Centre	1.8%	10	3.1%	2	1.8%	1	2.0%	1	0.0%	0	1.5%	1
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Reading Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Sandhurst Town Centre	2.7%	15	0.0%	0	0.0%	0	0.0%	0	26.9%	14	2.1%	1
Sunninghill Village Centre	1.1%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsesham Village Centre	3.1%	17	0.0%	0	26.3%	15	0.0%	0	3.8%	2	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Woking Town Centre	9.5%	52	54.7%	35	1.8%	1	27.5%	14	1.9%	1	2.1%	1
Wokingham Town Centre	5.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.4%	13	0.0%	0	0.0%	0	0.0%	0	21.2%	11	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	8
Ash Village Centre, GU12 6LF	1.1%	6	0.0%	0	0.0%	0	0.0%	0	6.4%	3	4.6%	3
Aylesbury Town Centre, HP20 2SP	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bristol City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dogmersfield Village Centre, RG27 8TD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Eversley Village Centre, RG27 0PL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hartley Wintney Village Centre, RG27 8PE	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Heatherside Local Centre, GU15 1AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	1.6%	9	12.5%	8	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Pirbright Village Centre, GU24 0DA	0.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
West End Village Centre,	1.3%	7	0.0%	0	3.5%	2	9.8%	5	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	2.1%	10	0.0%	0	4.9%	2	0.0%	0	7.8%	4	4.0%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	52.6%	253	47.6%	30	56.1%	23	26.7%	12	49.0%	25	58.0%	29	55.6%	25	58.8%	30	62.0%	31	54.5%	12	65.2%	15	52.5%	21
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.6%	3	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	8.7%	2	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.4%	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	4.3%	1	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.3%	11	12.7%	8	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.7%	8	1.6%	1	2.4%	1	4.4%	2	3.9%	2	2.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	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
Aldershot Town Centre, GU11 1TW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	0.2%	1	1.6%	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
Chichester City Centre, PO19 1YH	0.2%	1	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	0.0%	0	0.0%	0
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	0.2%	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
Dorking Town Centre, RH4 1UX	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	4.3%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	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
G Live, London Road, Guildford, GU1 2AA	0.2%	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
Guildford Town Centre, GU1 3AJ	0.4%	2	1.6%	1	0.0%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	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	4.3%	1	0.0%	0
New Victoria Theatre, The	18.7%	90	25.4%	16	31.7%	13	55.6%	25	19.6%	10	18.0%	9	8.9%	4	11.8%	6	4.0%	2	9.1%	2	0.0%	0	7.5%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
Ambassadors, The Peacocks Centre, Woking														
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Pirbright Village Centre, GU24 0DA	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.2%	1
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
St Ives Town Centre, TR26 1DB	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
The Mill, Sonning Eye, Reading, RG4 6TY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Thames Street, Windsor, SL4 1PS	2.7%	13	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	15.7%	8
West End Centre, Queens Road, Aldershot, GU11 3JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
(Don't know / varies)	8.3%	40	6.3%	4	4.9%	2	4.4%	2	3.9%	2	2.0%	1	15.6%	7
Base:		481		63		41		45		51		50		45
														51
														50
														22
														23
														40

Surrey Heath Household Survey for Avison Young

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
-------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1

Q39 How often do you visit Camberley town centre?

Daily	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
Twice a week	1.9%	19	0.0%	0	7.0%	7	2.0%	2	5.0%	5	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1
Several times a week	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	5.4%	54	1.0%	1	17.0%	17	2.0%	2	19.0%	19	9.0%	9	1.0%	1	3.0%	3	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Once a fortnight	6.8%	68	0.0%	0	23.0%	23	3.0%	3	18.0%	18	5.0%	5	8.9%	9	4.0%	4	2.0%	2	4.0%	2	0.0%	0	2.0%	2
Once every 3 weeks	1.0%	10	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	12.8%	128	4.0%	4	27.0%	27	15.0%	15	17.0%	17	16.0%	16	20.8%	21	9.0%	9	6.0%	6	12.0%	6	4.0%	2	5.0%	5
Less often	29.2%	292	22.0%	22	12.0%	12	20.0%	20	31.0%	31	35.0%	35	39.6%	40	34.0%	34	26.0%	26	42.0%	21	26.0%	13	38.0%	38
Never	41.6%	416	71.0%	71	9.0%	9	57.0%	57	5.0%	5	30.0%	30	23.8%	24	50.0%	50	63.0%	63	40.0%	20	68.0%	34	53.0%	53
(Don't know / varies)	0.8%	8	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>17.25</i>		<i>4.96</i>		<i>29.32</i>		<i>14.05</i>		<i>28.19</i>		<i>23.19</i>		<i>13.71</i>		<i>8.04</i>		<i>7.53</i>		<i>6.57</i>		<i>8.81</i>		<i>6.51</i>
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	27.2%	159	24.1%	7	28.6%	26	20.9%	9	27.4%	26	22.9%	16	35.1%	27	18.0%	9	35.1%	13	26.7%	8	18.8%	3	31.9%	15
Chemist / pharmacy	1.7%	10	0.0%	0	2.2%	2	0.0%	0	4.2%	4	4.3%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	2.1%	2	7.1%	5	6.5%	5	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Eating (e.g. cafés, restaurants, public houses)	13.2%	77	3.4%	1	6.6%	6	14.0%	6	12.6%	12	17.1%	12	19.5%	15	14.0%	7	13.5%	5	13.3%	4	0.0%	0	19.1%	9
Entertainment (e.g. cinema, bingo, bowling)	14.2%	83	20.7%	6	9.9%	9	20.9%	9	17.9%	17	8.6%	6	15.6%	12	16.0%	8	16.2%	6	6.7%	2	6.3%	1	14.9%	7
Everything	2.7%	16	0.0%	0	7.7%	7	2.3%	1	3.2%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Financial services (e.g. bank, building societies)	8.7%	51	0.0%	0	20.9%	19	7.0%	3	17.9%	17	10.0%	7	1.3%	1	2.0%	1	5.4%	2	3.3%	1	0.0%	0	0.0%	0
Fitness / gym	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	7.4%	7	8.6%	6	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.7%	4	0.0%	0	2.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	6.8%	40	6.9%	2	16.5%	15	0.0%	0	9.5%	9	8.6%	6	3.9%	3	2.0%	1	2.7%	1	0.0%	0	18.8%	3	0.0%	0
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%	0
Newsagent	0.2%	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
Non-food shopping	52.0%	304	58.6%	17	44.0%	40	48.8%	21	53.7%	51	62.9%	44	51.9%	40	62.0%	31	45.9%	17	60.0%	18	37.5%	6	40.4%	19
Personal services (e.g. hairdresser, launderette)	1.2%	7	0.0%	0	1.1%	1	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Pet supplies	0.3%	2	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	0.0%	0	2.1%	1
Post office	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.6%	15	0.0%	0	4.4%	4	4.7%	2	4.2%	4	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	2.6%	15	0.0%	0	0.0%	0	2.3%	1	5.3%	5	2.9%	2	3.9%	3	2.0%	1	0.0%	0	0.0%	0	6.3%	1	4.3%	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
Visit friends / family	2.2%	13	13.8%	4	2.2%	2	2.3%	1	1.1%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	12.5%	2	2.1%	1
(Don't know / varies)	5.8%	34	3.4%	1	7.7%	7	11.6%	5	3.2%	3	2.9%	2	1.3%	1	2.0%	1	10.8%	4	10.0%	3	18.8%	3	8.5%	4
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	3.9%	23	0.0%	0	5.5%	5	4.7%	2	3.2%	3	4.3%	3	7.8%	6	4.0%	2	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Cheap parking	2.9%	17	13.8%	4	1.1%	1	7.0%	3	6.3%	6	1.4%	1	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Easy parking	10.4%	61	6.9%	2	13.2%	12	18.6%	8	14.7%	14	7.1%	5	3.9%	3	14.0%	7	8.1%	3	6.7%	2	25.0%	4	2.1%	1
Can get everything I need there	1.9%	11	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.9%	2	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Cleanliness of streets	1.5%	9	0.0%	0	4.4%	4	2.3%	1	1.1%	1	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Close to friends / relatives	1.0%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Compact layout / easy to get around	10.1%	59	10.3%	3	13.2%	12	11.6%	5	11.6%	11	8.6%	6	5.2%	4	8.0%	4	8.1%	3	10.0%	3	18.8%	3	10.6%	5
Competitive prices	0.2%	1	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	0.0%	0	0.0%	0
Familiarity / know where everything is	1.5%	9	0.0%	0	2.2%	2	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	2.7%	1	6.7%	2	0.0%	0	0.0%	0
Feels safe	0.7%	4	3.4%	1	2.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (banks / building societies, etc.)	0.5%	3	0.0%	0	2.2%	2	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
Good evening entertainment	1.5%	9	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	5.4%	2	3.3%	1	0.0%	0	2.1%	1
Good 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%	0
Good places to eat / drink	6.2%	36	3.4%	1	3.3%	3	7.0%	3	3.2%	3	10.0%	7	10.4%	8	2.0%	1	8.1%	3	6.7%	2	6.3%	1	8.5%	4
Good public transport links	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	19.0%	111	17.2%	5	13.2%	12	16.3%	7	12.6%	12	21.4%	15	40.3%	31	14.0%	7	10.8%	4	20.0%	6	18.8%	3	19.1%	9
Good selection / choice of food shops	4.1%	24	3.4%	1	5.5%	5	0.0%	0	4.2%	4	7.1%	5	3.9%	3	2.0%	1	0.0%	0	6.7%	2	6.3%	1	4.3%	2
Good selection / choice of independent shops	2.4%	14	0.0%	0	0.0%	0	0.0%	0	4.2%	4	2.9%	2	1.3%	1	4.0%	2	0.0%	0	3.3%	1	6.3%	1	6.4%	3
Near / convenient	13.5%	79	0.0%	0	9.9%	9	2.3%	1	33.7%	32	20.0%	14	10.4%	8	12.0%	6	10.8%	4	10.0%	3	0.0%	0	4.3%	2
Nice atmosphere / friendly people	3.4%	20	3.4%	1	6.6%	6	2.3%	1	1.1%	1	1.4%	1	1.3%	1	6.0%	3	2.7%	1	10.0%	3	6.3%	1	2.1%	1
Offers undercover shopping	2.4%	14	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	2.6%	2	2.0%	1	2.7%	1	6.7%	2	6.3%	1	4.3%	2
Pedestrian friendly environment	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	1.2%	7	3.4%	1	1.1%	1	2.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
House of Fraser	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	30.9%	181	37.9%	11	37.4%	34	37.2%	16	23.2%	22	24.3%	17	26.0%	20	30.0%	15	32.4%	12	30.0%	9	37.5%	6	40.4%	19
(Don't know)	6.3%	37	10.3%	3	4.4%	4	2.3%	1	3.2%	3	10.0%	7	1.3%	1	6.0%	3	21.6%	8	6.7%	2	0.0%	0	10.6%	5
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.7%	4	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	7.9%	46	0.0%	0	7.7%	7	4.7%	2	14.7%	14	5.7%	4	7.8%	6	8.0%	4	2.7%	1	10.0%	3	6.3%	1	8.5%	4
Car parking - not enough spaces	9.2%	54	6.9%	2	4.4%	4	11.6%	5	11.6%	11	11.4%	8	13.0%	10	6.0%	3	8.1%	3	6.7%	2	6.3%	1	10.6%	5
Car parking - too far away from the shops	2.4%	14	3.4%	1	3.3%	3	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	13.5%	5	0.0%	0	6.3%	1	2.1%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.7%	4	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lack of choice of facilities	1.2%	7	0.0%	0	3.3%	3	4.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.0%	6	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.7%	4	0.0%	0	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	2.1%	12	0.0%	0	7.7%	7	2.3%	1	2.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Poor range of independent shops	6.2%	36	0.0%	0	13.2%	12	9.3%	4	9.5%	9	5.7%	4	2.6%	2	4.0%	2	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	8.7%	51	0.0%	0	15.4%	14	0.0%	0	17.9%	17	10.0%	7	6.5%	5	8.0%	4	2.7%	1	3.3%	1	6.3%	1	2.1%	1
Too busy	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.3%	2
Too expensive	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	1.2%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	3.3%	1	0.0%	0	6.4%	3
Too many charity shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	5.5%	32	3.4%	1	9.9%	9	2.3%	1	10.5%	10	7.1%	5	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Too many 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%	0
Too many takeaways	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Too spread out / shops too far apart	1.0%	6	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Traffic congestion	4.1%	24	0.0%	0	1.1%	1	2.3%	1	4.2%	4	4.3%	3	3.9%	3	0.0%	0	10.8%	4	20.0%	6	0.0%	0	4.3%	2
Unattractive environment	4.8%	28	0.0%	0	8.8%	8	4.7%	2	7.4%	7	1.4%	1	0.0%	0	10.0%	5	10.8%	4	0.0%	0	0.0%	0	2.1%	1
Unclean streets	0.7%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.7%	16	0.0%	0	2.2%	2	2.3%	1	6.3%	6	0.0%	0	2.6%	2	4.0%	2	2.7%	1	6.7%	2	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	2.2%	13	3.4%	1	1.1%	1	2.3%	1	2.1%	2	2.9%	2	3.9%	3	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.7%	45	10.3%	3	13.2%	12	0.0%	0	4.2%	4	10.0%	7	5.2%	4	6.0%	3	5.4%	2	10.0%	3	31.3%	5	4.3%	2
(Don't know)	5.3%	31	6.9%	2	4.4%	4	4.7%	2	1.1%	1	7.1%	5	6.5%	5	6.0%	3	16.2%	6	6.7%	2	0.0%	0	2.1%	1
(Nothing)	41.4%	242	55.2%	16	33.0%	30	53.5%	23	29.5%	28	42.9%	30	48.1%	37	48.0%	24	27.0%	10	30.0%	9	50.0%	8	57.4%	27
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.2%	19	0.0%	0	3.3%	3	4.7%	2	5.3%	5	2.9%	2	1.3%	1	4.0%	2	2.7%	1	6.7%	2	0.0%	0	2.1%	1
Encourage reduced shop prices	0.3%	2	0.0%	0	2.2%	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
Improve choice of national retailer chain shops	13.3%	78	6.9%	2	22.0%	20	14.0%	6	18.9%	18	17.1%	12	6.5%	5	8.0%	4	2.7%	1	13.3%	4	6.3%	1	10.6%	5
Improve market stalls	0.2%	1	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	0.0%	0	0.0%	0
Improve range of independent / specialist shops	10.4%	61	3.4%	1	15.4%	14	14.0%	6	13.7%	13	12.9%	9	11.7%	9	4.0%	2	5.4%	2	0.0%	0	0.0%	0	10.6%	5
Introduce a larger supermarket	0.9%	5	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Less empty shops	3.1%	18	3.4%	1	3.3%	3	0.0%	0	6.3%	6	4.3%	3	1.3%	1	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
More foodstores / supermarkets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.9%	5	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.3%	2	3.4%	1	0.0%	0	2.3%	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
Enhanced range of health and fitness centres / gyms	1.2%	7	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.3%	2	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	0.0%	0	2.1%	1
Improved play areas for children	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.7%	10	0.0%	0	3.3%	3	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Improved range of pubs and night clubs	0.2%	1	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	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.5%	9	0.0%	0	1.1%	1	7.0%	3	2.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Create more open spaces	0.7%	4	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.5%	3	0.0%	0	1.1%	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	2.1%	1
Improve play areas for children	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Improve street furniture / floral displays	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	3.3%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.6%	15	0.0%	0	3.3%	3	0.0%	0	5.3%	5	0.0%	0	1.3%	1	6.0%	3	2.7%	1	3.3%	1	0.0%	0	2.1%	1
Enhance shophmobility service	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Improve directional signs to town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.3%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.9%	5	3.4%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Improve pavements	0.2%	1	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	0.0%	0	0.0%	0
Improve public transport links	3.4%	20	0.0%	0	6.6%	6	2.3%	1	1.1%	1	2.9%	2	5.2%	4	4.0%	2	5.4%	2	0.0%	0	0.0%	0	4.3%	2
Improve safety of 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 signage / routeways within centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.2%	1	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	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	2.4%	14	0.0%	0	4.4%	4	0.0%	0	2.1%	2	0.0%	0	6.5%	5	0.0%	0	2.7%	1	3.3%	1	0.0%	0	2.1%	1
More parking spaces - short stay	2.2%	13	0.0%	0	2.2%	2	0.0%	0	3.2%	3	0.0%	0	2.6%	2	2.0%	1	5.4%	2	3.3%	1	0.0%	0	4.3%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	6.2%	36	6.9%	2	5.5%	5	9.3%	4	8.4%	8	5.7%	4	3.9%	3	6.0%	3	8.1%	3	6.7%	2	6.3%	1	2.1%	1
Reduce cost of parking	7.7%	45	0.0%	0	12.1%	11	9.3%	4	13.7%	13	4.3%	3	6.5%	5	4.0%	2	8.1%	3	3.3%	1	6.3%	1	4.3%	2
Offer free parking	5.0%	29	0.0%	0	5.5%	5	4.7%	2	6.3%	6	7.1%	5	9.1%	7	2.0%	1	0.0%	0	3.3%	1	6.3%	1	2.1%	1
More pedestrianisation	0.9%	5	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	3.2%	19	0.0%	0	3.3%	3	0.0%	0	5.3%	5	1.4%	1	3.9%	3	0.0%	0	2.7%	1	16.7%	5	0.0%	0	2.1%	1
Improve road surfaces	1.0%	6	0.0%	0	2.2%	2	0.0%	0	2.1%	2	0.0%	0	1.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	12.8%	75	31.0%	9	8.8%	8	9.3%	4	4.2%	4	18.6%	13	6.5%	5	28.0%	14	16.2%	6	20.0%	6	18.8%	3	6.4%	3
(Nothing in particular)	34.2%	200	41.4%	12	30.8%	28	37.2%	16	25.3%	24	25.7%	18	45.5%	35	28.0%	14	32.4%	12	26.7%	8	68.8%	11	46.8%	22
(Don't know)	3.9%	23	6.9%	2	2.2%	2	7.0%	3	3.2%	3	1.4%	1	3.9%	3	4.0%	2	8.1%	3	6.7%	2	0.0%	0	4.3%	2
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	8.7%	36	1.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	17.5%	73	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Brookwood Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.4%	14	0.0%	0	0.0%	0	1.8%	1	20.0%	1	16.7%	5
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	11.1%	46	12.7%	9	33.3%	3	29.8%	17	20.0%	1	33.3%	10
Kingston upon Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.7%	3	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.7%	32	0.0%	0	0.0%	0	0.0%	0	3.3%	1	8.3%	2
Richmond Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sunninghill Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10		
Weybridge Town Centre	0.2%	1	1.4%	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	0.0%	0	0.0%	
Windlesham Village 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%	
Windsor Town Centre	3.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Woking Town Centre	21.2%	88	74.6%	53	11.1%	1	54.4%	31	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Wokingham Town Centre	4.6%	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	5.0%	1	50.0%	17	1.9%	1
Yateley Town 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
Yeovil Town 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
Bath Road Retail Park, 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
Brighton Hill Retail Park, 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
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Gate Retail Park, Farnborough	0.2%	1	0.0%	0	11.1%	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
Festival Park, Basingstoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, 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
Ladymead Retail Park, Guildford	0.2%	1	1.4%	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	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, 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
Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Estate Retail Park, Bath Road, 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
Solartron Retail Park, 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
The Meadows, Sandhurst (Camberley)	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	8.3%	2	2.0%	1	4.8%	3	10.0%	2	2.9%	1	1.9%	1
The Peel Centre, Bracknell	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	1.9%	1
Westgate Retail Park, Slough	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	1.9%	1
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
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9DG												
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	2.4%	10	1.4%	1	22.2%	2	3.5%	2	0.0%	0	3.3%	1
	6.5%	27	2.8%	2	22.2%	2	5.3%	3	20.0%	1	3.3%	1
Base:	416	71	9	57	5	30	24	50	63	20	34	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	60.4%	235	81.2%	56	14.3%	1	53.7%	29	75.0%	3	41.4%	12	55.0%	11	46.7%	21	62.5%	35	47.4%	9	66.7%	22	67.9%	36
Accessibility - easier to access	10.5%	41	5.8%	4	0.0%	0	7.4%	4	0.0%	0	10.3%	3	15.0%	3	8.9%	4	21.4%	12	26.3%	5	9.1%	3	5.7%	3
Better facilities	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	15.8%	3	0.0%	0	1.9%	1
Better choice of retailers	16.5%	64	10.1%	7	14.3%	1	13.0%	7	25.0%	1	17.2%	5	30.0%	6	20.0%	9	12.5%	7	26.3%	5	3.0%	1	28.3%	15
Better choice of independent shops	9.0%	35	2.9%	2	14.3%	1	11.1%	6	25.0%	1	17.2%	5	10.0%	2	17.8%	8	3.6%	2	10.5%	2	3.0%	1	9.4%	5
Better choice of leisure facilities	1.5%	6	1.4%	1	14.3%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Car parking costs	3.3%	13	2.9%	2	0.0%	0	1.9%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	12.1%	4	3.8%	2
Cheaper	0.5%	2	0.0%	0	14.3%	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	1.9%	1
More attractive environment	7.2%	28	1.4%	1	0.0%	0	3.7%	2	25.0%	1	6.9%	2	5.0%	1	11.1%	5	10.7%	6	15.8%	3	6.1%	2	9.4%	5
Safer shopping environment	0.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	1.3%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.8%	1	5.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.5%	2	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	1.9%	1
Easier to park	3.1%	12	4.3%	3	14.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	2.2%	1	3.6%	2	5.3%	1	3.0%	1	1.9%	1
Familiarity	6.4%	25	4.3%	3	0.0%	0	9.3%	5	0.0%	0	10.3%	3	5.0%	1	13.3%	6	5.4%	3	0.0%	0	3.0%	1	5.7%	3
To support local traders	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
(No particular reason - I just prefer it)	10.0%	39	8.7%	6	42.9%	3	18.5%	10	0.0%	0	6.9%	2	5.0%	1	15.6%	7	8.9%	5	5.3%	1	6.1%	2	3.8%	2
Base:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	36.1%	361	34.0%	34	37.0%	37	40.0%	40	37.0%	37	34.0%	34	33.7%	34	33.0%	33	38.0%	38	42.0%	21	40.0%	20	33.0%	33
Female	63.9%	640	66.0%	66	63.0%	63	60.0%	60	63.0%	63	66.0%	66	66.3%	67	67.0%	67	62.0%	62	58.0%	29	60.0%	30	67.0%	67
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
AGE Could I ask how old you are please?																								
18 to 24	2.9%	29	5.0%	5	3.0%	3	1.0%	1	4.0%	4	2.0%	2	2.0%	2	2.0%	2	5.0%	5	0.0%	0	2.0%	1	4.0%	4
25 to 34	2.3%	23	1.0%	1	4.0%	4	2.0%	2	2.0%	2	4.0%	4	5.0%	5	2.0%	2	2.0%	2	2.0%	1	0.0%	0	0.0%	0
35 to 44	6.8%	68	8.0%	8	4.0%	4	2.0%	2	8.0%	8	5.0%	5	11.9%	12	4.0%	4	6.0%	6	12.0%	6	10.0%	5	8.0%	8
45 to 54	33.0%	330	43.0%	43	24.0%	24	20.0%	20	43.0%	43	36.0%	36	59.4%	60	11.0%	11	19.0%	19	40.0%	20	36.0%	18	36.0%	36
55 to 64	17.6%	176	12.0%	12	17.0%	17	19.0%	19	16.0%	16	16.0%	16	7.9%	8	33.0%	33	24.0%	24	14.0%	7	14.0%	7	17.0%	17
65 +	37.5%	375	31.0%	31	48.0%	48	56.0%	56	27.0%	27	37.0%	37	13.9%	14	48.0%	48	44.0%	44	32.0%	16	38.0%	19	35.0%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
QUOTA Zone:																								
Zone 1	10.0%	100	100.0%	100	0.0%	0	0.0%	0	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	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	100.0%	100	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 4	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9A	5.0%	50	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%	50	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	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%	100
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 4	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 6	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 9	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU15 1	1.2%	12	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0
GU15 2	0.8%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
GU15 3	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU15 4	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU16 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
GU16 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
GU16 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
GU16 9	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
GU17 0	0.6%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU18 5	5.1%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0
GU19 5	2.3%	23	0.0%	0	23.0%	23	0.0%	0	0.0%	0	0.0%	0
GU20 6	2.6%	26	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
GU21 2	2.2%	22	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	0.8%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	1.8%	18	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	2.0%	20	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0
GU24 8	2.9%	29	0.0%	0	0.0%	0	29.0%	29	0.0%	0	0.0%	0
GU24 9	5.1%	51	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0
GU46 6	2.6%	26	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
GU46 7	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
GU47 0	2.5%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0
GU47 8	0.9%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
GU47 9	0.5%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
GU51 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
RG12 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
RG12 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15
RG27 0	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	31.0%	31	0.0%
RG27 8	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	35.0%	35	0.0%
RG27 9	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	34.0%	34	0.0%
RG40 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
RG40 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG40 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7
RG41 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11
RG41 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10
RG41 5	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	15
RG42 1	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
RG42 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
RG42 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
RG45 6	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	23
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11
SL5 0	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17
SL5 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18
SL5 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	41
SL5 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24
Base:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 2:

Data Tabulations

By Zone

(Weighted)

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
Aldi, London Road, Camberley	0.9%	9	0.0%	0	2.7%	1	0.0%	0	4.6%	7	0.6%	1	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.1%	11	7.2%	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
Asda, Lower Earley, Chalfont Way, Reading	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	1.2%	1	0.0%	0
Asda, West Meade, Farnborough	3.8%	38	0.0%	0	1.1%	0	0.0%	0	2.9%	4	5.0%	5	13.9%	29	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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
Co-op, High Street, Knaphill	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Co-op, Plough Road, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.0%	0	0.0%	0	0.6%	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
Co-op, Yorktown Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	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%	0
Lidl, Ashville Way, Wokingham	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	1.1%	1	8.1%	4	0.0%	0
Lidl, High Street, Crowthorne	1.3%	13	0.0%	0	0.6%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	11	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.0%	20	0.0%	0	3.3%	1	0.7%	0	4.6%	7	1.2%	1	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.5%	5	0.0%	0	0.0%	0	0.7%	0	1.6%	2	0.6%	1	0.0%	0	1.2%	0	0.5%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	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
Morrisons, Elvetham Heath, Fleet	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	11	0.0%	0	21.5%	8	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	5.3%	53	33.9%	50	0.6%	0	8.5%	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
Morrisons, Summit Avenue, Farnborough	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	37	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	6.3%	5	0.0%	0	4.3%	6
Morrisons, Thorneycroft Industrial Estate, 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	1.1%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Woosehill Shopping Centre, Wokingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	5.1%	51	0.0%	0	0.6%	0	5.9%	2	18.6%	27	5.8%	6
Sainsbury's, Cambridge Walk, Camberley	1.3%	13	0.0%	0	4.8%	1	0.0%	0	5.5%	8	1.0%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	1.1%	11	5.4%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Sainsbury's, Fleet Road, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Sainsbury's, King Street Lane, Winnersh	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.0%	2
Sainsbury's, Queensmead, Farnborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Redding Way, Knaphill, Woking	5.0%	50	19.2%	29	19.1%	6	48.5%	15	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	4.4%	44	0.0%	0	2.2%	1	5.2%	2	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Station Mall, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11
Sainsbury's, Wolsey Walk, Woking	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	3	1.6%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6
Tesco Extra, Finchampstead Road, Wokingham	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, Station Road,	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Addlestone												
Tesco Extra, Station Road, Hook	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	7.9%	79	0.0%	0	11.7%	4	0.0%	0	29.3%	42	4.2%	4
Tesco Extra, Wellington Avenue, Aldershot	5.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	37
Tesco Extra, Whitton Road, Bracknell	2.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.1%	21	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.4%	14	4.4%	7	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.8%	8	0.0%	0	0.6%	0	0.0%	0	3.4%	5	2.9%	3
Waitrose, London Road, Sunningdale	2.2%	22	0.0%	0	14.3%	4	2.6%	1	0.0%	0	4.3%	4
Waitrose, Rectory Road, Wokingham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.5%	5	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Tresham Crescent, Yateley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.4%	14	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.5%	15	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.1%	1	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.4%	4	2.2%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	3	1.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Guildford Road,	0.3%	3	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lightwater, GU18 5SA												
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Local shops, Camberley Town Centre, GU47 0FD	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	8
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.5%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.5%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.6%	6	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Waitrose, Bridge Street, Godalming, GU7 1HY	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.8%	8	0.0%	0	15.0%	5	2.6%	1	1.5%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	9.8%	98	12.2%	18	8.2%	2	5.6%	2	9.6%	14	6.0%	6
(Don't know / varies)	0.4%	4	0.0%	0	1.1%	0	0.0%	0	0.5%	1	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Internet / delivered at Q01

Asda	12.2%	12	28.6%	5	0.0%	0	12.4%	0	0.0%	0	0.0%	0	22.6%	6	0.0%	0	9.9%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	24.8%	24	17.9%	3	7.0%	0	12.4%	0	11.3%	2	0.0%	0	22.6%	6	0.0%	0	0.0%	0	42.2%	4	17.4%	1	90.1%	7
Sainsbury's	22.2%	22	12.4%	2	79.1%	2	12.6%	0	16.9%	2	51.8%	3	29.8%	8	61.1%	1	70.3%	1	7.9%	1	9.9%	1	0.0%	0
Tesco	30.5%	30	28.6%	5	14.0%	0	50.2%	1	41.5%	6	38.7%	2	17.9%	5	38.9%	0	19.8%	0	42.2%	4	72.7%	4	9.9%	1
Waitrose	8.0%	8	7.9%	1	0.0%	0	12.4%	0	30.2%	4	0.0%	0	7.1%	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
(Don't know / varies)	0.8%	1	4.5%	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
Weighted base:	98	18	2	2	14	6	28	1	2	11	6	8												
Sample:	78	12	8	8	9	6	15	3	5	4	5	3												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
Aldi, London Road, Camberley	1.9%	19	1.0%	1	4.8%	1	2.6%	1	8.5%	12	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.4%	14	6.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.4%	3	0.0%	0
Asda, West Meade, Farnborough	2.4%	24	0.0%	0	0.6%	0	0.7%	0	0.5%	1	1.8%	2	9.5%	20	0.0%	0	0.5%	0	1.1%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.6%	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
Budgens, High Street, Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	10	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.8%	8	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	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%	0
Lidl, Ashville Way, Wokingham	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%	4	3.6%	2	0.6%	1
Lidl, High Street, Crowthorne	0.4%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.6%	1
Lidl, London Road, Camberley, Blackwater	1.3%	13	0.0%	0	2.6%	1	5.9%	2	2.0%	3	2.2%	2	1.5%	3	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.1%	1	0.6%	1	0.0%	0	0.7%	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
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	1	0.5%	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
Marks & Spencer, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.1%	11	0.0%	0	1.7%	1	3.9%	1	2.2%	3	1.1%	1	0.0%	0	4.3%	2	5.5%	2	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0	0.6%	1
Morrisons, Elvetham Heath, Fleet	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth	1.7%	17	10.1%	15	1.1%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Woking												
Morrisons, Summit Avenue, Farnborough	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.6%	6	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.6%	6	0.0%	0	3.1%	1	0.0%	0	1.0%	1	1.6%	2
Sainsbury's, Blackwater Valley Road, Camberley	2.7%	27	0.0%	0	2.6%	1	0.0%	0	4.7%	7	6.6%	7
Sainsbury's, Bridge Way, Cobham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.2%	2	0.0%	0	1.0%	0	0.0%	0	1.5%	2	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, High Street, Guildford	0.2%	2	1.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.5%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1
Sainsbury's, Redding Way, Knaphill, Woking	2.1%	21	7.9%	12	6.0%	2	17.8%	6	0.0%	0	1.0%	1
Sainsbury's, Ringmead, Bracknell	2.1%	21	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Express, Greenwood Road, Crowthorne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Express, High Street, Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	2	1.1%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.6%	46	0.6%	1	3.3%	1	0.7%	0	17.7%	25	2.2%	2
Tesco Extra, Wellington Avenue, Aldershot	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Tesco Extra, Whitton Road, Bracknell	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.9%	29	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	2.4%	24	13.8%	21	0.0%	0	9.9%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	3	2.3%	2
Waitrose, London Road, Sunningdale	1.5%	15	0.0%	0	1.1%	0	2.6%	1	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.8%	8	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Tresham Crescent, Yateley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.3%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.4%	14	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.7%	7	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Brighton Hill, Basingstoke, RG22 4DH												
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.3%	3	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.7%	7	0.0%	0	0.0%	0	1.4%	0	1.0%	1	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Lidl, Gastons Wood, Chineham, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.9%
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, Badshot Lea Village Centre, GU9 9LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Local shops, Farnborough Town Centre, GU14 7BF	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Reading Town Centre, RG1 1JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Local shops, West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.6%	6	0.0%	0	0.0%	0	0.7%	0	2.9%	4	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.2%	12	0.0%	0	18.0%	5	3.3%	1	2.9%	4	0.6%	1
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet / delivered	4.5%	45	6.4%	10	0.0%	0	2.8%	1	1.5%	2	4.9%	5
(Don't know / varies)	1.3%	13	0.5%	1	0.0%	0	0.0%	0	1.1%	2	1.2%	1
(Nowhere else / same as before)	29.0%	290	31.8%	47	33.4%	10	37.3%	12	23.7%	34	33.2%	33
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
Aldi, London Road, Camberley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Asda, Lion Retail Park, Oriental Road, Woking	1.3%	13	9.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.3%	13	2.9%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	9
Co-op, High Street, Horsell, Woking	1.0%	10	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.2%	2	1.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, North Lane, Aldershot	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Co-op, Plough Road, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	14
Co-op, The Square, Bagshot	0.3%	3	0.0%	0	9.2%	3	0.7%	0	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Co-op, Yorktown Road, Sandhurst	1.8%	18	0.0%	0	0.0%	0	0.0%	0	12.4%	18	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lidl, Ashville Way, Wokingham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	2.3%	23	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Lidl, London Road, Camberley, Blackwater	0.6%	6	0.0%	0	1.6%	0	1.4%	0	1.0%	1	0.6%	1
Londis, New Road, North Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Londis, Oriental Road, Woking	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.6%	6	1.0%	1	4.8%	1	9.9%	3	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive,	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Brooklands, Weybridge	0.7%	7	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.7%	7	4.3%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.2%	2	0.0%	0	0.6%	0	1.4%	0	0.5%	1	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.7%	7	4.3%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	3.0%	30	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Woosehill Shopping Centre, Wokingham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	1.0%	10	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.2%	12	0.0%	0	0.0%	0	6.6%	2	5.6%	8	2.2%	2
Sainsbury's, Blackwater Valley Road, Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.6%	1
Sainsbury's, Cambridge Walk, Camberley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.4%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	10
Sainsbury's, King Street Lane, Winnersh	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Redding Way, Knaphill, Woking	0.7%	7	1.6%	2	1.6%	0	12.6%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.9%	9	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Sainsbury's, Wolsey Walk, Woking	0.5%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Spar, High Street, Horsell, Woking	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Tesco Express, Falkner Close, Ancells Farm, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Tesco Express, Greenwood Road, Crowthorne	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3
Tesco Express, Lysons Avenue, Ash Vale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Tesco Express, Reading Road, Yateley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.3%	3	0.6%	1	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	7	0.0%	0	1.1%	0	0.0%	0	3.5%	5	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Tesco Extra, Whitton Road, Bracknell	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.9%	29	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.8%	18	11.3%	17	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.6%	5
Waitrose, London Road, Sunningdale	1.0%	10	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.6%	1
Waitrose, Rectory Road, Wokingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.4%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, The Hart, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent,	1.9%	19	0.0%	0	0.0%	0	0.0%	0	12.7%	18	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Yateley																								
Waitrose, Yorktown Road, College Town, Sandhurst	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	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	0.0%	0	5.7%	8
Aldi, London Road, Guildford, GU1 1YT	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Hook, RG27 9DY	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%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	0.0%	0	0.0%	0	0.0%	0	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
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.3%	3	0.0%	0	0.0%	0	7.3%	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
Co-op, Church Road, Addlestone, KT15 1SG	0.1%	1	0.6%	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
Co-op, Farnborough Road, Farnham, GU9 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	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	6.1%	4	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	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	1.7%	2
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.6%	6	0.0%	0	17.8%	5	2.1%	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
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, RG12 7BN	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
Co-op, St Johns Road,	1.3%	13	8.7%	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking, GU21 7SE												
Co-op, Victoria Road, Knaphill, GU21 2AW	0.7%	7	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woburn Avenue, Farnborough, GU14 7EF	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	12
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	2
Local shops, Aldershot Town Centre, GU11 1JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Local shops, Ascot Town Centre, SL5 7HE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Bagshot Village Centre, GU19 5EQ	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Local shops, Hook Town Centre, RG27 9DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre, SL1 1PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Windlesham Village Centre, GU20 6BN	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Nisa, Sunwood Drive, Sherfield on Loddon, RG27 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	3	1.1%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4
Spar, Chertsey Road, Chobham, GU24 8PQ	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	15
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.8%	8	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	1.3%	13	0.0%	0	0.0%	0	4.0%	6	0.6%	1	2.6%	5
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.6%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Waitrose, Chapel Street, Marlow SL7 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.0%	10	0.0%	0	15.0%	5	0.0%	0	4.1%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Sheen Road, Richmond, TW9 1AE	0.4%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.6%	5
Internet / delivered	0.9%	9	1.6%	2	1.7%	1	0.0%	0	0.0%	0	0.5%	1
(Don't know / varies)	3.1%	31	3.2%	5	5.4%	2	1.4%	0	1.1%	2	5.4%	5
(Don't do this type of shopping)	22.1%	222	16.1%	24	21.5%	7	23.5%	7	20.7%	30	34.1%	34
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q05 Where else do you do your household's top-up food shopping?																								
<i>Not Don't do and not Don't know at Q04</i>																								
Aldi, London Road, Camberley	0.4%	3	0.0%	0	1.4%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Lion Retail Park, Oriental Road, Woking	1.3%	10	7.0%	8	0.0%	0	5.0%	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
Asda, West Meade, Farnborough	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	12	0.0%	0	1.6%	1
Co-op, High Street, Horsell, Woking	0.9%	7	5.7%	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	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.9%	6	5.0%	6	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.1%	1	0.0%	0	5.0%	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
Co-op, Upper College Ride, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	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	1.7%	1	0.0%	0
Lidl, High Street, Crowthorne	0.9%	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	4.3%	3	0.0%	0	4.8%	4
Lidl, London Road, Camberley, Blackwater	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	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
Marks & Spencer BP, Guildford Road, Woking	0.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.0%	1	0.0%	0	0.8%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Marks & Spencer,	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	1.4%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.4%	3	1.4%	2	0.0%	0	1.7%	0	0.0%	0	1.0%	1
Morrisons, Summit Avenue, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Morrisons, The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, Wooschill Shopping Centre, Wokingham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.9%	7	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.3%	2	0.0%	0	0.8%	0	0.0%	0	1.2%	1	1.0%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.7%	1	2.6%	2
Sainsbury's, Cambridge Walk, Camberley	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9
Sainsbury's, King Street Lane, Winnersh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.1%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Queensmead, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	4	1.4%	2	2.3%	1	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Tesco Express, Greenwood Road, Crowthorne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, High Street,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.2%	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	0.0%	0	3.1%	1	9.0%	8
Tesco Extra, Finchampstead Road, Wokingham	0.3%	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	7.0%	2	0.0%	0
Tesco Extra, Station Road, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	9	0.0%	0	2.3%	1	0.0%	0	5.8%	6	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco, District Shopping Centre, Chineham, 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	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.2%	1	1.2%	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
Waitrose, Bond Way, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waitrose, Goldsworth Park Centre, Woking	0.9%	6	5.0%	6	0.0%	0	1.7%	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
Waitrose, High Street, Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	0.9%	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	15.8%	5	1.6%	1
Waitrose, Station Approach, West Byfleet	0.5%	4	2.7%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	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	1.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.3%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	1.3%	10	0.0%	0	17.4%	4	7.9%	2	3.7%	4	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	0.6%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Iceland, Festival Way, Basingstoke, RG21 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Gastons Wood, Chineham, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Aldershot Town Centre, GU11 1JW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.6%	1
Local shops, Ascot Town Centre, SL5 7HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horsell Village Centre, GU21 4SS	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	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	0.0%	0	0.9%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.6%	5	3.7%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.0%	0	0.0%	0	1.5%	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
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	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	3.5%	1	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	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
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	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
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	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
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0	0.9%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	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	0.0%	0	0.9%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	1	0.0%	0	3.9%	1	1.7%	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
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	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	1.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	9	0.7%	1	7.3%	2	0.9%	0	0.0%	0	1.9%	1	0.6%	1	0.8%	0	0.8%	0	1.4%	1	1.7%	1	2.5%	2
(Nowhere else / same as before)	56.8%	425	52.8%	64	51.3%	11	55.5%	13	61.1%	69	58.4%	35	52.9%	90	64.1%	19	65.0%	17	60.7%	35	58.7%	20	56.4%	51

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Weighted base:	749	120	22	24	113	60	171	29	26	58	35	90												
Sample:	737	80	78	69	77	72	86	65	77	38	33	62												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	98.2%	982	99.5%	148	98.3%	30	93.9%	30	97.9%	141	96.1%	96	100.0%	206	91.1%	38	99.0%	37	98.0%	72	97.9%	49	98.9%	137
Furniture and floor coverings	72.7%	727	65.3%	97	65.3%	20	69.5%	22	68.2%	98	51.5%	51	91.7%	189	67.9%	28	84.7%	32	73.3%	54	78.6%	39	70.2%	97
Household textiles and soft furnishings	74.4%	744	68.1%	101	70.6%	21	69.6%	22	74.8%	108	72.6%	72	86.7%	178	69.1%	29	74.5%	28	72.4%	53	70.7%	35	69.4%	96
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	77.2%	773	71.3%	106	91.0%	28	78.2%	25	78.6%	113	80.3%	80	70.5%	145	76.4%	32	86.9%	33	89.4%	66	73.9%	37	78.9%	109
Audio-visual electrical goods such as TVs, computers and cameras	81.3%	814	83.9%	125	86.2%	26	74.1%	23	78.0%	112	79.6%	79	84.0%	173	57.1%	24	84.5%	32	89.6%	66	85.0%	42	80.3%	111
Glassware, china, tableware and kitchen utensils	61.0%	610	60.3%	90	50.5%	15	47.1%	15	63.5%	91	56.9%	57	66.6%	137	43.2%	18	69.0%	26	63.6%	47	63.1%	32	60.1%	83
DIY and decorating goods	78.6%	787	74.0%	110	76.4%	23	80.4%	25	73.4%	106	61.1%	61	91.5%	188	70.1%	29	85.6%	32	77.8%	57	84.8%	42	81.2%	112
Jewellery, watches and clocks	56.1%	561	57.2%	85	49.8%	15	49.7%	16	60.7%	87	41.9%	42	60.3%	124	49.0%	20	56.4%	21	65.9%	48	50.9%	25	55.6%	77
Books, CDs and DVDs	77.5%	776	84.5%	126	73.6%	22	72.7%	23	79.6%	115	77.1%	77	85.1%	175	61.6%	26	72.5%	27	59.1%	43	77.2%	38	75.0%	104
Chemist goods including health and beauty products	87.1%	872	92.6%	138	94.5%	29	82.4%	26	88.0%	127	86.9%	87	83.6%	172	86.9%	36	90.0%	34	76.7%	56	94.0%	47	87.2%	120
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	67.3%	674	70.2%	105	53.2%	16	60.1%	19	71.8%	103	61.2%	61	71.3%	147	54.7%	23	70.0%	26	62.7%	46	62.4%	31	70.2%	97
Garden products, plants and flowers	84.0%	841	71.9%	107	97.2%	29	84.1%	27	82.8%	119	83.0%	83	87.2%	179	86.2%	36	97.0%	37	88.5%	65	86.7%	43	83.8%	116
(Haven't bought any of these goods within the last 10 years)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?																								
<i>Clothes, footwear, fashion goods at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.1%	1	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	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.0%	29	1.1%	2	7.9%	2	6.4%	2	8.0%	11	2.3%	2	1.0%	2	4.5%	2	3.0%	1	3.2%	2	2.4%	1	1.2%	2
Marks & Spencer, High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	3	1.1%	2	0.6%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.5%	5	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	3.7%	5
Sainsbury's, South Street, Farnham	0.2%	2	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	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.8%	8	0.0%	0	2.2%	1	1.3%	0	1.5%	2	4.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	3.1%	4
Aldershot Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.8%	16	0.0%	0	37.9%	14	0.0%	0	0.0%	0	0.6%	1
Blackwater Town Centre	0.1%	1	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	0.0%	0
Bracknell Town Centre	10.5%	104	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	27.6%	10	0.0%	0	29.6%	21	15.1%	7	45.5%	62
Camberley Town Centre	11.0%	108	0.0%	0	35.0%	10	8.5%	3	33.1%	47	13.8%	13	16.8%	34	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	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
Crowthorne Village Centre	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
Farnborough Town Centre	3.7%	37	0.0%	0	0.0%	0	0.0%	0	3.5%	5	12.2%	12	9.3%	19	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.2%	71	17.3%	26	2.3%	1	11.2%	3	1.1%	2	13.2%	13	12.2%	25	0.6%	0	0.5%	0	2.3%	2	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	1.0%	10	2.1%	3	2.1%	1	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.1%	11	0.0%	0	0.0%	0	1.5%	0	0.5%	1	0.0%	0	0.0%	0	2.3%	1	4.8%	2	8.6%	6	0.0%	0	0.6%	1
Northampton Town 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	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.2%	51	0.0%	0	4.7%	1	0.0%	0	3.7%	5	2.3%	2	2.0%	4	2.5%	1	7.0%	3	4.4%	3	46.2%	23	6.6%	9
Staines-upon-Thames Town Centre	0.2%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	2	1.5%	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	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windsor Town Centre	1.4%	13	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	2
Woking Town Centre	8.9%	88	52.8%	78	1.6%	0	28.5%	8	0.0%	0	0.0%	1
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.5%	1
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The Meadows, Sandhurst (Camberley)	2.0%	20	0.0%	0	2.3%	1	2.8%	1	3.9%	5	0.0%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.3%	3	0.0%	0	1.0%	0	0.0%	0	0.5%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	1	0.6%	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
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	0.6%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.3%	3	1.6%	2	0.6%	0	0.7%	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
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	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	1.2%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	4.3%	6
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.0%	0	0.0%	0	0.6%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.5%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	7	0.5%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / mail order / delivered	27.8%	273	19.7%	29	23.4%	7	26.4%	8	28.8%	41	27.9%	27
(Don't know / varies)	2.2%	22	0.0%	0	1.7%	1	2.8%	1	6.0%	8	6.9%	7
Weighted base:	982	148	30	30	141	96	206	38	37	72	49	137
Sample:	966	99	97	92	96	94	101	93	98	49	49	98

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07</i>																								
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.7%	35	1.0%	1	2.8%	1	2.9%	1	10.4%	14	1.8%	2	2.4%	5	6.0%	2	8.5%	3	6.3%	4	1.2%	1	1.2%	2
Marks & Spencer, High Street, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	3	1.1%	2	0.6%	0	1.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.0%	0	0.0%	0	0.6%	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	2.6%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	0.6%	1
Aldershot Town Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	10	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.0%	0	0.0%	0	0.0%	0	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
Basingstoke Town Centre	2.9%	28	0.0%	0	0.0%	0	5.7%	2	0.6%	1	3.2%	3	9.4%	19	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	7.8%	75	0.6%	1	2.2%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	14.7%	5	0.0%	0	20.9%	15	31.1%	15	25.4%	34
Camberley Town Centre	8.7%	83	5.0%	7	11.6%	3	5.7%	2	13.1%	17	13.1%	12	13.4%	27	4.9%	2	5.6%	2	7.7%	5	1.2%	1	3.2%	4
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Farnborough Town Centre	1.7%	16	4.1%	6	1.2%	0	1.4%	0	0.6%	1	4.9%	4	2.0%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	2.0%	4	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.9%	75	21.1%	31	7.5%	2	13.3%	4	8.9%	12	10.2%	9	6.6%	13	0.7%	0	5.5%	2	0.0%	0	3.4%	2	0.0%	0
Kingston upon Thames Town Centre	0.9%	9	3.0%	4	1.2%	0	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.2%	1	1.0%	1
London City Centre	1.6%	16	1.5%	2	0.6%	0	0.0%	0	0.6%	1	5.4%	5	0.0%	0	1.8%	1	1.0%	0	7.5%	5	0.0%	0	1.0%	1
Newbury Town 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	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	6.7%	64	0.0%	0	1.0%	0	0.0%	0	14.6%	19	0.6%	1	2.0%	4	1.8%	1	4.1%	2	25.5%	18	17.3%	8	8.3%	11
Richmond Town Centre	0.5%	5	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Staines-upon-Thames Town Centre	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windsor Town Centre	1.3%	13	0.6%	1	1.6%	0	0.8%	0	0.0%	0	0.0%	0
Woking Town Centre	3.7%	35	15.9%	23	6.7%	2	28.2%	8	0.6%	1	0.0%	0
Wokingham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.3%	13	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.6%	1
Festival Park, Basingstoke	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Ladymead Retail Park, Guildford	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.0%	9	0.0%	0	1.8%	1	0.0%	0	1.8%	2	1.8%	2
The Peel Centre, Bracknell	0.6%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.2%	2
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	3
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cardiff City Centre, CF10 2DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College Town Village Centre, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Earley Town Centre, RG6 5QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Cnetre, EH2 4AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Blackwater, Camberley, GU17 9AP												
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Internet / mail order / delivered	8.7%	84	10.1%	15	13.8%	4	9.3%	3	6.0%	8	7.4%	7
(Don't know / varies)	3.1%	30	4.1%	6	6.1%	2	0.0%	0	0.0%	0	1.1%	1
(Nowhere else / same as before)	26.6%	256	25.3%	37	38.4%	11	26.6%	8	30.5%	40	19.1%	17
Weighted base:	961	148	29	29	132	89	204	37	37	71	49	135
Sample:	940	99	94	89	91	89	99	91	95	48	49	96

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	1.3%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.8%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.9%	5
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.0%	7	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldershot Town Centre	2.5%	18	0.0%	0	0.0%	0	7.5%	2	0.0%	0	7.3%	4
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	0	0.0%	0	0.9%	0	1.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.3%	2	0.0%	0	9.0%	2	1.8%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.7%	27	0.0%	0	7.4%	1	0.0%	0	0.8%	1	0.0%	0
Camberley Town Centre	1.5%	11	0.8%	1	4.3%	1	11.3%	2	3.0%	3	3.1%	2
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	2.2%	16	0.0%	0	1.6%	0	0.0%	0	5.8%	6	0.0%	0
Farnborough Town Centre	7.9%	57	7.7%	7	3.3%	1	1.8%	0	14.0%	14	14.8%	8
Farnham Town Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	0	1.6%	2	1.1%	1
Fleet Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Frimley Town Centre	0.3%	2	0.0%	0	0.9%	0	1.0%	0	0.8%	1	0.0%	0
Guildford Town Centre	2.9%	21	11.0%	11	0.9%	0	12.2%	3	5.6%	6	0.0%	0
Kingston upon Thames Town Centre	0.6%	5	1.7%	2	4.6%	1	0.0%	0	0.0%	0	1.1%	1
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
London City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Reading Town Centre	6.8%	50	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.3%	4
Sandhurst Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Staines-upon-Thames Town	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Woking Town Centre	3.5%	25	19.7%	19	2.6%	1	19.0%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.8%	57	6.2%	6	6.6%	1	1.0%	0	13.4%	13	14.5%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Ladymead Retail Park, Guildford	1.3%	10	5.0%	5	0.0%	0	5.8%	1	0.0%	0	1.9%	4
Lion Retail Park, Oriental Road, Woking	1.6%	11	11.1%	11	1.6%	0	1.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Solartron Retail Park, Farnborough	7.8%	56	0.8%	1	3.5%	1	2.0%	0	9.6%	9	8.8%	5
The Meadows, Sandhurst (Camberley)	0.8%	6	0.0%	0	0.9%	0	0.0%	0	4.4%	4	0.0%	0
The Peel Centre, Bracknell	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.9%	6	0.8%	1	2.6%	1	1.0%	0	0.0%	0	5.6%	3
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ashtead Village Centre, KT21 1AL	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.0%	29	1.7%	2	0.9%	0	0.0%	0	0.8%	1	1.1%	1	4.5%	8	0.0%	0	7.5%	2	8.3%	4	0.0%	0	11.3%	11
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.9%	7	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.6%	2	1.5%	1	1.5%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	3	0.0%	0	1.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	2	1.7%	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
Lancaster City Centre, LA1 1RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Norwich City Centre, NR1 1EA	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	1.5%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ruislip Local Centre, HA4 6TP	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	0.0%	0	0.8%	1
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.0%	0	0.0%	0	1.6%	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
Thame Town Centre, OX9 2BW	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	1.5%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	0.8%	1
White Waltham Village Centre, SL6 3SG	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	0.0%	0	0.8%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	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	0.0%	0
Winnersh Village Centre, RG41 5DU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0
Woodley Town Centre, RG5	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	4.2%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
4JA												
Internet / mail order / delivered	15.0% 109	16.5% 16	23.1% 5	7.6% 2	13.2% 13	15.6% 8	13.8% 26	13.5% 4	18.9% 6	11.4% 6	11.2% 4	20.2% 20
(Don't know / varies)	9.9% 72	8.7% 8	16.4% 3	19.1% 4	11.2% 11	9.0% 5	5.5% 10	29.9% 8	16.1% 5	16.0% 9	6.1% 2	5.4% 5
Weighted base:	727	97	20	22	98	51	189	28	32	54	39	97
Sample:	713	76	71	61	74	61	84	62	78	38	38	70

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09</i>												
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	7.7%	1	1.2%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	5	0.0%	0	1.9%	0	1.2%	0	2.7%	2	2.5%	1
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aldershot Town Centre	1.9%	12	0.0%	0	1.1%	0	0.0%	0	0.0%	0	10.1%	5
Ascot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Basingstoke Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bracknell Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Camberley Town Centre	0.7%	5	0.0%	0	1.0%	0	0.0%	0	0.9%	1	1.2%	1
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Farnborough Town Centre	1.2%	8	0.9%	1	1.1%	0	2.5%	0	4.9%	4	4.7%	2
Farnham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Guildford Town Centre	2.0%	13	3.5%	3	3.2%	1	1.2%	0	3.3%	3	0.0%	0
Kingston upon Thames Town Centre	0.4%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.5%	4	1.8%	2	1.1%	0	2.2%	0	1.6%	1	0.0%	0
Reading Town Centre	2.1%	14	0.9%	1	1.9%	0	2.5%	0	0.9%	1	0.6%	1
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Slough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	2.2%	0
West Byfleet Village Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Woking Town Centre	0.4%	3	1.6%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	3.8%	25	0.9%	1	8.7%	1	0.0%	0	2.5%	2	2.5%	1	8.8%	16	1.3%	0	4.7%	1	1.9%	1	0.0%	0	1.5%	1
Forbury Retail Park, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.3%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1
Ladymead Retail Park, Guildford	2.1%	14	15.0%	13	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.3%	2	1.9%	2	0.0%	0	3.5%	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 Gate Retail Park, Reading	0.2%	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	0.9%	1
Solartron Retail Park, Farnborough	0.6%	4	0.0%	0	0.0%	0	1.3%	0	0.9%	1	2.2%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	0	0.7%	0	1.9%	1	3.3%	1	0.0%	0
The Peel Centre, Bracknell	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	0.0%	0	0.9%	1
Ash Vale Village Centre, GU12 5JE	0.8%	5	0.9%	1	1.1%	0	0.0%	0	0.9%	1	2.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	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	0.0%	0	0.0%	0
Bath City Centre, BA1 1JT	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	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%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	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	1.6%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	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	2.9%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.5%	17	0.0%	0	1.1%	0	0.0%	0	5.7%	5	3.4%	2	3.0%	5	0.0%	0	2.8%	1	0.0%	0	10.3%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.8%	5	0.0%	0	5.6%	1	0.0%	0	0.0%	0	1.3%	3
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3
London Road Retail Park, London Road, Newbury, RG14 2BP	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Oxford City Centre, OX1 3DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Uxbridge Town Centre, UB8 1RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.7%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Internet / mail order / delivered	5.5%	36	8.6%	8	9.8%	2	13.4%	2	6.6%	6	1.2%	1
(Don't know / varies)	5.6%	37	1.8%	2	2.1%	0	2.2%	0	0.9%	1	2.5%	1
(Nowhere else / same as before)	58.0%	380	50.7%	45	44.3%	7	56.5%	10	59.8%	52	53.6%	25
Weighted base:	656	89	17	18	87	47	178	20	27	45	37	92
Sample:	628	70	63	50	67	53	80	48	68	30	34	65

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	1.6%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	1.6%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	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	1.7%	1	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.9%	29	1.4%	1	18.0%	4	9.5%	2	11.6%	13	2.2%	2	0.0%	0	1.5%	0	1.4%	0	4.4%	2	4.7%	2	2.5%	2
Sainsbury's, King Street Lane, Winnersh	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	1.6%	1	1.7%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	2	1.6%	2	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
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	2	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2	4.6%	1	30.1%	8	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.4%	40	0.0%	0	6.8%	1	0.0%	0	4.6%	5	0.0%	0	0.0%	0	19.9%	6	0.0%	0	4.7%	3	1.7%	1	26.3%	25
Camberley Town Centre	3.3%	25	0.0%	0	16.7%	4	12.3%	3	11.5%	12	2.2%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	1.8%	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
Crowthorne Village Centre	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	2.8%	1	0.0%	0	0.0%	0
Farnborough Town Centre	7.4%	55	0.8%	1	1.6%	0	1.0%	0	12.0%	13	9.0%	7	18.9%	34	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	10	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.0%	15	6.8%	7	2.4%	1	3.8%	1	0.0%	0	7.3%	5
Kingston upon Thames Town Centre	0.7%	5	2.4%	2	1.4%	0	2.0%	0	0.0%	0	0.8%	1
London City Centre	0.6%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Reading Town Centre	6.2%	46	0.0%	0	0.8%	0	3.0%	1	3.4%	4	0.8%	1
Sandhurst Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
West Byfleet Village Centre	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	3
Woking Town Centre	4.5%	33	30.1%	31	2.2%	0	10.5%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.9%	29	4.3%	4	2.4%	1	2.8%	1	7.3%	8	9.0%	7
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ladymead Retail Park, Guildford	0.5%	4	1.6%	2	0.0%	0	4.8%	1	0.0%	0	1.4%	1
Lion Retail Park, Oriental Road, Woking	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Solartron Retail Park, Farnborough	3.8%	29	0.0%	0	1.6%	0	0.0%	0	4.6%	5	2.2%	2
The Meadows, Sandhurst (Camberley)	1.0%	8	0.0%	0	1.4%	0	4.8%	1	3.6%	4	0.8%	1
The Peel Centre, Bracknell	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.7%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ash Vale Village Centre, GU12 5JE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
RG24 8TR																								
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.7%	12	0.0%	0	1.4%	0	0.0%	0	0.7%	1	5.1%	4	4.2%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pincents Lane, Reading RG31 7SD	1.0%	7	0.0%	0	0.0%	0	1.0%	0	1.5%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	12.1%	4	0.8%	1
Havant Town Centre, PO9 1ND	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	3.1%	23	1.6%	2	5.1%	1	0.0%	0	0.7%	1	0.0%	0	3.0%	5	0.0%	0	3.4%	1	0.0%	0	1.7%	1	12.9%	12
IKEA, West Quay Road, Southampton, SO15 1GY	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	0.0%	0	0.8%	1
John Lewis, Broad Street, Reading, RG1 2BB	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.6%	12	0.9%	0	5.3%	2	1.6%	1	3.4%	1	2.3%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.9%	7	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	9.8%	3	0.0%	0	3.1%	2	0.0%	0	0.8%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.0%	7	2.4%	2	0.0%	0	1.8%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.6%	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	12.5%	4	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.1%	0	0.0%	0	0.0%	0	1.8%	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
Marlborough Town Centre, SN8 1NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	1.7%	1	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	4	2.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11</i>												
B&Q, Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Homebase (Brookwood) Knaphill, Woking	0.2%	1	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	2.0%	13	0.9%	1	3.9%	1	0.0%	0	1.6%	2	0.0%	3.8%
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	5	4.8%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	8	0.0%	0	0.0%	0	0.0%	0	7.6%	7	1.0%	1
Tesco Extra, Wellington Avenue, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco Extra, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	4	1.8%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bracknell Town Centre	3.2%	21	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Camberley Town Centre	2.4%	16	0.9%	1	11.3%	2	0.0%	0	5.5%	5	1.0%	1
Farnborough Town Centre	2.5%	17	0.0%	0	3.9%	1	1.2%	0	0.8%	1	5.8%	3
Farnham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Guildford Town Centre	2.4%	16	9.3%	8	2.4%	0	7.8%	2	3.7%	4	1.0%	1
Kingston upon Thames Town Centre	0.4%	2	0.0%	0	0.0%	0	1.2%	0	0.8%	1	1.8%	1
London City Centre	0.3%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading Town Centre	2.0%	13	0.0%	0	2.4%	0	0.0%	0	0.8%	1	1.0%	1
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking Town Centre	2.0%	13	11.5%	11	2.4%	0	9.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.0%	7	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Brighton Hill Retail Park, Basingstoke	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.3%	15	0.0%	0	2.4%	0	0.0%	0	1.4%	1	8.1%	5
Ladymead Retail Park, Guildford	0.5%	4	1.6%	1	0.0%	0	2.0%	0	0.0%	0	1.1%	2
Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Solartron Retail Park, Farnborough	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	1.0%	6	0.0%	0	6.4%	1	0.0%	0	0.8%	1	3.8%	2
The Peel Centre, Bracknell	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.3%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.6%	1
Dunelm, Pincents Lane, Reading RG31 7SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Godalming Town Centre, GU7 1EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	1.9%	13	0.0%	0	0.9%	0	0.0%	0	4.3%	4	1.0%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	2	1.6%	1	0.0%	0	2.0%	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	1	0.0%	0	1.5%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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
WestQuay Shopping Centre, Southampton, SO15 1QA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	6.5%	43	11.7%	11	0.9%	0	2.3%	0	3.7%	4	13.9%	8	1.8%	3	6.5%	2	5.4%	1	13.4%	6	16.1%	5	3.7%	3
(Don't know / varies)	2.2%	15	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.8%	3	4.8%	8	1.0%	0	0.8%	0	1.8%	1	1.9%	1	2.0%	2
(Nowhere else / same as before)	53.3%	352	46.8%	43	57.3%	11	64.1%	12	51.8%	50	45.3%	26	56.1%	95	65.3%	16	45.3%	11	58.4%	27	63.6%	20	50.9%	41
Weighted base:	659		91		20		19		96		58		169		25		23		46		31		80	
Sample:	640		64		64		53		69		69		76		57		59		31		33		65	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																								
<i>Domestic electrical appliances at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.6%	4	4.1%	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		
Costco Wholesale, Green Park, Reading	0.0%	0	0.0%	0	0.6%	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		
Currys, Brighton Hill Retail Park, Basingstoke	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0	0.0%	0	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	11.4%	88	0.0%	0	6.1%	2	5.9%	1	10.2%	12	33.1%	27	30.3%	44	0.0%	0	8.6%	3	0.0%	0	0.0%	0		
Currys, Lion Retail Park, Woking	2.3%	18	10.8%	11	1.1%	0	23.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	1.6%	1	0.0%	0		
Currys, The Peel Centre, Bracknell	5.1%	39	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	19.6%	6	0.0%	0	2.2%	1	1.6%	1	27.1%	30
Currys, Westgate Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.6%	0	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
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Addlestone Town Centre	0.1%	1	0.0%	0	0.6%	0	1.6%	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
Aldershot Town Centre	0.9%	7	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.8%	14	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	3.5%	2	0.0%	0	6.4%	7
Camberley Town Centre	0.7%	5	0.0%	0	1.9%	1	0.0%	0	2.6%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	3.2%	25	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	23.1%	15	1.6%	1	2.7%	3
Farnborough Town Centre	2.4%	18	0.0%	0	5.9%	2	0.0%	0	7.1%	8	1.4%	1	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	7	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	0	0.0%	0	1.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Guildford Town Centre	0.6%	5	0.8%	1	0.6%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingston upon Thames Town Centre	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Knaphill Village Centre	1.1%	9	3.7%	4	1.2%	0	17.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
London City Centre	0.7%	5	4.9%	5	0.6%	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		
Reading Town Centre	3.6%	28	0.0%	0	0.6%	0	0.9%	0	1.4%	2	0.0%	0	0.7%	1	3.5%	1	0.6%	0	10.4%	7	16.4%	6	9.6%	10
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.2%	1	0.0%	0	5.3%	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	0.0%	0
Woking Town Centre	1.3%	10	7.2%	8	0.6%	0	5.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	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	3.2%	1	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.4%	34	0.0%	0	10.4%	3	0.0%	0	11.6%	13	10.7%	9	5.8%	8	1.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.6%	4	2.3%	2	0.0%	0	5.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.3%	10	9.3%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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	1.6%	1	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.6%	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
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell Asda, West Meade, Farnborough, GU14 7LT	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Cardiff City Centre, CF10 2DX	0.0%	0	0.0%	0	0.6%	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
Costco, Templer Avenue, Farnborough, GU14 6FE	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	0.0%	0	0.7%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.3%	3	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13</i>												
B&Q, Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Currys, Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Currys, Farnborough Gate Retail Park, Farnborough	2.8%	21	0.0%	0	4.7%	1	0.0%	0	3.8%	4	14.7%	11
Currys, Lion Retail Park, Woking	1.3%	10	8.7%	9	0.7%	0	1.9%	0	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Currys, The Peel Centre, Bracknell	2.2%	16	0.0%	0	1.3%	0	0.0%	0	0.7%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	0.8%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Addlestone Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7
Bracknell Town Centre	0.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	4	0.0%	0	8.1%	2	1.7%	0	1.5%	2	0.0%	0
Crowthorne Village Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farnborough Town Centre	1.0%	8	4.2%	4	2.0%	0	0.0%	0	0.7%	1	0.7%	1
Fleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Guildford Town Centre	0.7%	5	0.8%	1	0.7%	0	0.0%	0	1.3%	1	3.4%	3
Kingston upon Thames Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.9%	7	6.3%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Reading Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.7%	1
Staines-upon-Thames Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.2%	1	0.8%	1	0.7%	0	0.9%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.6%	12	0.0%	0	0.0%	0	1.0%	0	1.3%	1	2.1%	2
Ladymead Retail Park, Guildford	1.1%	8	5.8%	6	0.0%	0	7.9%	2	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	0.4%	3	1.6%	2	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.9%	6	0.0%	0	1.4%	0	0.0%	0	0.8%	1	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.6%	5	3.1%	3	0.0%	0	1.9%	0	0.0%	0	0.7%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.7%	13	0.0%	0	4.6%	1	0.0%	0	5.6%	6	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Reigate Town Centre, RH2 9AY	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	3	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.7%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	11.7%	87	16.0%	17	10.8%	3	16.4%	4	11.5%	12	7.3%	6
(Don't know / varies)	0.7%	5	0.0%	0	0.7%	0	1.0%	0	0.0%	0	1.3%	1
(Nowhere else / same as before)	63.7%	472	46.1%	48	63.5%	15	52.5%	12	68.3%	70	60.7%	47
Weighted base:	741	104	24	23	103	78	143	29	31	62	36	107
Sample:	749	79	79	67	74	79	79	70	72	39	33	78

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06</i>																								
Costco Wholesale, Green Park, Reading	0.4%	3	0.0%	0	0.0%	0	7.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
Currys, Brighton Hill Retail Park, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	1	0.7%	1		
Currys, Farnborough Gate Retail Park, Farnborough	13.1%	107	0.0%	0	6.5%	2	7.3%	2	28.2%	32	31.9%	25	23.4%	40	0.0%	0	4.7%	2	6.8%	4	0.0%	0	0.0%	
Currys, Lion Retail Park, Woking	2.9%	24	14.6%	18	1.3%	0	21.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0		
Currys, The Peel Centre, Bracknell	4.0%	33	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	4	0.0%	0	6.0%	4	1.4%	1	21.2%	23
Currys, Westgate Retail Park, Slough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, King Street Lane, Winnersh	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	1.3%	1	1.4%	1	0.0%	
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	1.8%	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%	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.6%	1	1.8%	0	0.6%	0	2.2%	1	0.0%	0	0.0%	
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldershot Town Centre	0.6%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Basingstoke Town Centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.9%	10	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.7%	
Bracknell Town Centre	2.3%	18	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.8%	3	3.9%	2	11.3%	
Camberley Town Centre	1.5%	12	0.0%	0	10.7%	3	0.9%	0	2.6%	3	4.6%	4	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	
Crowthorne Village Centre	1.0%	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	12.9%	8	0.0%	0	0.0%	
Farnborough Town Centre	1.2%	10	0.0%	0	4.9%	1	0.0%	0	1.4%	2	0.7%	1	3.7%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.7%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	
Frimley Town Centre	0.0%	0	0.0%	0	0.7%	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%	
Guildford Town Centre	2.0%	16	6.6%	8	2.5%	1	2.6%	1	0.0%	0	7.6%	6	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	0.4%	3	2.0%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Knaphill Village Centre	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
London City Centre	0.7%	5	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Reading Town Centre	4.3%	35	0.0%	0	9.1%	2	1.9%	0	1.4%	2	0.7%	1	1.2%	2	1.8%	0	3.0%	1	8.6%	6	17.1%	7	12.3%	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Weybridge Town Centre	0.8%	7	4.1%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	0
Woking Town Centre	1.7%	14	9.9%	12	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Farnborough Gate Retail Park, Farnborough	4.3%	35	0.0%	0	3.1%	1	0.0%	0	9.8%	11	8.2%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Ladymead Retail Park, Guildford	1.1%	9	6.0%	7	0.7%	0	6.4%	2	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.4%	3	2.6%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
The Meadows, Sandhurst (Camberley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1
The Peel Centre, Bracknell	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.7%	14	7.1%	9	1.2%	0	2.6%	1	0.0%	0	2.7%	2
Datchet Village Centre, SL3 9EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Eton Town Centre, SL4 6AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	2.8%	23	0.0%	0	2.0%	1	0.0%	0	8.4%	9	0.0%	0	0.0%	0	1.0%	0	4.2%	1	1.3%	1	14.2%	6	4.0%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.9%	7	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	7.8%	2	0.0%	0	1.3%	1	1.4%	1	2.0%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	3	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	1.2%	0	0.0%	0	0.7%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	1.7%	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
Internet / mail order / delivered	32.6%	266	29.5%	37	42.3%	11	30.9%	7	26.4%	30	26.3%	21	41.9%	72	29.7%	7	26.0%	8	38.3%	25	27.8%	12	31.9%	35
(Don't know / varies)	5.1%	41	5.5%	7	10.0%	3	4.5%	1	11.9%	13	0.7%	1	1.2%	2	6.0%	1	7.0%	2	5.1%	3	12.9%	5	2.1%	2
Weighted base:	814		125		26		23		112		79		173		24		32		66		42		111	
Sample:	777		85		83		66		85		75		79		61		80		46		39		78	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	2.1%	17	0.0%	0	5.0%	1	0.0%	0	3.0%	3	1.3%	1
Currys, Lion Retail Park, Woking	0.9%	7	4.7%	6	4.0%	1	3.7%	1	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Bagshot Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.8%	6	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	4
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.2%	2
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Guildford Town Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.8%	2
Kingston upon Thames Town Centre	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	1
London City Centre	0.5%	4	1.2%	1	0.0%	0	1.0%	0	0.0%	0	0.7%	1
Reading Town Centre	1.5%	12	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.7%	1
Richmond Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.1%	9	5.8%	7	0.7%	0	7.3%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.5%	19	0.0%	0	3.5%	1	0.0%	0	4.3%	4	3.3%	3

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.7%	5	2.6%	3	0.0%	0	7.5%	2	0.0%	0	0.7%	1
Lion Retail Park, Oriental Road, Woking	1.9%	15	12.1%	14	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	2
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	5	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimmed Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Internet / mail order / delivered	14.0% 108	17.9% 21	17.2% 4	16.6% 4	11.1% 11	14.9% 12	11.2% 19	4.2% 1	9.4% 3	23.4% 15	15.2% 6	12.7% 14
(Don't know / varies)	2.4% 18	4.4% 5	5.4% 1	1.0% 0	0.0% 0	2.9% 2	0.6% 1	3.9% 1	0.7% 0	9.5% 6	1.6% 1	0.7% 1
(Nowhere else / same as before)	63.3% 489	46.7% 55	53.3% 13	57.1% 13	76.1% 75	60.7% 48	67.3% 115	75.5% 17	63.2% 19	55.6% 35	58.8% 22	72.0% 78
Weighted base:	772	118	24	22	99	79	171	22	30	62	37	109
Sample:	733	83	75	62	78	74	77	56	74	42	37	75

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?																								
<i>Glassware, china, tableware, kitchen utensils at Q06</i>																								
Costco Wholesale, Green Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1										
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homebase, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.3%	33	1.8%	2	4.5%	1	0.0%	0	19.6%	18	2.8%	2	5.4%	7	3.8%	1	1.5%	0	1.8%	1	1.9%	1	1.0%	1
Marks & Spencer, Broad Street, Reading	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	1.9%	1	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.8%	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	1.8%	1	12.1%	4	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.5%	9	7.6%	7	2.3%	0	13.6%	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
Sainsbury's, Ringmead, Bracknell	0.9%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0	1.0%	1
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	2.6%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.4%	20	0.0%	0	3.1%	0	0.0%	0	17.1%	16	1.8%	1	0.0%	0	0.0%	0	6.4%	2	3.6%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.3%	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	1.9%	2
Aldershot Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	1.0%	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	7.1%	6
Bagshot Town Centre	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	0.0%	0	0.0%	0
Basingstoke Town Centre	3.0%	18	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	6.2%	8	0.0%	0	32.4%	8	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.6%	34	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	1.8%	1	5.7%	2	34.5%	29
Brookwood Village Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	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
Camberley Town Centre	3.3%	20	0.9%	1	23.4%	4	4.1%	1	11.9%	11	0.0%	0	1.5%	2	2.4%	0	0.8%	0	1.8%	1	0.0%	0	1.0%	1
Farnborough Town Centre	3.6%	22	0.9%	1	0.0%	0	0.0%	0	2.5%	2	1.8%	1	11.9%	16	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	1.4%	8	2.7%	2	1.1%	0	11.6%	2	0.9%	1	4.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.4%	2	0.9%	1	3.1%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	6.4%	39	0.0%	0	3.1%	0	3.0%	0	2.4%	2	1.0%	1
Staines-upon-Thames Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.5%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	8.8%	53	54.8%	49	3.1%	0	25.3%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.6%	3	0.0%	0	2.0%	0	0.0%	0	0.0%	0	3.8%	2
Slough Estate Retail Park, Bath Road, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
The Meadows, Sandhurst (Camberley)	0.8%	5	0.0%	0	1.1%	0	0.0%	0	1.7%	2	1.0%	1
The Peel Centre, Bracknell	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.5%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.9%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.4%	7
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
High Wycombe Town Centre, HP11 2DQ	0.5%	3	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	7.8%	47	5.8%	5	2.3%	0	0.0%	0	7.1%	7	2.0%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	2.6%	16	0.0%	0	1.1%	0	0.0%	0	1.7%	2	0.0%	0	4.7%	6	0.0%	0	5.0%	1	3.2%	1	8.6%	3	2.7%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.7%	5	0.9%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	1.7%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.8%	5	2.5%	2	2.0%	0	0.0%	0	0.8%	1	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	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	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	2	1.8%	2	0.0%	0	1.5%	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
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	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	2.6%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	1.9%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	3.4%	21	0.0%	0	0.0%	0	11.0%	2	7.8%	7	9.6%	5	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre, TA1 4AJU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	3.4%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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, Bond Way, Bracknell, RG12 1RQ	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	1.7%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
OHD												
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Internet / mail order / delivered	10.9%	67	10.1%	9	18.6%	3	11.2%	2	18.3%	17	11.4%	6
(Don't know / varies)	13.8%	84	1.8%	2	8.8%	1	13.0%	2	4.0%	4	32.7%	19
Weighted base:	610	90	15	15	91	57	137	18	26	47	32	83
Sample:	562	62	57	43	64	51	63	47	63	31	25	56

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17</i>												
B&Q, Invincible Road, Farnborough	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	2.3%	12	0.0%	0	5.9%	1	14.4%	2	3.3%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	2	1.9%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.9%	20	0.9%	1	4.7%	1	0.0%	0	8.3%	7	1.5%	1
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Basingstoke Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bracknell Town Centre	3.7%	19	0.0%	0	1.2%	0	0.0%	0	0.9%	1	0.0%	0
Camberley Town Centre	1.3%	7	0.0%	0	3.4%	0	12.7%	2	0.9%	1	2.7%	1
Farnborough Town Centre	0.7%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Fleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Guildford Town Centre	4.0%	21	14.3%	13	3.4%	0	7.8%	1	4.0%	4	4.2%	2
Kingston upon Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.9%	1
London City Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.5%	0
Reading Town Centre	3.1%	16	0.0%	0	0.0%	0	1.7%	0	1.8%	2	1.5%	1
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.0%	11	9.4%	8	2.5%	0	15.7%	2	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Farnborough Gate Retail Park, Farnborough	0.7%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	4.2%	2
Solartron Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.8%	2
Dorking Town Centre, RH4 1UX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.2%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	1.5%	1
High Wycombe Town Centre, HP11 2DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	3.3%	17	0.0%	0	6.7%	1	0.0%	0	0.9%	1	4.2%	2
IKEA, West Quay Road, Southampton, SO15 1GY	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Oxford City Centre, OX1 3DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.3%	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	0.0%	0	0.0%	0	2.1%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	1.2%	7	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Internet / mail order / delivered	8.7%	46	7.7%	7	13.8%	2	0.0%	0	8.8%	8	4.2%	2	8.2%	9	2.7%	0	9.3%	2	30.4%	10	10.2%	3	4.4%	3
(Don't know / varies)	1.0%	5	1.8%	2	3.4%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	4.2%	1	0.9%	0	0.0%	0	1.9%	1	0.0%	0
(Nowhere else / same as before)	52.0%	274	59.3%	52	50.3%	7	42.6%	6	59.3%	52	57.3%	22	41.0%	47	62.6%	10	46.1%	10	30.4%	10	64.9%	20	54.5%	37
Weighted base:	526		88		14		13		88		38		115		16		22		32		32		68	
Sample:	498		60		50		35		60		42		58		41		56		24		25		47	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	33.5%	263	0.0%	0	41.0%	10	5.5%	1	55.9%	59	63.8%	39
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.2%	17	13.0%	14	0.0%	0	9.2%	2	0.0%	0	1.0%	1
B&Q, Lister Road, Basingstoke	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	5.7%	45	29.4%	32	8.3%	2	40.7%	10	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.9%	15	0.7%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	8
Homebase, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	9.6%	76	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.2%	9	1.3%	1	0.8%	0	0.9%	0	2.0%	2	3.8%	2
Wickes, Millenium Court, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.3%	33	0.0%	0	2.1%	0	0.0%	0	0.7%	1	0.0%	0
Aldershot Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.0%	39	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.1%	1	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	2	0.0%	0	2.1%	0	2.4%	1	0.7%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farnborough Town Centre	4.3%	34	0.0%	0	6.6%	2	0.9%	0	8.9%	9	3.6%	2

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	3	1.3%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Sandhurst Town Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	10.5%	11	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Windlesham Village Centre	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.5%	12	10.2%	11	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.8%	7	0.0%	0	8.3%	2	0.0%	0	2.8%	3	1.9%	1
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.2%	2	1.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.2%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines, TW18 3AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	2	0.0%	0	6.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	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	0.0%	0	0.0%
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.0%	0	0.0%	0	0.7%	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%
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	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	0.0%	0	0.0%	0	0.0%
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.3%	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	5.3%	2	0.0%	0	0.0%
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	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%
Sherfield on Loddon Town Centre, RG27 0EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	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	0.0%
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	0.7%	1	0.0%
The Range, Ivy Road, Aldershot, GU12 4TX	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	0.0%
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	0.7%	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	0.0%	0	0.0%	0	0.0%
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.1%	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	0.0%	0	20.8%	9	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.5%	36	27.7%	31	1.5%	0	19.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	4.0%	31	3.5%	4	1.3%	0	0.9%	0	8.6%	9	0.0%	0	6.3%	12	8.6%	3	5.7%	2	0.0%	0	0.0%	0	1.4%	2
(Don't know / varies)	4.3%	34	0.7%	1	13.3%	3	5.0%	1	4.7%	5	8.9%	5	1.1%	2	12.6%	4	2.8%	1	4.3%	2	4.2%	2	6.7%	7
Weighted base:	787		110		23		25		106		61		188		29		32		57		42		112	
Sample:	760		74		72		75		78		71		90		67		75		42		38		78	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q20 Where else do you do your household's shopping for DIT & decorating goods?																								
<i>Not DK / varies at Q19</i>																								
B&Q, Bath Road Retail Park, Slough	0.5%	3	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	5.8%	43	9.5%	10	1.7%	0	3.7%	1	15.8%	16	6.3%	3	3.7%	7	7.9%	2	6.9%	2	0.0%	0	0.0%	0	1.3%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	1.8%	13	10.3%	11	0.9%	0	5.8%	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
B&Q, Lister Road, 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	1.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.2%	2	24.0%	10	5.1%	5
Homebase (Brookwood) Knaphill, Woking	2.1%	16	8.5%	9	7.4%	1	17.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.6%	4	3.0%	3	0.0%	0	1.8%	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
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	3	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	1.5%	1	0.0%	0
Homebase, Winchester Road, 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	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	4.3%	32	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	6.9%	2	0.0%	0	22.2%	12	2.6%	1	11.9%	12
Sainsbury's, Redding Way, Knaphill, Woking	0.0%	0	0.0%	0	1.5%	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
Sainsbury's, Ringmead, Bracknell	0.0%	0	0.0%	0	1.5%	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
Wickes, Invincible Road, Farnborough	4.5%	34	0.0%	0	5.8%	1	2.6%	1	1.5%	2	24.8%	14	8.7%	16	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, 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	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	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	1.5%	1	0.0%	0
Wickes, Western Road, Bracknell	3.9%	29	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	20.2%	5	0.0%	0	3.1%	2	1.5%	1	17.8%	19
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.9%	3	1.3%	1
Camberley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.9%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	5	0.0%	0	0.9%	0	0.0%	0	0.8%	1	1.0%	1	1.5%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	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	0.0%	0
Fleet Town Centre	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	14	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.8%	6	5.3%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.6%	5	2.8%	3	4.1%	1	2.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ladymead Retail Park, Guildford	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.4%	3	0.0%	0	1.5%	0	0.0%	0	2.3%	2	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9UT												
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Industrial Estate, Egham Business Park, Egham, TW20 8RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	1.8%	13	10.7%	12	0.0%	0	6.9%	2	0.0%	0	0.0%	0
Wickes, Woodbridge Business Park, Woodbridge Road, Guildford GU1 1EH	0.7%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	2.7%	20	9.3%	10	1.7%	0	0.0%	0	2.1%	2	0.0%	0
(Don't know / varies)	1.8%	14	7.6%	8	0.0%	0	0.9%	0	1.5%	2	0.0%	0
(Nowhere else / same as before)	51.7%	389	26.7%	29	70.3%	14	45.9%	11	54.4%	55	55.9%	31
Weighted base:	753	109	20	24	101	56	186	25	31	55	41	105
Sample:	721	73	67	70	76	68	88	60	72	39	35	73

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?																								
<i>Jewellery, watches, clocks at Q06</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	2.3%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	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	0.0%	0	0.0%	0
Basingstoke Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.1%	4	0.0%	0	25.3%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	9.2%	52	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	18.1%	4	0.0%	0	19.2%	9	2.3%	1	47.6%	37
Camberley Town Centre	10.1%	57	0.9%	1	31.1%	5	0.0%	0	37.2%	32	14.1%	6	10.1%	12	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.2%	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	14.5%	7	0.0%	0	0.0%	0
Farnborough Town Centre	4.8%	27	0.0%	0	2.0%	0	0.0%	0	0.0%	0	3.8%	2	20.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	2.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.9%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.1%	23	9.0%	8	4.3%	1	8.2%	1	2.7%	2	19.0%	8	1.6%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.9%	5	5.1%	4	0.0%	0	5.3%	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
Leatherhead Town Centre	1.0%	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	7.7%	6
Lightwater Town Centre	0.8%	4	0.0%	0	9.8%	1	10.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	3.5%	20	6.1%	5	2.3%	0	5.7%	1	0.9%	1	3.8%	2	0.8%	1	16.3%	3	3.5%	1	11.0%	5	2.4%	1	0.0%	0
Reading Town Centre	6.0%	34	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	6.8%	8	2.4%	0	6.9%	1	17.9%	9	38.3%	10	4.7%	4
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.0%	0	0.0%	0	0.0%	0	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
Windsor Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Woking Town Centre	7.7%	43	47.5%	40	1.1%	0	17.1%	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
Wokingham Town Centre	1.3%	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	19.6%	5	3.1%	2	0.0%	2
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	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	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.7%	4	2.9%	2	0.0%	0	10.5%	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
The Meadows, Sandhurst (Camberley)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.3%	2	0.0%	0	0.0%	0	10.5%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU21 2QT												
Ashbourne Town Centre, DE6 1DA	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Glastonbury Town Centre, BA6 9EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Henley-in-Arden Town Centre, B95 5BY	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre, SL7 1DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Montrose Town Centre, DD10 8DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Norwich City Centre, NR1 1EA	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Oxted Town Centre, RH8 0BD	0.8%	4	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ives Town Centre, TR26 1DB	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Abroad	2.5%	14	0.0%	0	4.3%	1	0.0%	0	0.9%	1	8.0%	3
Internet / mail order / delivered	22.7%	127	16.6%	14	20.3%	3	10.9%	2	36.5%	32	14.9%	6
(Don't know / varies)	11.6%	65	4.8%	4	22.4%	3	16.0%	3	6.5%	6	23.9%	10
Weighted base:	561	85	15	16	87	42	124	20	21	48	25	77
Sample:	517	56	50	41	61	51	56	46	48	31	22	55

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																							
<i>Not DK / varies at Q21</i>																							
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	2.6%	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	
Aldershot Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.6%	3	0.0%	0	14.6%	3	0.0%	0	0.0%	0	
Bracknell Town Centre	1.3%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	2.1%	1	6.8%	2	2.5%
Camberley Town Centre	3.8%	19	0.0%	0	8.5%	1	12.5%	2	3.8%	3	1.8%	1	5.9%	6	1.3%	0	0.0%	0	14.7%	6	0.0%	0	0.0%
Farnborough Town Centre	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Fleet Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	3.1%	15	7.3%	6	10.9%	1	6.4%	1	1.7%	1	15.3%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	0.0%	0	0.0%	0	1.5%	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%
Lightwater Town Centre	0.1%	0	0.0%	0	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%	0	0.0%
London City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.8%	1	0.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.2%
Reading Town Centre	4.8%	24	0.0%	0	0.0%	0	0.0%	0	8.0%	7	1.8%	1	0.9%	1	1.3%	0	10.0%	2	4.1%	2	18.1%	4	11.6%
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	1.5%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor Town Centre	0.9%	4	0.0%	0	10.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	2.1%	1	0.0%	0	0.0%
Woking Town Centre	5.9%	29	24.0%	19	7.1%	1	6.3%	1	0.0%	0	1.8%	1	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	0.3%	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	4.1%	2	0.0%	0	0.0%
Birmingham City Centre, B1 3HS	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%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brighton City Centre, BN1 1RE	0.2%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre, BS1 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.2%	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	0.0%	0	0.0%	0	0.0%
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.2%	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	0.0%	0	0.0%
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Hayes Town Centre, UB3 2PB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	0.1%	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	0.0%	0	0.0%
John Lewis, Broad Street,	1.2%	6	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.1%	1	0.0%	0	0.0%	0
Internet / mail order / delivered	9.0%	45	12.2%	10	1.5%	0	17.1%	2	11.3%	9	7.2%	2	8.7%	9	4.8%	1	5.5%	1	0.0%	0	2.5%	1	13.5%	9
(Don't know / varies)	1.9%	9	3.0%	2	4.1%	0	1.7%	0	1.0%	1	0.0%	0	0.9%	1	2.2%	0	0.0%	0	2.1%	1	7.4%	2	2.2%	1
(Nowhere else / same as before)	57.6%	286	48.5%	39	47.3%	6	47.1%	6	54.4%	44	52.9%	17	58.8%	64	59.2%	12	61.5%	12	68.8%	28	65.3%	16	65.8%	42
Weighted base:	497	81	12	13	82	32	108	19	20	41	24	64												
Sample:	460	51	40	34	58	44	51	44	45	24	21	48												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06</i>												
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	2	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.3%	17	0.0%	0	3.7%	1	0.0%	0	9.6%	11	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Tesco Extra, Whitton Road, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.6%
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Ashford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Bracknell Town Centre	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2
Camberley Town Centre	3.7%	29	0.0%	0	19.8%	4	0.0%	0	7.6%	9	3.6%	3
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	5.7%	44	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.9%	8
Farnham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Frimley Town Centre	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.7%	1	0.0%	0
Guildford Town Centre	1.0%	8	0.7%	1	0.8%	0	3.6%	1	0.0%	0	7.8%	6
Knaphill Village Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Reading Town Centre	1.8%	14	0.0%	0	0.0%	0	1.0%	0	0.7%	1	0.0%	0
Sandhurst Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Woking Town Centre	3.4%	27	19.3%	24	0.0%	0	10.2%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.7%	5	0.0%	0	1.4%	0	0.0%	0	4.3%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23</i>												
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	4	1.4%	2	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Tesco Extra, Barnes Wallis Drive, Weybridge	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.3%	9	0.0%	0	2.4%	1	0.0%	0	7.4%	8	0.8%	1
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Whitton Road, Bracknell	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.5%	6
Bracknell Town Centre	4.9%	36	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Camberley Town Centre	5.1%	37	0.0%	0	11.2%	2	0.0%	0	10.4%	12	1.5%	1
Crowthorne Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	3
Farnham Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	9
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Guildford Town Centre	3.4%	25	10.5%	12	1.6%	0	4.6%	1	5.1%	6	7.0%	5
London City Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Richmond Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sandhurst Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.7%	1	1.6%	0	1.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Woking Town Centre	3.5%	26	21.4%	24	0.8%	0	6.9%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Godalming Town Centre, GU7 1EB	0.1%	1	0.7%	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	0.0%	0	0.0%	0	0.0%
Hook Town Centre, RG27 9DG	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	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	0.0%	0	0.0%
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton Airport, Southampton, SO18 2NL	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Teddington Local Centre, TW11 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	1.7%	1	0.0%	0	0.0%
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodley Town Centre, RG5 4JA	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	1.7%	1	0.0%	0	0.0%
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / mail order / delivered	7.0%	52	3.6%	4	13.2%	3	1.0%	0	4.0%	4	3.1%	2	13.3%	22	10.2%	2	7.6%	2	2.0%	1	6.4%	2	8.4%	8	8
(Don't know / varies)	0.8%	6	0.7%	1	1.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	0	1.3%	0	2.0%	1	0.0%	0	2.2%	2	2
(Nowhere else / same as before)	61.7%	455	57.4%	65	66.9%	15	75.2%	16	65.1%	73	55.3%	42	63.2%	105	61.0%	15	60.2%	16	86.1%	35	62.4%	22	51.4%	51	51
Weighted base:	737	114		22		22		113		76		165		24		27		40		35		98			
Sample:	713	80		76		65		76		68		79		59		70		33		35		72			

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.9%	8	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.4%	3	0.0%	0	11.4%	3	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	11.0%	96	62.6%	86	4.5%	1	29.3%	8	0.0%	0	0.0%	1
Wokingham Town Centre	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7
Yateley Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Farnborough Gate Retail Park, Farnborough	1.4%	12	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.0%	4
The Meadows, Sandhurst (Camberley)	1.1%	9	0.0%	0	0.0%	0	0.8%	0	1.2%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Ash Vale Village Centre, GU12 5JE	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Binfield Village Centre, RG42 4JF	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Finchampstead Village Centre, RG40 3TS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hartley Wintney Village Centre, RG27 8PE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hook Town Centre, RG27 9DG	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	0.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnborough, GU14 0NA												
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	1.1%	9	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.0%	9	0.0%	0	0.0%	0	3.9%	5	2.5%	2	0.6%	1
Sainsbury's, Clay Lane, Jacobs Well, Guildford, GU4 7JU	0.5%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Sheerwater Local Centre, GU21 5QS	0.7%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.1%	1	0.6%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	0.6%	0	1.5%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.9%	2
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Tresham Crescent,	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Yateley, GU46 6FR												
West End Village Centre, GU24 9LH	0.4%	3	0.6%	1	0.0%	0	9.8%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	8.4%	73	8.8%	12	7.2%	2	2.4%	1	5.7%	7	6.3%	5
(Don't know / varies)	2.8%	24	0.6%	1	2.3%	1	4.0%	1	1.8%	2	8.1%	7
Weighted base:	872	138	29	26	127	87	172	36	34	56	47	120
Sample:	873	88	91	80	90	89	91	81	89	41	45	88

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.3%	3	0.0%	0	1.1%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	4	1.2%	2	0.0%	0	9.5%	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
Sainsbury's, Ringmead, Bracknell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	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
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.6%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.4%	12	0.0%	0	1.2%	0	0.0%	0	6.0%	7	3.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.4%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	11.9%	13
Aldershot Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	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	0.0%	0
Basingstoke Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	15.1%	5	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	3.8%	1	0.0%	0	20.3%	11	2.6%	1	7.7%	9
Camberley Town Centre	3.8%	32	0.0%	0	30.1%	8	0.9%	0	12.9%	16	4.2%	3	1.2%	2	1.4%	0	0.6%	0	1.5%	1	0.0%	0	0.7%	1
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.1%	0	0.0%	0	0.0%	0	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
Farnborough Town Centre	1.9%	16	0.0%	0	1.1%	0	0.0%	0	0.6%	1	8.6%	7	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	5.5%	9	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.2%	19	7.1%	10	3.9%	1	3.5%	1	0.0%	0	8.3%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.9%	7	5.0%	7	0.0%	0	1.8%	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
Leatherhead Town Centre	0.8%	7	0.0%	0	3.3%	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	5.3%	6
Lightwater Town Centre	0.1%	1	0.0%	0	1.7%	0	2.5%	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
London City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Reading Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.2%	0	6.7%	2	5.7%	3	1.3%	1	1.4%	2
Richmond Town Centre	0.7%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town	0.0%	0	0.0%	0	0.6%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.1%	18	10.1%	14	0.0%	0	12.0%	3	0.0%	0	0.0%	0
Wokingham Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Yateley Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.4%	29	0.6%	1	1.2%	0	0.0%	0	7.3%	9	1.5%	1
Lion Retail Park, Oriental Road, Woking	0.5%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Church Crookham Village Centre, GU52 6LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Darby Green Village Centre, GU17 0DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Goldsworth Local Centre, GU21 3RW	0.5%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	1.0%	9	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sheerwater Local Centre, GU21 5QS	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.1%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	2.3%	19	3.9%	5	2.3%	1	3.4%	1	3.0%	4	2.7%	2
(Don't know / varies)	1.2%	10	1.2%	2	3.4%	1	0.9%	0	0.6%	1	2.2%	2
(Nowhere else / same as before)	52.6%	445	52.6%	72	46.2%	13	58.4%	15	49.9%	62	51.0%	41
Weighted base:	847	137	28	25	124	80	171	36	34	55	46	111
Sample:	849	87	88	76	87	84	90	81	87	40	44	85

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	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	0.8%	1		
Homebase, Farnham Retail Park, Guildford Road, Farnham	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		
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King Street Lane, Winnersh	0.6%	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	12.2%	4	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Ringmead, Bracknell	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	1.5%	1		
Sainsbury's, South Street, Farnham	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		
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	0.8%	1	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.6%	11	0.0%	0	1.9%	0	0.0%	0	3.0%	3	1.0%	1	4.4%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	0.4%	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	2.5%	2		
Aldershot Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	0.6%	4	0.0%	0	6.2%	1	1.2%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	20.2%	5	0.0%	0	0.0%	0		
Bracknell Town Centre	3.6%	24	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	14.9%	3	0.0%	0	0.0%	0	1.9%	1	20.3%	20
Camberley Town Centre	4.3%	29	0.0%	0	14.1%	2	3.2%	1	16.0%	17	9.9%	6	0.7%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Egham Town Centre	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	0.0%	0	0.0%	0
Farnborough Town Centre	12.4%	83	0.0%	0	1.1%	0	10.7%	2	18.5%	19	6.2%	4	39.7%	58	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	7.1%	10	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.6%	17	5.7%	6	2.1%	0	1.2%	0	1.5%	2	9.6%	6	1.2%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.2%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sandhurst Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Windlesham Village Centre	0.3%	2	0.0%	0	10.9%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woking Town Centre	7.3%	49	42.8%	45	1.1%	0	19.8%	4	0.8%	1	0.0%	0
Wokingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hatch Warren Retail Park, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ladymead Retail Park, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	2.6%	17	16.0%	17	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1
The Peel Centre, Bracknell	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	3
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	0.3%	2	0.0%	0	11.7%	2	2.1%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Costco, Templer Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	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	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	0.8%	1
Hook Town Centre, RG27 9DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	1.5%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	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
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.8%	1	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
Maidenhead Town Centre, SL6 1LB	0.0%	0	0.0%	0	0.0%	0	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	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
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	1.4%	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	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	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	3.2%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.6%	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	4.4%	4
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	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	1.5%	1
Pets at Home,	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	1.8%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	0.0%	0	0.8%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.0%	0	0.0%	0	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
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre, PO8 8RY	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	1.8%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	0.6%	4	4.2%	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
Worplesdon Village Centre, GU3 3RE	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	1.9%	1	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	32.4%	219	23.6%	25	30.5%	5	37.6%	7	34.1%	35	19.9%	12	17.9%	26	50.0%	11	32.5%	9	57.1%	26	57.9%	18	45.3%	44
Internet / mail order / delivered	7.8%	53	1.5%	2	2.1%	0	9.0%	2	8.4%	9	14.7%	9	9.4%	14	12.1%	3	2.1%	1	15.1%	7	1.9%	1	6.9%	7
(Don't know / varies)																								
Weighted base:	674		105		16		19		103		61		147		23		26		46		31		97	
Sample:	601		65		48		55		75		56		71		48		62		33		28		60	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Not DK / varies at Q27</i>																								
B&Q, Invincible Road, Farnborough	0.1%	1	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		
B&Q, Reading Gate Retail Park, Reading	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	2.0%	1	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	0.1%	1	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		
Sainsbury's, King Street Lane, Winnersh	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	2.0%	1	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	4	1.1%	1	0.0%	0	0.0%	0	0.8%	0	3.8%	1	0.0%	0	0.9%	1
Tesco Extra, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	0.9%	1
Aldershot Town Centre	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.4%	2	0.0%	0	4.2%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.1%	26	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	11.3%	2	0.0%	0	29.3%	11	5.4%	2	10.5%	9
Camberley Town Centre	3.0%	18	0.0%	0	11.1%	2	9.5%	2	8.6%	8	10.2%	5	0.8%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Farnborough Town Centre	3.0%	18	0.0%	0	1.1%	0	0.0%	0	2.3%	2	6.0%	3	8.6%	11	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	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	0.0%	0
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.9%	6	1.4%	1	4.4%	1	3.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	2.9%	18	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.1%	3	0.0%	0	5.7%	1	3.8%	1	12.5%	4	6.5%	6
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	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
Windsor Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Woking Town Centre	1.5%	10	7.8%	8	1.1%	0	8.1%	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
Wokingham Town Centre	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	2.0%	1	0.9%	1	0.9%	1
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.6%	4	0.0%	0	2.2%	0	0.0%	0	0.0%	0	3.1%	2	0.8%	1	2.2%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park,	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	1.2%	7	6.6%	7	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Hook Town Centre, RG27 9DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking, GU21 3LG	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Horsley Village Centre, KT214 6BG	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Internet / mail order / delivered	10.0%	62	22.4%	23	16.2%	3	3.6%	1	8.5%	8	13.5%	7
(Don't know / varies)	1.4%	9	1.6%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / same as before)	56.9%	354	57.0%	59	54.5%	9	63.9%	11	61.3%	58	47.7%	25
Weighted base:	621	103	16	17	95	52	133	20	26	39	31	90
Sample:	560	63	46	48	69	50	68	44	60	27	27	58

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06</i>																								
B&Q, Invincible Road, Farnborough	11.8%	99	0.0%	0	6.6%	2	2.3%	1	10.9%	13	22.3%	18	35.1%	63	0.0%	0	3.9%	1	1.3%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.6%	2	11.5%	5	1.4%	2
Homebase (Brookwood) Knaphill, Woking	2.7%	23	16.8%	18	0.0%	0	17.1%	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
Homebase, Europa Park Road, Guildford	0.2%	2	1.5%	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	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.1%	26	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	6.9%	4	1.4%	1	15.3%	18
Sainsbury's, King Street Lane, Winnersh	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, Ringmead, Bracknell	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	0.0%	0	0.7%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	1.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	1.4%	2
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.6%	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	3.8%	2	3.1%	4
Aldershot Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.8%	15	0.0%	0	6.7%	2	1.5%	0	3.8%	4	0.0%	0	3.6%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1
Bracknell Town Centre	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	5.2%	3	5.2%	2	15.5%	18
Camberley Town Centre	0.4%	4	0.0%	0	0.6%	0	0.0%	0	2.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	2	0.0%	0	0.0%	0	6.2%	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
Crowthorne Village Centre	0.8%	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	10.8%	7	0.0%	0	0.0%	0
Farnborough Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.1%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford Town Centre	0.2%	2	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	2.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sunninghill Village Centre	0.2%	1	0.8%	1	0.6%	0	0.0%	0	0.0%	0	1.2%	0
Windlesham Village Centre	0.3%	3	0.0%	0	4.9%	1	0.0%	0	0.0%	0	3.1%	1
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.4%	20	17.8%	19	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	2.0%	16	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	0.8%	7	0.0%	0	2.8%	1	1.7%	0	1.2%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	20.8%	175	8.5%	9	64.5%	19	38.4%	10	38.0%	45	14.1%	12
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	0.8%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Newton Abbot Town Centre, TQ12 2DT	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.1%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	10.8%	4	1.0%	0	0.0%	0	2.4%	1	9.3%	11
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	5.6%	47	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.9%	2	21.3%	38	0.0%	0	16.4%	6	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.5%	38	0.8%	1	0.0%	0	1.7%	0	0.0%	0	18.7%	15	11.4%	20	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	1.7%	14	10.7%	11	0.0%	0	6.7%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	1.5%	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
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.7%	6	4.1%	4	0.0%	0	6.2%	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
Tesco, Station Road, Hook, RG27 9JE	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%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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%	0
Waitrose, High Street, Frimley, GU16 7JD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Waltham Village Centre, SL6 3SG	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	1.3%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	1.8%	14	0.0%	0	0.0%	0	0.9%	0	6.0%	7	5.3%	4
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
B&Q, Reading Gate Retail Park, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	0.8%	6	3.9%	4	0.6%	0	8.3%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1
Tesco Extra, Whitton Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Wickes, Invincible Road, Farnborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	3
Wickes, Western Road, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bagshot Town Centre	1.0%	7	0.0%	0	0.6%	0	0.9%	0	0.0%	0	5.1%	4
Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.6%	4	3.1%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Meadows, Sandhurst (Camberley)	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
Alton Town Centre, GU34 1BN	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Badshot Lea Village Centre, GU9 9LU	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.0%	0	0.0%	0	0.6%	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
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	2.4%	1	0.0%	0	0.7%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	1.3%	10	0.0%	0	4.3%	1	0.0%	0	4.6%	5	1.4%	1	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	8.8%	69	14.0%	15	4.4%	1	8.1%	2	8.6%	9	8.8%	6	6.3%	10	10.6%	3	1.7%	1	3.7%	2	1.4%	1	16.7%	18
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	1.3%	1	0.0%	0	8.7%	9
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	1.1%	8	0.0%	0	0.0%	0	0.9%	0	1.4%	2	0.0%	0	2.4%	4	0.0%	0	4.9%	2	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	0.0%	0	0.0%	0	0.6%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	1.6%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	1.8%	14	12.3%	13	0.6%	0	5.0%	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
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.2%	2	0.8%	1	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	0.7%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	2	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	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	0.6%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World of Water Aquatic	0.1%	0	0.0%	0	0.0%	0	1.6%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB																								
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	2.1%	16	11.8%	12	0.0%	0	0.9%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	1	0.0%	0	1.5%	2
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	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
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	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	0.0%	0	0.7%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	7.2%	4	0.0%	0	1.3%	1
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	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	4.3%	2	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered (Don't know / varies)	0.9%	7	0.8%	1	3.4%	1	0.0%	0	0.7%	1	1.6%	1	0.6%	1	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.7%	1
(Nowhere else / same as before)	5.6%	43	5.7%	6	1.3%	0	2.7%	1	6.0%	6	3.2%	2	6.7%	11	2.3%	1	4.1%	1	6.7%	4	10.6%	4	5.1%	6
Weighted base:		776		105		27		25		108		72		167		30		32		62		41		108
Sample:		813		79		88		74		80		79		89		77		82		42		41		82
Q31 Do you take part in any of the following leisure activities? [MR/PR]																								
Cinema	70.8%	709	73.7%	110	62.4%	19	45.6%	14	78.2%	113	57.0%	57	81.2%	167	49.3%	20	59.2%	22	73.2%	54	62.0%	31	73.4%	101
Bingo	2.1%	21	3.9%	6	5.4%	2	0.7%	0	1.5%	2	1.6%	2	1.8%	4	1.8%	1	1.5%	1	1.1%	1	1.2%	1	2.2%	3
Gym / health & fitness club	27.0%	270	35.5%	53	25.1%	8	26.4%	8	18.4%	27	22.5%	22	24.8%	51	14.5%	6	38.9%	15	21.5%	16	29.0%	14	36.3%	50
Ten-pin bowling	25.2%	252	31.6%	47	29.0%	9	11.5%	4	29.0%	42	24.5%	24	27.4%	56	10.4%	4	12.6%	5	32.4%	24	13.4%	7	21.8%	30
Restaurants	83.5%	835	84.3%	125	81.0%	25	76.2%	24	83.3%	120	80.5%	80	81.5%	168	82.0%	34	66.6%	25	87.1%	64	95.2%	48	89.0%	123
Pubs / clubs	58.6%	587	67.0%	100	56.2%	17	61.9%	20	54.7%	79	41.2%	41	68.2%	140	39.4%	16	52.8%	20	64.8%	48	76.0%	38	49.6%	68
Art / cultural activities (theatres / galleries and museums etc.)	48.9%	489	67.4%	100	39.2%	12	51.0%	16	47.2%	68	52.9%	53	43.0%	88	52.2%	22	38.3%	14	45.8%	34	55.4%	28	39.4%	54
(None of these)	6.6%	66	2.7%	4	15.6%	5	8.1%	3	4.5%	6	6.1%	6	6.0%	12	11.2%	5	18.7%	7	11.8%	9	4.8%	2	4.8%	7
Weighted base:		1001		149		30		32		144		100		206		42		38		73		50		138
Sample:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema?																								
<i>Cinema at Q31</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	10.7%	76	0.0%	0	0.0%	0	1.6%	0	0.0%	0	58.3%	33	23.4%	39	0.0%	0	5.7%	1	0.0%	0	0.0%	0	2.4%	2
Odeon, Bedford Road, Guildford, GU1 4SJ	2.4%	17	14.2%	16	0.0%	0	6.1%	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
Odeon, King Street, Maidenhead, SL6 1DY	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	1.1%	8	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.5%	89	0.0%	0	6.0%	1	1.6%	0	14.6%	16	0.0%	0	0.0%	0	55.6%	11	0.0%	0	36.2%	19	1.9%	1	39.1%	40
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.3%	73	1.5%	2	0.0%	0	0.0%	0	5.8%	7	1.0%	1	0.0%	0	1.2%	0	3.4%	1	41.2%	22	86.9%	27	14.3%	14
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	20.1%	142	1.5%	2	8.4%	2	1.6%	0	21.1%	24	30.7%	18	57.3%	96	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	3.9%	1	0.8%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.4%	3	0.7%	1	0.9%	0	2.7%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	19.8%	140	8.5%	9	80.2%	15	24.9%	4	57.8%	65	8.9%	5	16.4%	27	16.5%	3	14.7%	3	12.7%	7	0.0%	0	1.4%	1
Ambassadors Cinema, The Peacocks Centre, Woking	12.0%	85	71.4%	78	2.7%	1	39.8%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Cineworld, Eagle Way, Bracknell, RG12 1BG	6.3%	44	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	9.9%	5	3.9%	1	34.8%	35
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.0%	0	0.0%	0	0.0%	0	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
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.2%	1	0.7%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Way, Basingstoke, RG21 7BB	1.5%	10	0.0%	0	0.0%	0	1.5%	0	0.0%	0	41.1%	9
Vue, Station Road, Addlestone, KT15 2BD	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	9	0.7%	1	0.0%	0	1.5%	0	0.7%	1	0.6%	1
Weighted base:	709	110	19	14	113	57	167	20	22	54	31	101
Sample:	609	65	53	46	70	54	80	48	60	33	30	70

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
Q33 Where do you go most regularly to play bingo?														
<i>Bingo at Q31</i>														
BJ's Bingo, Gillette Way, Reading RG2 0BS	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	1
Buzz Bingo, Bath Road, Slough, SL1 3UA	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	0
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	22.5%	5	75.2%	4	21.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, High Street, Aldershot, GU11 1DJ	21.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	73.4%	3
Chavey Down Local Centre, SL5 8RH	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	0
Farnborough Town Centre, GU14 0JP	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	1
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Hartley Wintney Village Centre, RG27 8PE	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	0
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	6.9%	1	24.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	6.1%	1	0.0%	0	78.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	46.8%
(Don't know / varies)	22.0%	5	0.0%	0	0.0%	0	99.9%	0	100.0%	2	0.0%	0	33.2%	0
Weighted base:		21		6		2		0		2		2		4
Sample:		23		2		3		1		2		2		3

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	1.7%	5	0.0%	0	16.3%	1	0.0%	0	8.7%	2	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	10.6%	2	29.4%	4	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.2%	6	0.0%	0	0.0%	0	0.0%	0	5.2%	1	2.6%	1	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	0.7%	2	1.6%	1	0.0%	0	7.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	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	4.1%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	5.9%	16	0.0%	0	21.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	25.7%	13
The Gym, Queensmead, Farnborough, GU14 7RT	3.2%	9	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	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	4.2%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	18.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	6.1%	16	24.9%	13	16.9%	1	19.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.2%	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	0.0%	0	0.0%	0	6.4%	3
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.1%	0	0.0%	0	0.0%	0	2.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	3.0%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	24.2%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	7.0%	19	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	18
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.1%	0	0.0%	0	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
Charters School, Charters Road, Sunningdale, SL5 9QY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.1%	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	0.0%	0	0.0%	0
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.2%	0	0.0%	0	0.0%	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%	0
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	2.0%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	1.7%	5	0.0%	0	0.0%	0	2.7%	0	5.2%	1	0.0%	0	0.0%	0	23.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.3%	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	5.2%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	2.1%	6	9.8%	5	0.0%	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%	0
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.4%	1	0.0%	0	0.0%	0	14.1%	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
Frimley Town Centre, GU16 7AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	2.9%	8	0.0%	0	0.0%	0	0.0%	0	29.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	3.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	44.6%	7	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.3%	1	0.0%	0	12.2%	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
Lightwater Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	1.3%	3	1.6%	1	6.9%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell Health Club, Bagshot Road, Bracknell,	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	0.0%	0	0.0%	0	3.2%	2

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	0.8%	2	0.0%	0	4.5%	0	0.0%	0	2.9%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.1%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	7.2%	19	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.6%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	0.9%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	2.8%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	3.8%	10	18.8%	10	0.0%	0	5.4%	0	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	24.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.3%	17	80.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	69.1%	3	0.0%	0	0.0%	0	0.0%	
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	19.6%	49	0.0%	0	3.5%	0	0.0%	0	21.8%	9	0.0%	0	0.0%	0	89.9%	4	0.0%	0	29.4%	7	9.0%	1	94.7%	28
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	25.4%	64	14.6%	7	82.0%	7	51.1%	2	71.2%	30	16.1%	4	14.5%	8	10.1%	0	26.7%	1	18.8%	4	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	11.1%	28	56.0%	26	2.0%	0	24.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.4%	19	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	48.2%	11	91.0%	6	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	3.3%	8	13.1%	6	0.0%	0	12.2%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.4%	1	0.0%	0	10.6%	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
(Don't know / varies)	5.6%	14	16.3%	8	2.0%	0	12.2%	0	5.2%	2	4.7%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	5.3%	2
Weighted base:		252		47		9		4		42		24		56		4		5		24		7		30
Sample:		171		21		19		10		20		22		25		10		10		11		6		17

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q36 Where do you go most regularly to eat out at restaurants?																							
<i>Restaurants at Q31</i>																							
Aldershot Town Centre	4.1%	34	1.3%	2	0.0%	0	0.0%	0	0.0%	0	17.7%	14	10.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ascot Town Centre	1.5%	12	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	9	0.0%	0	0.0%	0	1.9%	2	
Ashford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bagshot Town Centre	1.0%	8	0.0%	0	11.2%	3	2.7%	1	1.3%	2	0.7%	1	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.0%	0	1.3%
Basingstoke Town Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.4%	7	0.0%	0	22.8%	6	0.0%	0	0.0%	0	0.6%
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blacknell Town Centre	15.8%	132	0.7%	1	1.4%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0	12.0%	4	0.0%	0	31.2%	20	4.8%	2	75.3%
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	14.7%	123	4.8%	6	27.9%	7	6.8%	2	59.2%	71	15.2%	12	14.5%	24	1.3%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Chobham Village Centre	0.8%	7	0.0%	0	5.3%	1	16.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.9%	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	11.2%	7	0.0%	0	0.0%
Egham Town Centre	0.2%	2	1.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	3.8%	32	0.0%	0	0.7%	0	0.9%	0	0.0%	0	5.3%	4	15.7%	26	1.3%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.6%	3	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	15.1%	25	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%
Frimley Town Centre	0.7%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.9%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	4.1%	34	11.4%	14	0.7%	0	6.7%	2	0.7%	1	2.9%	2	8.3%	14	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	1.3%	11	7.6%	10	0.0%	0	3.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lightwater Town Centre	0.1%	1	0.0%	0	4.9%	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	0.0%
London City Centre	4.1%	34	5.5%	7	11.8%	3	1.8%	0	0.7%	1	6.8%	5	0.6%	1	2.7%	1	4.2%	1	17.9%	11	3.5%	2	1.1%
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Camp Local Centre	0.0%	0	0.0%	0	0.7%	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%
Reading Town Centre	1.0%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	0	1.3%	1	9.3%	4	0.7%
Sandhurst Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines-upon-Thames Town Centre	0.1%	1	0.7%	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	0.0%	0	0.0%
Sunninghill Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	1.2%	1	1.1%
West Byfleet Village Centre	0.2%	2	1.3%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor Village Centre	0.6%	5	0.0%	0	17.2%	4	1.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor Town Centre	0.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%
Woking Town Centre	9.5%	79	51.2%	64	0.0%	0	20.7%	5	4.8%	6	3.4%	3	0.0%	0	0.7%	0	1.4%	0	1.3%	1	0.0%	0	0.0%
Wokingham Town Centre	6.0%	50	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	7.3%	2	17.9%	11	63.5%	30	3.7%
Yateley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.9%	0	1.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Park, 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	0.8%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Alton Village Centre, ST10 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash Vale Village Centre, GU12 5JE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beverley Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
HU17 8AP														
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3
Horsell Village Centre, GU21 4SS	0.6%	5	3.5%	4	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Mytchett Village Centre, GU16 6AA	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Newnham Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
ME9 0LL												
Newport City Centre, NP20 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Odiham Town Centre, RG29 1LP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ottershaw Village Centre, KT16 0HL	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Pirbright Village Centre, GU24 0DA	0.2%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.0%	2
Pyrford Village Centre, GU22 8SU	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Swallowfield Villgae Centre, RG7 1QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Twyford Village Centre, RG10 9EU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.2%	1	0.0%	0	1.2%	0	4.2%	1	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Winchfield Village Centre, RG27 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.5%	121	6.1%	8	10.1%	2	25.0%	6	11.6%	14	24.5%	20
Weighted base:	835		125		25		24		120		80	
Sample:	811		80		81		75		82		81	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31</i>												
Addlestone Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Ashford Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.8%	5	0.0%	0	15.4%	3	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Blackwater Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Bracknell Town Centre	6.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Camberley Town Centre	5.3%	31	0.0%	0	11.3%	2	0.0%	0	17.2%	14	10.6%	4
Chobham Village Centre	0.8%	5	0.0%	0	1.8%	0	15.7%	3	1.7%	1	0.0%	0
Crowthorne Village Centre	3.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	6.3%	37	0.0%	0	1.0%	0	0.0%	0	0.0%	0	26.0%	37
Farncombe Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5
Farnham Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Fleet Town Centre	4.2%	25	0.0%	0	1.0%	0	0.0%	0	1.4%	1	15.9%	22
Frimley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Guildford Town Centre	2.9%	17	5.2%	5	0.0%	0	2.3%	0	1.0%	1	7.5%	3
Knaphill Village Centre	2.4%	14	12.5%	12	0.0%	0	8.4%	2	0.0%	0	0.0%	0
Lightwater Town Centre	0.4%	3	0.0%	0	13.5%	2	1.1%	0	0.0%	0	0.0%	0
London City Centre	1.9%	11	1.6%	2	7.5%	1	1.1%	0	0.0%	0	0.7%	1
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	1
Reading Town Centre	2.0%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sandhurst Town Centre	4.6%	27	0.0%	0	0.0%	0	0.0%	0	33.7%	27	1.4%	1
Sunninghill Village Centre	0.7%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	1.1%	6	0.0%	0	24.8%	4	0.0%	0	2.7%	2	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1
Woking Town Centre	11.7%	68	55.2%	55	1.0%	0	34.9%	7	7.3%	6	1.4%	1
Wokingham Town Centre	4.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.3%	14	0.0%	0	0.0%	0	0.0%	0	16.7%	13	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	9
Ash Village Centre, GU12 6LF	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.7%	4
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Dogmersfield Village Centre, RG27 8TD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Eversley Village Centre, RG27 0PL	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Heatherside Local Centre, GU15 1AX	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	5
Horsell Village Centre, GU21 4SS	2.4%	14	13.7%	14	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Pirbright Village Centre, GU24 0DA	0.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Send Village Centre, GU23 7AY	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
West End Village Centre,	0.3%	2	0.0%	0	2.8%	0	6.5%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GU24 9LH																								
Winchester City Centre, SO23 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Winnersh Village Centre, RG41 5DU	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4												
(Don't know / varies)	15.8%	93	3.3%	3	16.0%	3	21.2%	4	11.0%	9	14.8%	6	25.5%	36	10.2%	2	27.8%	6	10.1%	5	26.4%	10	14.4%	10
Weighted base:	587	100	17	20	79	41	140	16	20	48	38	68												
Sample:	549	64	57	51	52	47	65	36	58	30	35	54												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	1.4%	7	0.0%	0	4.0%	0	0.0%	0	4.6%	3	2.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	56.1%	274	47.4%	47	70.5%	8	18.6%	3	56.2%	38	62.7%	33	64.1%	57	49.6%	11	66.5%	10	51.6%	17	71.7%	20	55.0%	30
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.8%	4	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	11.6%	3	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.6%	13	10.7%	11	0.0%	0	2.4%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	0.9%	5	0.8%	1	1.4%	0	2.7%	0	2.3%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	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
Aldershot Town Centre, GU11 1TW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	1.2%	6	6.0%	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
Chichester City Centre, PO19 1YH	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	0.0%	0	0.0%	0
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	0.1%	1	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	0.0%	0
Dorking Town Centre, RH4 1UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G Live, London Road, Guildford, GU1 2AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre, GU1 3AJ	0.2%	1	0.8%	1	0.0%	0	1.4%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
New Victoria Theatre, The	15.0%	73	23.6%	24	21.1%	3	60.5%	10	18.2%	12	17.7%	9	4.6%	4	12.7%	3	2.7%	0	15.8%	5	0.0%	0	5.5%	3

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ambassadors, The Peacocks Centre, Woking																								
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4										
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0										
Pirbright Village Centre, GU24 0DA	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.0%	2										
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0										
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	7.0%	4								
St Ives Town Centre, TR26 1DB	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Stratford-upon-Avon Town Centre, CV37 6JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0						
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	15.6%	2	0.0%	0	0.0%	0	1.4%	1		
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Mill, Sonning Eye, Reading, RG4 6TY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0		
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	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	0.0%	0		
Theatre Royal, Thames Street, Windsor, SL4 1PS	2.7%	13	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	2.1%	1	4.0%	2
West End Centre, Queens Road, Aldershot, GU11 3JD	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.2%	50	8.5%	8	2.9%	0	11.6%	2	2.3%	2	5.9%	3	15.2%	13	7.2%	2	12.8%	2	20.2%	7	3.8%	1	17.7%	10
Weighted base:		489		100		12		16		68		53		88		22		14		34		28		54
Sample:		481		63		41		45		51		50		45		51		50		22		23		40

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
--	-------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1

Q39 How often do you visit Camberley town centre?

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.9%	9	0.0%	0	4.9%	1	1.4%	0	3.1%	4	1.2%	1	0.0%	0	0.9%	0	0.0%	0	1.2%	1	0.6%	1	0.6%	1
Several times a week	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1	6.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	5.0%	50	0.5%	1	17.1%	5	6.4%	2	19.6%	28	9.4%	9	0.5%	1	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.6%	1
Once a fortnight	7.6%	76	0.0%	0	22.6%	7	2.1%	1	19.1%	27	7.0%	7	11.8%	24	3.3%	1	1.1%	0	8.1%	6	0.0%	0	1.2%	2
Once every 3 weeks	1.8%	18	4.1%	6	1.2%	0	0.0%	0	1.6%	2	0.6%	1	4.1%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	12.7%	127	4.6%	7	22.1%	7	12.7%	4	16.2%	23	14.8%	15	19.2%	40	7.6%	3	12.2%	5	13.5%	10	2.4%	1	9.1%	13
Less often	33.0%	331	21.2%	32	7.7%	2	20.4%	6	32.7%	47	32.2%	32	44.2%	91	37.3%	15	23.9%	9	41.4%	30	26.9%	13	37.6%	52
Never	36.8%	368	69.1%	103	19.0%	6	56.3%	18	6.1%	9	33.3%	33	12.9%	27	49.6%	21	57.4%	22	34.9%	26	69.5%	35	51.1%	70
(Don't know / varies)	0.6%	6	0.6%	1	5.4%	2	0.7%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>17.91</i>		<i>5.71</i>		<i>30.15</i>		<i>16.45</i>		<i>25.62</i>		<i>21.54</i>		<i>22.93</i>		<i>6.56</i>		<i>7.88</i>		<i>7.98</i>		<i>5.93</i>		<i>5.43</i>
Weighted base:		1001		149		30		32		144		100		206		42		38		73		50		138
Sample:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	28.9%	183	21.5%	10	28.6%	7	17.0%	2	23.0%	31	15.9%	11	45.9%	82	13.3%	3	26.0%	4	25.6%	12	39.9%	6	21.3%	14
Chemist / pharmacy	1.0%	6	0.0%	0	1.9%	0	0.0%	0	2.7%	4	2.6%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	6.2%	39	0.0%	0	2.0%	0	0.0%	0	7.3%	10	6.3%	4	10.0%	18	2.4%	0	1.2%	0	0.0%	0	0.0%	0	8.7%	6
Eating (e.g. cafés, restaurants, public houses)	17.7%	112	1.8%	1	7.8%	2	12.1%	2	14.2%	19	23.5%	16	21.0%	38	16.1%	3	14.2%	2	23.6%	11	0.0%	0	26.9%	18
Entertainment (e.g. cinema, bingo, bowling)	16.3%	103	29.7%	14	17.6%	4	16.9%	2	14.8%	20	11.4%	8	15.2%	27	23.4%	5	28.2%	5	12.5%	6	3.9%	1	17.6%	12
Everything	2.2%	14	0.0%	0	5.5%	1	11.9%	2	2.2%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Financial services (e.g. bank, building societies)	4.5%	28	0.0%	0	17.7%	4	4.8%	1	12.0%	16	6.7%	4	0.6%	1	1.2%	0	2.5%	0	1.7%	1	0.0%	0	0.0%	0
Fitness / gym	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	1.8%	11	0.0%	0	1.9%	0	0.0%	0	4.5%	6	5.9%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.8%	5	0.0%	0	2.0%	0	0.0%	0	3.1%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	4.5%	29	3.5%	2	16.7%	4	0.0%	0	10.2%	14	5.9%	4	1.7%	3	1.2%	0	1.2%	0	0.0%	0	11.7%	2	0.0%	0
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%	0
Newsagent	0.0%	0	0.0%	0	0.7%	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
Non-food shopping	53.2%	337	69.6%	32	44.0%	11	47.0%	6	55.2%	75	67.2%	45	48.5%	87	64.6%	14	43.7%	7	43.2%	21	29.6%	5	52.2%	35
Personal services (e.g. hairdresser, launderette)	1.5%	10	0.0%	0	0.7%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	1
Pet supplies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Post office	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.2%	14	0.0%	0	2.8%	1	5.7%	1	6.0%	8	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	4.4%	28	0.0%	0	0.0%	0	1.6%	0	7.0%	9	2.4%	2	7.7%	14	2.1%	0	0.0%	0	0.0%	0	3.9%	1	2.4%	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
Visit friends / family	2.0%	13	14.8%	7	1.4%	0	2.8%	0	0.6%	1	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	10.9%	2	1.2%	1
(Don't know / varies)	4.1%	26	1.8%	1	9.4%	2	9.2%	1	1.7%	2	1.7%	1	0.6%	1	1.2%	0	19.3%	3	15.6%	7	14.8%	2	5.6%	4
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	5.7%	36	0.0%	0	3.5%	1	3.2%	0	5.4%	7	2.6%	2	7.8%	14	7.5%	2	0.0%	0	9.4%	4	0.0%	0	8.7%	6
Cheap parking	2.6%	16	7.1%	3	0.7%	0	4.8%	1	8.0%	11	1.5%	1	0.0%	0	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	6.3%	40	3.5%	2	10.6%	3	15.3%	2	8.9%	12	5.0%	3	5.3%	9	10.1%	2	4.7%	1	3.5%	2	15.7%	2	2.1%	1
Can get everything I need there	2.0%	13	0.0%	0	1.3%	0	0.0%	0	4.2%	6	1.8%	1	1.7%	3	1.2%	0	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Cleanliness of streets	1.7%	11	0.0%	0	7.9%	2	1.6%	0	4.2%	6	1.5%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close to friends / relatives	0.7%	5	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1
Compact layout / easy to get around	10.8%	69	16.6%	8	14.6%	4	10.5%	1	16.6%	22	15.3%	10	2.2%	4	7.4%	2	11.7%	2	6.6%	3	11.8%	2	16.1%	11
Competitive prices	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Familiarity / know where everything is	2.2%	14	0.0%	0	1.4%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	2.2%	0	11.1%	5	0.0%	0	0.0%	0
Feels safe	0.3%	2	1.8%	1	1.4%	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
Financial services (banks / building societies, etc.)	0.2%	1	0.0%	0	1.9%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good evening entertainment	1.2%	8	1.8%	1	3.8%	1	11.9%	2	1.0%	1	0.0%	0	0.0%	0	1.2%	0	7.9%	1	1.8%	1	0.0%	0	1.2%	1
Good 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%	0
Good places to eat / drink	6.1%	39	1.8%	1	5.7%	1	15.1%	2	1.7%	2	12.3%	8	8.5%	15	2.1%	0	12.6%	2	3.5%	2	3.9%	1	5.6%	4
Good public transport links	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	23.4%	148	16.6%	8	12.1%	3	22.0%	3	14.9%	20	19.5%	13	41.3%	74	11.9%	2	11.3%	2	19.5%	9	14.8%	2	16.6%	11
Good selection / choice of food shops	3.9%	25	1.8%	1	4.1%	1	0.0%	0	2.3%	3	6.4%	4	4.1%	7	1.2%	0	0.0%	0	4.8%	2	3.9%	1	7.5%	5
Good selection / choice of independent shops	3.0%	19	0.0%	0	0.0%	0	0.0%	0	6.4%	9	1.8%	1	1.0%	2	12.7%	3	0.0%	0	3.1%	1	3.9%	1	3.5%	2
Near / convenient	13.6%	86	0.0%	0	13.0%	3	1.6%	0	34.8%	47	19.1%	13	8.5%	15	10.7%	2	4.9%	1	5.2%	3	0.0%	0	3.3%	2
Nice atmosphere / friendly people	2.3%	15	1.8%	1	8.7%	2	1.6%	0	0.6%	1	0.9%	1	0.6%	1	4.5%	1	1.2%	0	14.2%	7	3.9%	1	1.2%	1
Offers undercover shopping	2.4%	15	0.0%	0	0.0%	0	1.6%	0	1.7%	2	0.9%	1	3.6%	6	1.2%	0	1.2%	0	4.8%	2	6.9%	1	2.4%	2
Pedestrian friendly environment	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.6%	4	1.8%	1	0.7%	0	1.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.3%	2
House of Fraser	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	5	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	29.7%	188	41.3%	19	27.7%	7	33.1%	5	19.8%	27	26.8%	18	30.7%	55	29.7%	6	28.6%	5	26.0%	12	57.7%	9	38.7%	26
(Don't know)	7.2%	46	13.1%	6	7.3%	2	1.6%	0	2.2%	3	12.3%	8	3.0%	5	5.3%	1	34.1%	5	12.5%	6	0.0%	0	12.9%	9
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.5%	3	1.8%	1	5.2%	1	2.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.6%	4	1.8%	1	0.0%	0	2.8%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	5.6%	36	0.0%	0	4.9%	1	4.4%	1	10.2%	14	4.1%	3	3.4%	6	6.5%	1	6.7%	1	6.6%	3	6.9%	1	6.5%	4
Car parking - not enough spaces	9.1%	57	3.5%	2	3.4%	1	10.5%	1	8.1%	11	7.6%	5	12.1%	22	5.3%	1	4.7%	1	11.1%	5	3.9%	1	11.9%	8
Car parking - too far away from the shops	2.6%	17	9.5%	4	2.1%	1	2.8%	0	0.0%	0	0.0%	0	4.2%	7	1.2%	0	13.5%	2	0.0%	0	3.9%	1	1.2%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.4%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of choice of facilities	0.7%	5	0.0%	0	2.1%	1	13.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.5%	10	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	4.2%	7	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.2%	1	0.0%	0	0.7%	0	1.6%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	1.7%	11	0.0%	0	9.1%	2	1.6%	0	1.6%	2	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Poor range of independent shops	4.6%	29	0.0%	0	13.2%	3	16.7%	2	8.6%	12	3.5%	2	3.6%	6	3.3%	1	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	10.3%	65	0.0%	0	17.7%	4	0.0%	0	23.0%	31	6.8%	5	11.3%	20	6.6%	1	1.2%	0	3.1%	1	3.9%	1	2.1%	1
Too busy	2.2%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	8.4%	6
Too expensive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	0.8%	5	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	1.8%	1	0.0%	0	3.6%	2
Too many charity shops	1.3%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	4.7%	30	1.8%	1	7.4%	2	1.6%	0	10.5%	14	5.7%	4	4.1%	7	2.1%	0	2.2%	0	0.0%	0	0.0%	0	1.2%	1
Too many 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%	0
Too many takeaways	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	1	0.0%	0	0.7%	0	1.6%	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
Too spread out / shops too far apart	1.3%	8	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2
Traffic congestion	4.2%	26	0.0%	0	3.8%	1	1.6%	0	4.8%	7	3.3%	2	1.7%	3	0.0%	0	12.9%	2	19.5%	9	0.0%	0	3.3%	2
Unattractive environment	3.2%	21	0.0%	0	6.7%	2	3.2%	0	7.0%	9	0.9%	1	0.0%	0	7.7%	2	5.9%	1	0.0%	0	0.0%	0	8.7%	6
Unclean streets	0.3%	2	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.8%	18	0.0%	0	1.4%	0	2.8%	0	5.9%	8	0.0%	0	1.6%	3	4.2%	1	1.2%	0	11.1%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	1.8%	11	9.5%	4	0.7%	0	1.6%	0	1.1%	2	1.8%	1	1.7%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.9%	50	16.6%	8	9.0%	2	0.0%	0	3.2%	4	12.3%	8	5.8%	10	3.5%	1	8.9%	1	5.2%	3	47.8%	7	7.5%	5
(Don't know)	4.2%	26	3.6%	2	2.8%	1	3.2%	0	0.6%	1	5.0%	3	6.4%	11	4.4%	1	24.3%	4	4.8%	2	0.0%	0	1.2%	1
(Nothing)	44.2%	280	48.8%	22	39.0%	10	52.6%	7	34.6%	47	55.0%	37	46.9%	84	60.4%	13	25.1%	4	35.0%	17	37.4%	6	50.8%	34
Weighted base:	633	46	25	14	135	67	179	21	16	48	15	68												
Sample:	585	29	91	43	95	70	77	50	37	30	16	47												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.9%	25	0.0%	0	2.1%	1	13.5%	2	3.7%	5	7.3%	5	0.6%	1	7.5%	2	9.2%	1	4.8%	2	0.0%	0	8.7%	6
Encourage reduced shop prices	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Improve choice of national retailer chain shops	12.3%	78	11.3%	5	21.3%	5	12.1%	2	22.0%	30	12.4%	8	8.9%	16	5.6%	1	2.2%	0	8.3%	4	3.9%	1	8.6%	6
Improve market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve range of independent / specialist shops	9.2%	58	1.8%	1	16.0%	4	12.1%	2	7.9%	11	8.5%	6	16.0%	29	3.3%	1	3.4%	1	0.0%	0	0.0%	0	7.7%	5
Introduce a larger supermarket	1.1%	7	0.0%	0	0.0%	0	1.6%	0	4.7%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less empty shops	2.5%	16	1.8%	1	2.7%	1	0.0%	0	3.9%	5	3.3%	2	0.6%	1	1.2%	0	2.2%	0	0.0%	0	0.0%	0	7.5%	5
More foodstores / supermarkets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.6%	4	0.0%	0	0.0%	0	1.6%	0	1.0%	1	0.9%	1	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.2%	1	1.8%	1	0.0%	0	1.6%	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
Enhanced range of health and fitness centres / gyms	0.8%	5	0.0%	0	0.7%	0	0.0%	0	1.6%	2	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improved play areas for children	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.4%	9	0.0%	0	2.1%	1	0.0%	0	3.1%	4	0.9%	1	0.6%	1	3.3%	1	6.7%	1	0.0%	0	0.0%	0	1.2%	1
Improved range of pubs and night clubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.3%	8	0.0%	0	0.7%	0	6.1%	1	3.7%	5	0.0%	0	0.0%	0	2.3%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Create more open spaces	1.8%	11	0.0%	0	0.0%	0	2.8%	0	1.0%	1	6.4%	4	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve play areas for children	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%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.2%	1	0.0%	0	0.7%	0	2.8%	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
Improve street furniture / floral displays	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	1.8%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.1%	14	0.0%	0	3.2%	1	0.0%	0	5.8%	8	0.0%	0	1.0%	2	6.3%	1	1.2%	0	1.8%	1	0.0%	0	1.2%	1
Enhance shophmobility service	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Improve directional signs to town centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	1.2%	8	9.5%	4	0.0%	0	11.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.8%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.6%	4	1.8%	1	5.9%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Improve pavements	0.3%	2	0.0%	0	0.0%	0	11.9%	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
Improve public transport links	3.0%	19	0.0%	0	4.2%	1	1.6%	0	1.0%	1	1.7%	1	5.8%	10	7.5%	2	10.4%	2	0.0%	0	0.0%	0	2.4%	2
Improve safety of 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 signage / routeways within centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.0%	0	0.0%	0	0.0%	0	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
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	5.5%	35	0.0%	0	3.4%	1	0.0%	0	1.6%	2	0.0%	0	14.9%	27	0.0%	0	1.2%	0	9.4%	4	0.0%	0	1.2%	1
More parking spaces - short stay	2.8%	18	0.0%	0	4.5%	1	0.0%	0	2.2%	3	0.0%	0	3.6%	6	2.1%	0	3.4%	1	9.4%	4	0.0%	0	2.4%	2

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	5.9%	37	3.5%	2	4.6%	1	8.9%	1	5.9%	8	3.4%	2	5.7%	10	5.3%	1	10.1%	2	11.1%	5	3.9%	1	6.3%	4
Reduce cost of parking	7.5%	47	0.0%	0	8.3%	2	8.9%	1	11.3%	15	3.3%	2	11.3%	20	3.3%	1	9.1%	1	1.8%	1	6.9%	1	3.3%	2
Offer free parking	5.1%	32	0.0%	0	3.5%	1	4.5%	1	4.8%	6	8.1%	5	6.8%	12	1.2%	0	0.0%	0	9.4%	4	6.9%	1	1.2%	1
More pedestrianisation	0.5%	3	0.0%	0	0.7%	0	0.0%	0	1.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	2.8%	18	0.0%	0	2.7%	1	0.0%	0	2.9%	4	0.9%	1	1.7%	3	0.0%	0	1.2%	0	17.7%	8	0.0%	0	1.2%	1
Improve road surfaces	0.5%	3	0.0%	0	1.4%	0	0.0%	0	1.1%	2	0.0%	0	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	10.7%	68	30.0%	14	6.1%	2	7.6%	1	4.8%	6	14.6%	10	5.3%	9	26.7%	6	20.2%	3	15.8%	8	36.8%	6	5.3%	4
(Nothing in particular)	33.7%	213	40.4%	19	34.2%	8	36.4%	5	26.2%	35	22.8%	15	41.5%	74	28.9%	6	22.2%	4	30.6%	15	52.3%	8	35.6%	24
(Don't know)	6.1%	39	11.3%	5	5.9%	1	4.8%	1	5.4%	7	6.4%	4	4.1%	7	3.3%	1	20.6%	3	3.5%	2	0.0%	0	9.9%	7
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.8%	14	1.4%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	22.7%	84	0.0%	0	0.0%	0	65.0%	6	0.0%	0	43.8%	9
Brookwood Village Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	6
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.6%	13	0.0%	0	0.0%	0	1.3%	0	8.9%	1	17.6%	6
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	10.9%	40	11.2%	12	43.6%	3	24.0%	4	8.7%	1	45.1%	15
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.5%	2	1.4%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.8%	29	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.6%	2
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weybridge Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Woking Town Centre	24.1%	89	75.3%	77	3.0%	0	51.3%	9	0.0%	0	3.5%	1
Wokingham Town Centre	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.0%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.6%	2
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9DG												
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	5.4%	20	5.9%	6	44.4%	3	10.5%	2	0.0%	0	12.9%	4
	4.1%	15	1.6%	2	6.0%	0	3.7%	1	8.7%	1	1.8%	1
Weighted base:	368	103	6	18	9	33	27	21	22	26	35	70
Sample:	416	71	9	57	5	30	24	50	63	20	34	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	64.0%	226	79.6%	81	23.6%	1	49.8%	9	90.5%	7	33.9%	11	51.1%	11	47.0%	8	44.9%	9	66.6%	17	65.5%	22	71.0%	50
Accessibility - easier to access	9.2%	32	6.7%	7	0.0%	0	6.2%	1	0.0%	0	13.1%	4	17.5%	4	6.7%	1	21.6%	4	16.8%	4	12.9%	4	3.4%	2
Better facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	10.0%	2	0.0%	0	1.1%	1
Better choice of retailers	17.2%	61	11.4%	12	5.7%	0	9.1%	2	9.5%	1	24.4%	8	31.4%	7	29.9%	5	14.2%	3	16.8%	4	1.8%	1	26.8%	19
Better choice of independent shops	10.0%	35	2.2%	2	17.1%	1	8.8%	2	9.5%	1	18.0%	6	12.8%	3	28.5%	5	8.4%	2	6.7%	2	9.4%	3	13.7%	10
Better choice of leisure facilities	1.4%	5	0.8%	1	17.1%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Car parking costs	2.9%	10	1.6%	2	0.0%	0	1.3%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	14.6%	5	2.3%	2
Cheaper	0.5%	2	0.0%	0	17.1%	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
More attractive environment	5.0%	18	0.8%	1	0.0%	0	2.6%	0	9.5%	1	3.5%	1	4.7%	1	16.4%	3	6.8%	1	10.1%	2	4.8%	2	7.4%	5
Safer shopping environment	2.2%	8	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.0%	0	3.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.3%	1	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	1.1%	1
Easier to park	2.3%	8	2.4%	2	3.2%	0	0.0%	0	0.0%	0	12.8%	3	1.4%	0	2.0%	0	3.4%	1	1.7%	1	1.7%	1	1.1%	1
Familiarity	4.2%	15	3.0%	3	0.0%	0	12.1%	2	0.0%	0	5.3%	2	4.7%	1	10.5%	2	8.2%	2	0.0%	0	1.8%	1	4.3%	3
To support local traders	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
(No particular reason - I just prefer it)	10.0%	35	10.6%	11	50.4%	3	23.2%	4	0.0%	0	14.9%	5	4.7%	1	18.8%	3	25.1%	5	3.3%	1	3.5%	1	2.3%	2
Weighted base:	353	101	5	17	8	33	22	18	20	25	34	70												
Sample:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	34.5%	346	29.0%	43	30.2%	9	31.8%	10	32.1%	46	32.6%	33	37.7%	78	28.1%	12	49.8%	19	54.5%	40	31.9%	16	29.5%	41
Female	65.5%	655	71.0%	106	69.9%	21	68.2%	22	67.9%	98	67.4%	67	62.3%	128	71.9%	30	50.2%	19	45.5%	33	68.1%	34	70.5%	97
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												
AGE Could I ask how old you are please?																								
18 to 24	12.1%	121	20.3%	30	12.7%	4	5.2%	2	15.9%	23	8.6%	9	7.2%	15	8.8%	4	19.5%	7	0.0%	0	8.9%	4	17.0%	24
25 to 34	9.3%	93	4.1%	6	16.9%	5	10.4%	3	8.0%	11	17.2%	17	18.1%	37	8.8%	4	7.8%	3	8.4%	6	0.0%	0	0.0%	0
35 to 44	24.3%	243	23.5%	35	12.3%	4	7.6%	2	23.1%	33	15.6%	16	31.5%	65	12.8%	5	17.0%	6	36.6%	27	32.1%	16	24.7%	34
45 to 54	22.2%	222	23.7%	35	13.8%	4	14.2%	4	23.3%	34	21.0%	21	29.5%	61	6.6%	3	10.1%	4	22.9%	17	21.7%	11	20.9%	29
55 to 64	14.7%	147	11.6%	17	17.2%	5	23.6%	7	15.2%	22	16.4%	16	6.9%	14	34.7%	14	22.4%	8	14.1%	10	14.8%	7	17.3%	24
65 +	17.4%	174	16.8%	25	27.2%	8	39.0%	12	14.4%	21	21.3%	21	6.8%	14	28.3%	12	23.1%	9	18.0%	13	22.5%	11	20.0%	28
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												
QUOTA Zone:																								
Zone 1	14.9%	149	100.0%	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
Zone 2	3.0%	30	0.0%	0	100.0%	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	0.0%	0
Zone 3	3.2%	32	0.0%	0	0.0%	0	100.0%	32	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 4	14.4%	144	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	20.5%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0
Zone 9A	7.3%	73	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%	73	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	13.8%	138	0.0%	0	0.0%	0	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%	138
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 6	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 7	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU15 1	1.5%	15	0.0%	0	0.0%	0	10.5%	15	0.0%	0	0.0%	0
GU15 2	0.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
GU15 3	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU15 4	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU16 6	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
GU16 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
GU16 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.7%	13	0.0%	0
GU16 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
GU17 0	0.8%	8	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
GU18 5	1.5%	15	0.0%	0	48.5%	15	0.0%	0	0.0%	0	0.0%	0
GU19 5	0.6%	6	0.0%	0	19.4%	6	0.0%	0	0.0%	0	0.0%	0
GU20 6	1.0%	10	0.0%	0	32.1%	10	0.0%	0	0.0%	0	0.0%	0
GU21 2	3.7%	37	24.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	2.0%	20	13.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	1.4%	14	9.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.8%	8	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.2%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.4%	14	9.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	2.2%	22	15.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.8%	18	11.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	0.5%	5	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0
GU24 8	0.9%	9	0.0%	0	0.0%	0	27.2%	9	0.0%	0	0.0%	0
GU24 9	1.8%	18	0.0%	0	0.0%	0	57.7%	18	0.0%	0	0.0%	0
GU46 6	3.2%	32	0.0%	0	0.0%	0	22.3%	32	0.0%	0	0.0%	0
GU46 7	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
GU47 0	3.7%	37	0.0%	0	0.0%	0	25.6%	37	0.0%	0	0.0%	0
GU47 8	1.6%	16	0.0%	0	0.0%	0	11.1%	16	0.0%	0	0.0%	0
GU47 9	1.2%	12	0.0%	0	0.0%	0	8.5%	12	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
GU51 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 7	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 0	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 5	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 1	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 3	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 6	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 3:

Data Tabulations

By Zone – Filtered Nulls

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
<i>Ex. Nulls</i>																								
Aldi, London Road, Camberley	1.4%	14	0.0%	0	4.1%	4	0.0%	0	7.1%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	0.6%	6	6.0%	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
Asda, Lower Earley, Chalfont Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, West Meade, Farnborough	2.5%	25	0.0%	0	2.0%	2	0.0%	0	1.0%	1	7.0%	7	13.9%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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	2.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	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
Co-op, Plough Road, Yateley	0.2%	2	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	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	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
Co-op, The Square, Bagshot	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
Co-op, Yorktown Road, Sandhurst	0.1%	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	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	2	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	0.0%	0
Lidl, Ashville Way, Wokingham	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	2.0%	1	12.0%	6	0.0%	0
Lidl, High Street, Crowthorne	0.9%	9	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.0%	20	0.0%	0	5.1%	5	1.0%	1	7.1%	7	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, 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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.9%	9	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0
Morrisons, Elvetham Heath, Fleet	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	19.4%	19	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	3.1%	31	23.0%	23	1.0%	1	7.0%	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
Morrisons, Summit Avenue, Farnborough	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	8.0%	4	0.0%	0	6.0%	6
Morrisons, Thorneycroft Industrial Estate,	0.2%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke												
Morrisons, Woosehill Shopping Centre, Wokingham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	3.6%	36	0.0%	0	1.0%	1	2.0%	2	15.2%	15	10.0%	10
Sainsbury's, Cambridge Walk, Camberley	0.8%	8	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.5%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Fleet Road, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Sainsbury's, King Street Lane, Winnersh	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Queensmead, Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Redding Way, Knaphill, Woking	8.8%	88	22.0%	22	14.3%	14	50.0%	50	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.2%	32	0.0%	0	3.1%	3	1.0%	1	0.0%	0	2.0%	2
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Station Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Sainsbury's, Wolsey Walk, Woking	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	5	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Tesco Extra, Finchampstead Road, Wokingham	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Extra, Station Road, Addlestone	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.1%	61	0.0%	0	11.2%	11	0.0%	0	29.3%	29	5.0%	5
Tesco Extra, Wellington Avenue, Aldershot	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27
Tesco Extra, Whitton Road, Bracknell	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	1.9%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.9%	19	8.0%	8	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.8%	8	0.0%	0	1.0%	1	0.0%	0	2.0%	2	5.0%	5
Waitrose, London Road, Sunningdale	4.7%	47	0.0%	0	10.2%	10	3.0%	3	0.0%	0	1.0%	1
Waitrose, Rectory Road, Wokingham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.6%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Waitrose, The Hart, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Tresham Crescent, Yateley	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.6%	16	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.6%	6	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	4	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Guildford Road, Lightwater, GU18 5SA	0.9%	9	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, East Street, Farnham, GU9 7SW	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Camberley Town Centre, GU47 0FD	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barm, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.0%
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.9%	9	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke, RG21 4YY												
Waitrose, Bridge Street, Godalming, GU7 1HY	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.4%	24	0.0%	0	18.4%	18	3.0%	3	2.0%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	7.8%	78	12.0%	12	8.2%	8	8.0%	8	9.1%	9	6.0%	6
Base:	996	100	98	100	99	100	101	100	98	50	50	100

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Internet / delivered at Q01

Asda	7.7%	6	16.7%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	17.9%	14	33.3%	4	12.5%	1	12.5%	1	22.2%	2	0.0%	0	13.3%	2	0.0%	0	25.0%	1	20.0%	1	66.7%	2		
Sainsbury's	28.2%	22	16.7%	2	62.5%	5	12.5%	1	33.3%	3	16.7%	1	26.7%	4	66.7%	2	40.0%	2	25.0%	1	20.0%	1	0.0%	0
Tesco	35.9%	28	16.7%	2	25.0%	2	50.0%	4	33.3%	3	66.7%	4	33.3%	5	33.3%	1	40.0%	2	25.0%	1	60.0%	3	33.3%	1
Waitrose	6.4%	5	8.3%	1	0.0%	0	12.5%	1	11.1%	1	0.0%	0	13.3%	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
(Don't know / varies)	1.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	78	12	8	8	8	9	6	15	3	5	4	5	3											

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
<i>Ex. Nulls</i>																								
Aldi, London Road, Camberley	2.3%	16	1.5%	1	5.6%	4	4.5%	3	7.1%	5	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.4%	10	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.7%	1	0.0%	0
Asda, West Meade, Farnborough	2.6%	18	0.0%	0	1.4%	1	1.5%	1	1.4%	1	4.3%	3	14.1%	10	0.0%	0	1.4%	1	2.8%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Budgens, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	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
Co-op, High Street, Crowthorne	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	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
Co-op, The Square, Bagshot	0.3%	2	0.0%	0	2.8%	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, Yorktown Road, Sandhurst	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	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	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	0.7%	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	2.8%	1	8.1%	3	1.5%	1
Lidl, High Street, Crowthorne	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	4	0.0%	0	1.5%	1
Lidl, London Road, Camberley, Blackwater	2.3%	16	0.0%	0	4.2%	3	3.0%	2	4.3%	3	4.3%	3	4.2%	3	0.0%	0	1.4%	1	2.8%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.3%	2	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	1	1.5%	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
Marks & Spencer, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.1%	1	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	3.3%	23	0.0%	0	4.2%	3	6.0%	4	5.7%	4	2.9%	2	0.0%	0	7.6%	5	5.6%	4	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0	1.5%	1
Morrisons, Elvetham Heath, Fleet	2.3%	16	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	20.8%	15	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10														
Morrisons, Goldsworth Road, Woking	3.0%	21	20.9%	14	2.8%	2	7.5%	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		
Morrisons, Summit Avenue, Farnborough	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.7%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.8%	1	0.0%	0	1.5%	1
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.6%	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	10.8%	4	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.1%	1	1.5%	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%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.9%	6	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	2.9%	20	0.0%	0	4.2%	3	0.0%	0	11.4%	8	7.2%	5	4.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham	0.1%	1	0.0%	0	1.4%	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	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.4%	3	0.0%	0	1.4%	1	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
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.1%	1	1.5%	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%	0
Sainsbury's, Fleet Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Guildford	0.4%	3	3.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.9%	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	0.0%	0	0.0%	0	16.2%	6	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.4%	3	0.0%	0	1.4%	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	0.0%	0	3.1%	2
Sainsbury's, Queensmead, Farnborough	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	2	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	5.4%	37	11.9%	8	12.7%	9	26.9%	18	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Ringmead, Bracknell	3.3%	23	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	5.6%	2	0.0%	0	18.5%	12	0.0%	0
Sainsbury's, South Street, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	2.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood	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	2.8%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Crowthorne												
Tesco Express, High Street, Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	3	3.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.3%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.4%	44	1.5%	1	7.0%	5	1.5%	1	27.1%	19	4.3%	3
Tesco Extra, Wellington Avenue, Aldershot	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9
Tesco Extra, Whitton Road, Bracknell	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	3.3%	23	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	3.0%	21	14.9%	10	0.0%	0	16.4%	11	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	5.8%	4
Waitrose, London Road, Sunningdale	2.9%	20	0.0%	0	2.8%	2	4.5%	3	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	1.2%	8	9.0%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waitrose, Tresham Crescent, Yateley	1.4%	10	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.7%	12	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	1.2%	8	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	0.7%	5	0.0%	0	0.0%	0	3.0%	2	1.4%	1	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Lidl, Gastons Wood, Chineham, RG24 8TW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Local shops, Badshot Lea Village Centre, GU9 9LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Farnborough Town Centre, GU14 7BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Lightwater Town Centre, GU18 5TS	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Reading Town Centre, RG1 1JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West End Village Centre, GU24 9LH	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Alexandra Road,	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Aldershot, GU11 1NX												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.6%	4	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	3.8%	26	0.0%	0	25.4%	18	6.0%	4	1.4%	1	1.4%	1
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet / delivered	3.9%	27	4.5%	3	0.0%	0	6.0%	4	2.9%	2	5.8%	4
Base:	691		67		71		67		70		69	
											71	
											66	
											72	
											36	
											37	
												65

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
<i>Ex. Nulls</i>												
Aldi, London Road, Camberley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Asda, Lion Retail Park, Oriental Road, Woking	1.4%	10	12.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8
Co-op, High Street, Crowthorne	1.0%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Horsell, Woking	0.8%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.5%	4	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6
Co-op, Plough Road, Yateley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Co-op, The Square, Bagshot	1.6%	12	0.0%	0	14.1%	11	1.4%	1	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-op, Yorktown Road, Sandhurst	1.1%	8	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Ashville Way, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Lidl, London Road, Camberley, Blackwater	1.2%	9	0.0%	0	2.6%	2	2.9%	2	1.3%	1	1.4%	1
Londis, New Road, North Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Oriental Road, Woking	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	1.4%	10	1.3%	1	2.6%	2	10.1%	7	0.0%	0	0.0%	0
Marks & Spencer, Barnes	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wallace Drive, Brooklands, Weybridge												
Marks & Spencer, Fleet Road, Fleet	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.8%	6	0.0%	0	1.3%	1	2.9%	2	1.3%	1	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Morrisons, Goldsworth Road, Woking	1.2%	9	8.8%	7	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	1.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.8%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.6%	12	0.0%	0	0.0%	0	4.3%	3	7.8%	6	4.2%	3
Sainsbury's, Blackwater Valley Road, Camberley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.4%	1
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Sainsbury's, King Street Lane, Winnersh	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, Redding Way, Knaphill, Woking	2.3%	17	3.8%	3	2.6%	2	17.4%	12	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.1%	8	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Sainsbury's, Wolsey Walk,	0.7%	5	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking												
Spar, High Street, Horsell, Woking	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Express, Balmoral Drive, Frimley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Tesco Express, Falkner Close, Ancells Farm, Fleet	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tesco Express, Greenwood Road, Crowthorne	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	8
Tesco Express, Lysons Avenue, Ash Vale	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10
Tesco Express, Reading Road, Yateley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.5%	4	1.3%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	4.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	9	0.0%	0	2.6%	2	0.0%	0	6.5%	5	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.5%	3
Tesco Extra, Whitton Road, Bracknell	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5
Tesco, District Shopping Centre, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	1.6%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.9%	14	13.8%	11	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.1%	8
Waitrose, London Road, Sunningdale	2.4%	18	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.4%	1
Waitrose, Rectory Road, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.7%	5	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Waitrose, Tresham Crescent, Yateley	2.4%	18	0.0%	0	0.0%	0	0.0%	0	18.2%	14	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.0%	7	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Aldi, London Road, Guildford, GU1 1YT	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Hook, RG27 9DY	0.3%	2	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	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	0.1%	1	0.0%	0	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
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	1.2%	9	0.0%	0	0.0%	0	11.6%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Addlestone, KT15 1SG	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Farnborough Road, Farnham, GU9 9AJ	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	1	0.0%	0	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
Co-op, Guildford Road, Lightwater, GU18 5SA	3.5%	26	0.0%	0	29.5%	23	4.3%	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
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, RG12 7BN	0.3%	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	3.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, St Johns Road, Woking, GU21 7SE	0.4%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Knaphill, GU21 2AW	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Aldershot Town Centre, GU11 1JW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Ascot Town Centre, SL5 7HE	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bagshot Village Centre, GU19 5EQ	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.4%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Hook Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre, RG27 9DG												
Local shops, Lightwater Town Centre, GU18 5TS	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre, SL1 1PG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local shops, Sunningdale Village Centre, SL5 0DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Local shops, Windlesham Village Centre, GU20 6BN	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.5%	4	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nisa, Sunwood Drive, Sherfield on Loddon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG27 0BF												
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	1.2%	9	2.5%	2	0.0%	0	10.1%	7	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	12
Spar, Chertsey Road, Chobham, GU24 8PQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.7%	5	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU17 0LL												
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.8%	6	0.0%	0	0.0%	0	3.9%	3	1.4%	1	1.2%	1
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.5%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Waitrose, Chapel Street, Marlow SL7 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.7%	20	0.0%	0	17.9%	14	0.0%	0	7.8%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Sheen Road, Richmond, TW9 1AE	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet / delivered	1.2%	9	3.8%	3	3.8%	3	0.0%	0	0.0%	0	1.2%	1
Base:	737	80	78	69	77	72	86	65	77	38	33	62

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q05 Where else do you do your household's top-up food shopping?																								
<i>Not Don't do and not Don't know at Q04 AND Ex. Nulls</i>																								
Aldi, London Road, Camberley	1.3%	4	0.0%	0	3.1%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Lion Retail Park, Oriental Road, Woking	2.3%	7	15.8%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.9%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0	3.8%	1
Co-op, High Street, Horsell, Woking	1.3%	4	10.5%	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
Co-op, High Street, Knaphill	1.6%	5	7.9%	3	0.0%	0	7.7%	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
Co-op, North Lane, Aldershot	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.6%	2	0.0%	0	6.3%	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, Upper College Ride, Camberley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	0.3%	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	0.0%	0	5.9%	1	0.0%	0
Lidl, High Street, Crowthorne	1.3%	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	20.0%	3	0.0%	0	3.8%	1
Lidl, London Road, Camberley, Blackwater	0.6%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	1.3%	4	0.0%	0	0.0%	0	15.4%	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
Marks & Spencer, Fleet Road, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	2.3%	7	0.0%	0	0.0%	0	0.0%	0	9.1%	3	3.6%	1	0.0%	0	4.0%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Marks & Spencer,	0.3%	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	6.7%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	1.3%	4	5.3%	2	0.0%	0	3.8%	1	0.0%	0	3.6%	1
Morrisons, Summit Avenue, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Morrisons, Wooschill Shopping Centre, Wokingham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.6%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.0%	3	0.0%	0	3.1%	1	0.0%	0	3.0%	1	3.6%	1
Sainsbury's, Blackwater Valley Road, Camberley	1.3%	4	0.0%	0	3.1%	1	0.0%	0	3.0%	1	7.1%	2
Sainsbury's, Cambridge Walk, Camberley	0.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5
Sainsbury's, King Street Lane, Winnersh	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	1.0%	3	0.0%	0	6.3%	2	0.0%	0	0.0%	0	4.0%	1
Sainsbury's, Queensmead, Farnborough	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3
Sainsbury's, Redding Way, Knaphill, Woking	2.6%	8	5.3%	2	9.4%	3	3.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's, Wolsey Walk, Woking	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Express, Balmoral Drive, Frimley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4
Tesco Express, Greenwood Road, Crowthorne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Tesco Express, High Street,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.3%	1	0.0%	0	0.0%	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
Tesco Express, Reading Road, Yateley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.3%	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	0.0%	0	5.9%	1	11.5%	3
Tesco Extra, Finchampstead Road, Wokingham	1.3%	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	0.0%	0	23.5%	4	0.0%	0
Tesco Extra, Station Road, Hook	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.9%	9	0.0%	0	9.4%	3	0.0%	0	12.1%	4	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Tesco, District Shopping Centre, Chineham, Basingstoke	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.3%	1	2.6%	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
Waitrose, Bond Way, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Waitrose, Goldsworth Park Centre, Woking	1.3%	4	7.9%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	1.0%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.6%	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	23.5%	4	3.8%	1
Waitrose, Station Approach, West Byfleet	2.3%	7	10.5%	4	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	0.3%	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	0.0%	0	5.9%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	1.6%	5	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	3.5%	11	0.0%	0	25.0%	8	7.7%	2	3.0%	1	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Costco, South Oak Way, Reading, RG2 6UE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Iceland, Festival Way, Basingstoke, RG21 7JR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Chineham, RG24 8TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldershot Town Centre, GU11 1JW	1.0%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	2.6%	1
Local shops, Ascot Town Centre, SL5 7HE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horsell Village Centre, GU21 4SS	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	1.3%	4	10.5%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.6%	2	0.0%	0	6.3%	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
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	1.0%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	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	0.0%	0	11.8%	2	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	0.3%	1	0.0%	0	0.0%	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
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	0.3%	1	0.0%	0	0.0%	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
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	1	2.6%	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
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.3%	1	0.0%	0	0.0%	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
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	1.0%	3	7.9%	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
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	1.0%	3	0.0%	0	0.0%	0	11.5%	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
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.9%	6	0.0%	0	15.6%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:	310	38	32	26	33	28	39	25	31	15	17	26												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	96.5%	966	99.0%	99	97.0%	97	92.0%	92	96.0%	96	94.0%	94	100.0%	101	93.0%	93	98.0%	98	98.0%	49	98.0%	49	98.0%	98
Furniture and floor coverings	71.2%	713	76.0%	76	71.0%	71	61.0%	61	74.0%	74	61.0%	61	83.2%	84	62.0%	62	78.0%	78	76.0%	38	76.0%	38	70.0%	70
Household textiles and soft furnishings	72.3%	724	72.0%	72	72.0%	72	64.0%	64	77.0%	77	77.0%	77	80.2%	81	66.0%	66	69.0%	69	76.0%	38	70.0%	35	73.0%	73
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	79.6%	797	81.0%	81	85.0%	85	72.0%	72	81.0%	81	82.0%	82	80.2%	81	79.0%	79	79.0%	79	86.0%	43	68.0%	34	80.0%	80
Audio-visual electrical goods such as TVs, computers and cameras	77.6%	777	85.0%	85	83.0%	83	66.0%	66	85.0%	85	75.0%	75	78.2%	79	61.0%	61	80.0%	80	92.0%	46	78.0%	39	78.0%	78
Glassware, china, tableware and kitchen utensils	56.1%	562	62.0%	62	57.0%	57	43.0%	43	64.0%	64	51.0%	51	62.4%	63	47.0%	47	63.0%	63	62.0%	31	50.0%	25	56.0%	56
DIY and decorating goods	75.9%	760	74.0%	74	72.0%	72	75.0%	75	78.0%	78	71.0%	71	89.1%	90	67.0%	67	75.0%	75	84.0%	42	76.0%	38	78.0%	78
Jewellery, watches and clocks	51.6%	517	56.0%	56	50.0%	50	41.0%	41	61.0%	61	51.0%	51	55.4%	56	46.0%	46	48.0%	48	62.0%	31	44.0%	22	55.0%	55
Books, CDs and DVDs	74.2%	743	84.0%	84	78.0%	78	70.0%	70	78.0%	78	70.0%	70	81.2%	82	63.0%	63	73.0%	73	70.0%	35	72.0%	36	74.0%	74
Chemist goods including health and beauty products	87.2%	873	88.0%	88	91.0%	91	80.0%	80	90.0%	90	89.0%	89	90.1%	91	81.0%	81	89.0%	89	82.0%	41	90.0%	45	88.0%	88
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	60.0%	601	65.0%	65	48.0%	48	55.0%	55	75.0%	75	56.0%	56	70.3%	71	48.0%	48	62.0%	62	66.0%	33	56.0%	28	60.0%	60
Garden products, plants and flowers	88.0%	881	81.0%	81	95.0%	95	82.0%	82	88.0%	88	85.0%	85	91.1%	92	87.0%	87	95.0%	95	90.0%	45	88.0%	44	87.0%	87
(Haven't bought any of these goods within the last 10 years)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10														
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?																										
<i>Clothes, footwear, fashion goods at Q06 AND Ex. Nulls</i>																										
B&Q, Invincible Road, Farnborough	0.1%	1	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	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	0.1%	1	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	0.0%	0	0.0%	
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.1%	57	2.0%	2	14.0%	13	7.9%	7	14.3%	13	3.4%	3	2.0%	2	7.8%	7	4.3%	4	4.3%	2	4.1%	2	2.1%	2	2	
Marks & Spencer, High Street, Guildford	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, King Street Lane, Winnersh	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	4.1%	2	0.0%	0	0	
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	6	2.0%	2	1.1%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, Ringmead, Bracknell	0.3%	3	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	2.1%	2	0	
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	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 Trading Estate, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	8	0.0%	0	3.2%	3	1.1%	1	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	1.0%	1	0	
Aldershot Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	5.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	10.1%	10	0.0%	0	41.5%	39	0.0%	0	0.0%	0	1.0%	1	0	
Blackwater Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Bracknell Town Centre	10.0%	93	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	23.3%	21	0.0%	0	38.3%	18	16.3%	8	45.8%	44	0	
Camberley Town Centre	9.9%	92	0.0%	0	32.3%	30	5.6%	5	28.6%	26	17.0%	15	14.1%	14	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chobham Village Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	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%	
Crowthorne Village Centre	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	4.3%	2	0.0%	0	0.0%	0	0.0%	
Farnborough Town Centre	2.6%	24	0.0%	0	0.0%	0	0.0%	0	2.2%	2	11.4%	10	11.1%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.4%	4	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	
Guildford Town Centre	6.3%	59	14.3%	14	4.3%	4	13.5%	12	2.2%	2	18.2%	16	7.1%	7	1.1%	1	1.1%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	0.9%	8	3.1%	3	2.2%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
London City Centre	1.1%	10	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	2.2%	2	3.2%	3	2.1%	1	0.0%	0	1.0%	1	0	
Northampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Reading Town Centre	5.7%	53	0.0%	0	3.2%	3	0.0%	0	6.6%	6	3.4%	3	4.0%	4	3.3%	3	6.4%	6	6.4%	3	32.7%	16	9.4%	9	0	
Staines-upon-Thames Town Centre	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
West Byfleet Village Centre	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	2.4%	22	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	17	18.9%	0	0.0%	0	2.1%	1	0.0%	0	3.1%	3
Woking Town Centre	7.7%	72	44.9%	44	2.2%	2	28.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wokingham Town Centre	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	4.1%	2	0.0%	0
Yateley Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Brighton Hill Retail Park, 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	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.3%	3	0.0%	0	2.2%	2	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
Festival Park, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	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
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	21	0.0%	0	4.3%	4	3.4%	3	7.7%	7	0.0%	0	2.0%	2	1.1%	1	1.1%	1	4.3%	2	0.0%	0	1.0%	1
The Peel Centre, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	0.0%	0	1.0%	1
Brighton City Centre, BN1 1RE	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	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	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	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
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	1.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	4	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	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	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	1.0%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.5%	5	3.1%	3	1.1%	1	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
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	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	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	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, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.3%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	1.0%	1
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	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	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Winchester City Centre, SO23 9LQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Internet / mail order / delivered	26.6%	248	24.5%	24	21.5%	20	25.8%	23	24.2%	22	27.3%	24	34.3%	34	27.8%	25	22.3%	21	34.0%	16	28.6%	14	26.0%	25
Base:		934		98		93		89		91		88		99		90		94		47		49		96

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.2%	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		
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.2%	40	1.5%	1	7.1%	4	4.9%	3	13.8%	9	2.9%	2	5.6%	4	10.3%	6	10.9%	7	2.9%	1	2.9%	1	3.3%	2
Marks & Spencer, High Street, Guildford	0.2%	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
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	6	2.9%	2	1.8%	1	3.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	1.6%	1
Aldershot Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.7%	30	0.0%	0	0.0%	0	1.6%	1	1.5%	1	7.4%	5	18.1%	13	0.0%	0	15.6%	10	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	9.2%	59	1.5%	1	5.4%	3	0.0%	0	6.2%	4	0.0%	0	0.0%	0	24.1%	14	0.0%	0	20.6%	7	23.5%	8	36.1%	22
Camberley Town Centre	9.7%	62	2.9%	2	19.6%	11	4.9%	3	18.5%	12	14.7%	10	13.9%	10	5.2%	3	6.3%	4	14.7%	5	2.9%	1	1.6%	1
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.5%	16	1.5%	1	3.6%	2	1.6%	1	1.5%	1	8.8%	6	5.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.8%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	2	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	5.6%	4	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	10.8%	69	26.5%	18	10.7%	6	24.6%	15	12.3%	8	10.3%	7	12.5%	9	1.7%	1	4.7%	3	0.0%	0	5.9%	2	0.0%	0
Kingston upon Thames Town Centre	1.6%	10	1.5%	1	3.6%	2	3.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	1	1.6%	1
London City Centre	1.9%	12	2.9%	2	1.8%	1	0.0%	0	1.5%	1	2.9%	2	0.0%	0	3.4%	2	1.6%	1	5.9%	2	0.0%	0	1.6%	1
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.4%	54	0.0%	0	1.8%	1	0.0%	0	10.8%	7	1.5%	1	5.6%	4	3.4%	2	9.4%	6	44.1%	15	26.5%	9	14.8%	9
Richmond Town Centre	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	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	2.9%	1	0.0%	0
Staines-upon-Thames Town Centre	0.6%	4	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windsor Town Centre	2.8%	18	1.5%	1	3.6%	2	1.6%	1	0.0%	0	0.0%	0
Woking Town Centre	7.2%	46	25.0%	17	12.5%	7	32.8%	20	1.5%	1	0.0%	0
Wokingham Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.4%	9	0.0%	0	1.8%	1	0.0%	0	1.5%	1	1.5%	1
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ladymead Retail Park, Guildford	0.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.3%	15	0.0%	0	5.4%	3	0.0%	0	4.6%	3	2.9%	2
The Peel Centre, Bracknell	1.6%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	2
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cardiff City Centre, CF10 2DX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Chichester City Centre, PO19 1LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College Town Village Centre, GU47 0PU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Earley Town Centre, RG6 5QX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Cnetre, EH2 4AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Blackwater, Camberley, GU17 9AP																								
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Matalan, Frimley Road, Camberley, GU16 7PN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	0.0%	0	0.0%	0	1.6%	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
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	13.1%	84	20.6%	14	16.1%	9	14.8%	9	12.3%	8	10.3%	7	2.8%	2	12.1%	7	21.9%	14	2.9%	1	2.9%	1	19.7%	12
Base:		641		68		56		61		65		68		72		58		64		34		34		61

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.9%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B&Q, Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.6%	4	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldershot Town Centre	2.4%	15	0.0%	0	0.0%	0	2.0%	1	0.0%	0	9.4%	5
Ascot Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Ashford Town Centre	0.3%	2	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0
Bagshot Town Centre	1.4%	9	0.0%	0	12.7%	8	2.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.0%	19	0.0%	0	3.2%	2	0.0%	0	1.5%	1	0.0%	0
Camberley Town Centre	2.9%	18	1.4%	1	7.9%	5	8.0%	4	4.5%	3	3.8%	2
Chobham Village Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	1.8%	11	0.0%	0	1.6%	1	0.0%	0	4.5%	3	0.0%	0
Farnborough Town Centre	6.2%	39	5.7%	4	4.8%	3	2.0%	1	13.4%	9	11.3%	6
Farnham Town Centre	0.8%	5	0.0%	0	0.0%	0	2.0%	1	3.0%	2	1.9%	1
Fleet Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1
Frimley Town Centre	0.6%	4	0.0%	0	1.6%	1	2.0%	1	1.5%	1	0.0%	0
Guildford Town Centre	3.7%	23	11.4%	8	1.6%	1	18.0%	9	3.0%	2	0.0%	0
Kingston upon Thames Town Centre	1.1%	7	2.9%	2	4.8%	3	0.0%	0	0.0%	0	1.9%	1
Knaphill Village Centre	0.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
London City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Reading Town Centre	6.2%	39	0.0%	0	0.0%	0	0.0%	0	4.5%	3	5.7%	3
Sandhurst Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Slough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Staines-upon-Thames Town	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.6%	29	20.0%	14	4.8%	3	20.0%	10	0.0%	0	0.0%	1
Wokingham Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Brighton Hill Retail Park, Basingstoke	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.0%	44	4.3%	3	9.5%	6	2.0%	1	13.4%	9	13.2%	7
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Ladymead Retail Park, Guildford	2.1%	13	8.6%	6	0.0%	0	10.0%	5	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.3%	8	8.6%	6	1.6%	1	2.0%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Reading Link Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	6.2%	39	1.4%	1	6.3%	4	4.0%	2	10.4%	7	13.2%	7
The Meadows, Sandhurst (Camberley)	1.3%	8	0.0%	0	1.6%	1	0.0%	0	6.0%	4	0.0%	0
The Peel Centre, Bracknell	2.2%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	10
Ash Vale Village Centre, GU12 5JE	2.1%	13	1.4%	1	4.8%	3	2.0%	1	0.0%	0	9.4%	5
Ash Village Centre, GU12 6LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Ashtead Village Centre, KT21 1AL	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.7%	17	2.9%	2	1.6%	1	0.0%	0	1.5%	1	1.9%	1	5.0%	4	0.0%	0	5.9%	4	3.3%	1	0.0%	0	4.6%	3
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.9%	12	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	5	10.0%	3	2.9%	1	1.5%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.8%	5	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	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	0.0%	0
Lancaster City Centre, LA1 1RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich City Centre, NR1 1EA	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	2.9%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	1.6%	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
South Ruislip Local Centre, HA4 6TP	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	1.5%	1
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.2%	1	0.0%	0	1.6%	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
Thame Town Centre, OX9 2BW	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	1.5%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	1.5%	1
White Waltham Village Centre, SL6 3SG	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	1.5%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.2%	1	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	0.0%	0
Winnersh Village Centre, RG41 5DU	0.3%	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	5.9%	2	0.0%	0
Woodley Town Centre, RG5	0.3%	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	5.9%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4JA																								
Internet / mail order / delivered	15.8%	99	18.6%	13	17.5%	11	12.0%	6	14.9%	10	15.1%	8	12.5%	10	20.8%	10	14.7%	10	10.0%	3	8.8%	3	23.1%	15
Base:		628		70		63		50		67		53		80		48		68		30		34		65

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09 AND Ex. Nulls</i>												
B&Q, Invincible Road, Farnborough	1.5%	4	0.0%	0	8.8%	3	4.2%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Homebase (Brookwood) Knaphill, Woking	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.4%	9	0.0%	0	2.9%	1	4.2%	1	10.0%	3	8.7%	2
Sainsbury's, Ringmead, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Aldershot Town Centre	2.6%	7	0.0%	0	2.9%	1	0.0%	0	0.0%	0	13.0%	3
Ascot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Blackwater Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Bracknell Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	2.3%	6	0.0%	0	2.9%	1	0.0%	0	3.3%	1	4.3%	1
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Farnborough Town Centre	4.1%	11	3.2%	1	2.9%	1	8.3%	2	13.3%	4	13.0%	3
Farnham Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.5%	12	9.7%	3	8.8%	3	4.2%	1	10.0%	3	0.0%	0
Kingston upon Thames Town Centre	1.1%	3	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.9%	5	6.5%	2	2.9%	1	4.2%	1	3.3%	1	0.0%	0
Reading Town Centre	7.1%	19	3.2%	1	2.9%	1	8.3%	2	3.3%	1	0.0%	0
Sandhurst Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Slough Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	1.1%	3	0.0%	0	5.9%	2	0.0%	0	0.0%	0	5.6%	1
West Byfleet Village Centre	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Windsor Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Woking Town Centre	1.9%	5	3.2%	1	0.0%	0	16.7%	4	0.0%	0	0.0%	0
Wokingham Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	7.5%	20	3.2%	1	17.6%	6	0.0%	0	6.7%	2	8.7%	2	16.7%	4	5.6%	1	6.1%	2	7.7%	1	0.0%	0	5.3%	1
Forbury Retail Park, Reading	1.9%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	5.6%	1	3.0%	1	0.0%	0	0.0%	0	5.3%	1
Ladymead Retail Park, Guildford	3.4%	9	19.4%	6	0.0%	0	12.5%	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
Lion Retail Park, Oriental Road, Woking	1.5%	4	6.5%	2	0.0%	0	8.3%	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
Reading Gate Retail Park, Reading	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Solartron Retail Park, Farnborough	1.5%	4	0.0%	0	0.0%	0	4.2%	1	3.3%	1	4.3%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	5.6%	1	3.0%	1	7.7%	1	11.8%	2	0.0%	0
The Peel Centre, Bracknell	0.4%	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	0.0%	0	0.0%	0	5.3%	1
Ash Vale Village Centre, GU12 5JE	2.6%	7	3.2%	1	2.9%	1	0.0%	0	3.3%	1	8.7%	2	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.4%	1	0.0%	0	2.9%	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	0.0%	0
Bath City Centre, BA1 1JT	0.4%	1	3.2%	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
Birmingham City Centre, B1 3HS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	0.4%	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	0.0%	0	5.9%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	0.4%	1	0.0%	0	0.0%	0	4.2%	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
High Wycombe Town Centre, HP11 2DQ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Hook Town Centre, RG27 9DG	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	0.4%	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	0.0%	0	5.9%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.1%	11	0.0%	0	2.9%	1	0.0%	0	6.7%	2	8.7%	2	4.2%	1	0.0%	0	9.1%	3	0.0%	0	11.8%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
IKEA, West Quay Road, Southampton, SO15 1GY	0.8%	2	0.0%	0	2.9%	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	5.3%	1
John Lewis, Broad Street, Reading, RG1 2BB	1.5%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	5.9%	1	5.3%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	7.7%	1	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.4%	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	0.0%	0	5.9%	1	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre, OX1 3DZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.4%	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	0.0%	0	0.0%	0	5.3%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.4%	1	3.2%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.4%	1	3.2%	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
Winnersh Village Centre, RG41 5DU	0.4%	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	0.0%	0	5.9%	1	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.4%	1	3.2%	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
Woodley Town Centre, RG5 4JA	0.4%	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	7.7%	1	0.0%	0	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.4%	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	0.0%	0	5.9%	1	0.0%	0
Internet / mail order / delivered	14.7%	39	16.1%	5	20.6%	7	16.7%	4	10.0%	3	4.3%	1	16.7%	4	11.1%	2	12.1%	4	15.4%	2	23.5%	4	15.8%	3
Base:		266		31		34		24		30		23		24		18		33		13		17		19

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.8%	5	1.6%	1	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	3.2%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	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
Homebase, Kenavon Drive, Reading	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	3.2%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	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	3.0%	1	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.5%	35	1.6%	1	12.5%	8	5.7%	3	16.2%	11	2.9%	2	0.0%	0	1.8%	1	3.4%	2	6.5%	2	6.1%	2	4.6%	3
Sainsbury's, King Street Lane, Winnersh	0.3%	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	3.2%	1	3.0%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	3	3.1%	2	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
Sainsbury's, Ringmead, Bracknell	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.2%	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	1.6%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	4	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.2%	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
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	2	1.8%	1	22.0%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	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
Bracknell Town Centre	6.4%	41	0.0%	0	3.1%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	17.5%	10	0.0%	0	9.7%	3	3.0%	1	35.4%	23
Camberley Town Centre	5.0%	32	0.0%	0	18.8%	12	9.4%	5	11.8%	8	2.9%	2	3.9%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.5%	1
Chobham Village Centre	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
Crowthorne Village Centre	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	3.2%	1	0.0%	0	0.0%	0
Farnborough Town Centre	5.8%	37	1.6%	1	3.1%	2	1.9%	1	14.7%	10	13.2%	9	15.8%	12	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Fleet Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.2%	14	3.1%	2	4.7%	3	5.7%	3	0.0%	0	5.9%	4
Kingston upon Thames Town Centre	1.4%	9	4.7%	3	1.6%	1	3.8%	2	0.0%	0	1.5%	1
London City Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Reading Town Centre	7.2%	46	0.0%	0	1.6%	1	5.7%	3	5.9%	4	1.5%	1
Sandhurst Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
West Byfleet Village Centre	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Windsor Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	9
Woking Town Centre	4.1%	26	28.1%	18	3.1%	2	11.3%	6	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.6%	23	1.6%	1	4.7%	3	3.8%	2	4.4%	3	13.2%	9
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Ladymead Retail Park, Guildford	1.1%	7	3.1%	2	0.0%	0	7.5%	4	0.0%	0	1.5%	1
Lion Retail Park, Oriental Road, Woking	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Solartron Retail Park, Farnborough	2.5%	16	0.0%	0	3.1%	2	0.0%	0	2.9%	2	2.9%	2
The Meadows, Sandhurst (Camberley)	2.4%	15	0.0%	0	1.6%	1	7.5%	4	7.4%	5	1.5%	1
The Peel Centre, Bracknell	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	2
Ash Vale Village Centre, GU12 5JE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
B&Q, Glencoe Road, Hayes UB4 9SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bristol City Centre, BS1 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Chineham Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG24 8TR												
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.3%	8	0.0%	0	1.6%	1	0.0%	0	1.5%	1	2.9%	2
Dunelm, Pincents Lane, Reading RG31 7SD	1.1%	7	0.0%	0	0.0%	0	1.9%	1	2.9%	2	0.0%	0
Havant Town Centre, PO9 1ND	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.4%	15	3.1%	2	3.1%	2	0.0%	0	1.5%	1	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.5%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.6%	10	1.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.8%	5	4.7%	3	0.0%	0	1.9%	1	0.0%	0	1.5%	1
London Road Retail Park, London Road, Newbury, RG14 2BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Marlborough Town Centre, SN8 1NE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Blackwater	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.4%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading RG1 8AL	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames Town Centre, KT12 1GH	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Internet / mail order / delivered	21.5%	137	29.7%	19	26.6%	17	20.8%	11	14.7%	10	20.6%	14
Base:	638	64	64	53	68	68	76	57	59	31	33	65

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Homebase (Brookwood) Knaphill, Woking	0.7%	2	3.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.9%	15	3.2%	1	9.7%	3	0.0%	0	5.6%	2	0.0%	6.1%
Sainsbury's, Redding Way, Knaphill, Woking	1.0%	3	3.2%	1	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.0%	6	0.0%	0	0.0%	0	0.0%	0	13.9%	5	3.0%	1
Tesco Extra, Wellington Avenue, Aldershot	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Tesco Extra, Whitton Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Bagshot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Basingstoke Town Centre	3.0%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.0%	1
Blackwater Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Bracknell Town Centre	6.9%	21	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Camberley Town Centre	7.6%	23	3.2%	1	25.8%	8	0.0%	0	16.7%	6	3.0%	1
Farnborough Town Centre	4.3%	13	0.0%	0	9.7%	3	5.0%	1	2.8%	1	15.2%	5
Farnham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Guildford Town Centre	6.3%	19	19.4%	6	6.5%	2	30.0%	6	8.3%	3	3.0%	1
Kingston upon Thames Town Centre	1.6%	5	0.0%	0	0.0%	0	5.0%	1	2.8%	1	3.0%	1
London City Centre	1.0%	3	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Reading Town Centre	5.9%	18	0.0%	0	6.5%	2	0.0%	0	2.8%	1	3.0%	1
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.0%	3	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking Town Centre	3.6%	11	22.6%	7	6.5%	2	10.0%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.6%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.0%	9	0.0%	0	6.5%	2	0.0%	0	2.8%	1	9.1%	3
Ladymead Retail Park, Guildford	1.0%	3	3.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	3.3%	10	0.0%	0	9.7%	3	0.0%	0	2.8%	1	9.1%	3
The Peel Centre, Bracknell	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.3%	4	0.0%	0	6.5%	2	0.0%	0	0.0%	0	3.0%	1
Dunelm, Pincents Lane, Reading RG31 7SD	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Godalming Town Centre, GU7 1EB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Hartley Wintney Village Centre, RG27 8PE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.3%	7	0.0%	0	3.2%	1	0.0%	0	2.8%	1	3.0%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.0%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.0%	3	3.2%	1	0.0%	0	5.0%	1	0.0%	0	3.0%	1
Matalan, Frimley Road, Camberley, GU16 7PN	0.7%	2	0.0%	0	3.2%	1	0.0%	0	2.8%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
The Range, Ivy Road, Aldershot, GU12 4TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
WestQuay Shopping Centre, Southampton, SO15 1QA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Internet / mail order / delivered	13.2%	40	25.8%	8	3.2%	1	10.0%	2	8.3%	3	18.2%	6
Base:	304	31	31	20	36	33	33	27	28	16	12	37

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																								
<i>Domestic electrical appliances at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	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	0.0%	0		
Costco Wholesale, Green Park, Reading	0.1%	1	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		
Currys, Brighton Hill Retail Park, Basingstoke	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	10.5%	79	0.0%	0	11.4%	9	7.5%	5	12.2%	9	27.8%	22	34.2%	27	0.0%	0	9.7%	7	0.0%	0	0.0%	0		
Currys, Lion Retail Park, Woking	3.5%	26	17.7%	14	1.3%	1	16.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.0%	1	0.0%	0		
Currys, The Peel Centre, Bracknell	6.0%	45	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	24.3%	17	0.0%	0	2.6%	1	3.0%	1	30.8%	24
Currys, Westgate Retail Park, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King Street Lane, Winnersh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.0%	1	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	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	0.0%	0		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	0.1%	1	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		
Wickes, Invincible Road, Farnborough	0.3%	2	0.0%	0	1.3%	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		
Wickes, Western Road, Bracknell	0.3%	2	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	3.0%	1	0.0%	0
Addlestone Town Centre	0.3%	2	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldershot Town Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0		
Bracknell Town Centre	2.0%	15	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	5.1%	2	0.0%	0	10.3%	8
Camberley Town Centre	1.1%	8	0.0%	0	3.8%	3	0.0%	0	4.1%	3	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crowthorne Village Centre	2.5%	19	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	28.2%	11	3.0%	1	3.8%	3
Farnborough Town Centre	1.9%	14	0.0%	0	3.8%	3	0.0%	0	8.1%	6	2.5%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0		
Fleet Town Centre	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.9%	7	0.0%	0	4.2%	3	0.0%	0	0.0%	0		
Frimley Town Centre	0.3%	2	0.0%	0	2.5%	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		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Guildford Town Centre	0.5%	4	1.3%	1	1.3%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.5%	19	5.1%	4	2.5%	2	19.4%	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
London City Centre	0.4%	3	2.5%	2	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	0.0%	0
Reading Town Centre	3.1%	23	0.0%	0	1.3%	1	1.5%	1	2.7%	2	0.0%	0	1.3%	1	4.3%	3	1.4%	1	7.7%	3	15.2%	5	7.7%	6
Weybridge Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Windlesham Village Centre	0.3%	2	0.0%	0	2.5%	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
Woking Town Centre	1.2%	9	6.3%	5	1.3%	1	3.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	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	6.1%	2	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	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	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.1%	31	0.0%	0	6.3%	5	0.0%	0	12.2%	9	13.9%	11	5.1%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.3%	10	3.8%	3	0.0%	0	9.0%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.1%	8	8.9%	7	0.0%	0	1.5%	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 Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Solartron Retail Park, Farnborough	0.1%	1	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	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	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	0.0%	0
Cardiff City Centre, CF10 2DX	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	0.0%	0	1.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	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	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.5%	4	1.3%	1	0.0%	0	3.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	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	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	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
IKEA, West Quay Road,	0.1%	1	0.0%	0	0.0%	0	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Southampton, SO15 1GY																								
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.4%	18	0.0%	0	1.3%	1	0.0%	0	1.4%	1	1.3%	1	1.3%	1	1.4%	1	8.3%	6	0.0%	0	9.1%	3	5.1%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.6%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	3.0%	1	3.8%	3
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	1.3%	1	0.0%	0	1.5%	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
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Pyrford Village Centre, GU22 8SU	0.1%	1	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	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	2	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	0.0%	0	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	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	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.1%	1	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	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	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	0.0%	0	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.1%	1	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	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.3%	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	6.1%	2	0.0%	0
Internet / mail order / delivered	39.5%	296	40.5%	32	48.1%	38	32.8%	22	44.6%	33	38.0%	30	43.0%	34	34.3%	24	34.7%	25	48.7%	19	39.4%	13	33.3%	26
Base:		749		79		79		67		74		79		79		70		72		39		33		78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13 AND Ex. Nulls</i>												
B&Q, Reading Gate Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	8.4%	21	0.0%	0	17.2%	5	0.0%	0	19.2%	5	30.4%	7
Currys, Lion Retail Park, Woking	3.6%	9	15.4%	6	3.4%	1	8.7%	2	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	6.4%	16	0.0%	0	3.4%	1	0.0%	0	3.8%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Sainsbury's, Redding Way, Knaphill, Woking	1.2%	3	2.6%	1	0.0%	0	8.7%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Addlestone Town Centre	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Basingstoke Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Bracknell Town Centre	2.4%	6	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	3.2%	8	0.0%	0	17.2%	5	4.3%	1	7.7%	2	0.0%	0
Crowthorne Village Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Farnborough Town Centre	2.8%	7	2.6%	1	6.9%	2	0.0%	0	3.8%	1	4.3%	1
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Guildford Town Centre	2.8%	7	2.6%	1	3.4%	1	0.0%	0	3.8%	1	13.0%	3
Kingston upon Thames Town Centre	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.6%	4	7.7%	3	0.0%	0	4.3%	1	0.0%	0	0.0%	0
London City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	4.0%	10	0.0%	0	0.0%	0	0.0%	0	7.7%	2	4.3%	1
Staines-upon-Thames Town Centre	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.2%	3	2.6%	1	3.4%	1	4.3%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.2%	8	0.0%	0	0.0%	0	4.3%	1	3.8%	1	8.7%	2
Ladymead Retail Park, Guildford	3.6%	9	7.7%	3	0.0%	0	26.1%	6	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	1.2%	3	5.1%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
The Peel Centre, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	2.0%	5	0.0%	0	6.9%	2	0.0%	0	3.8%	1	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	2.8%	7	10.3%	4	0.0%	0	8.7%	2	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	4.0%	10	0.0%	0	6.9%	2	0.0%	0	3.8%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.2%	3	2.6%	1	0.0%	0	0.0%	0	4.3%	1	4.5%	1
Reigate Town Centre, RH2 9AY	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.8%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	4.5%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	28.4%	71	28.2%	11	27.6%	8	21.7%	5	30.8%	8	17.4%	4
Base:		250		39		29		23		26		23
												22
												16
												22
												9
												13
												28

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06 AND Ex. Nulls</i>																								
Costco Wholesale, Green Park, Reading	0.4%	3	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Currys, Brighton Hill Retail Park, Basingstoke	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.4%	2	1.3%	1		
Currys, Farnborough Gate Retail Park, Farnborough	11.2%	82	0.0%	0	12.0%	9	11.5%	7	24.4%	19	27.0%	20	26.0%	20	0.0%	0	8.1%	6	2.4%	1	0.0%	0	0.0%	
Currys, Lion Retail Park, Woking	4.0%	29	21.7%	18	2.7%	2	14.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.3%	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	5.4%	2	0.0%	0		
Currys, The Peel Centre, Bracknell	4.9%	36	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	12	0.0%	0	9.5%	4	2.7%	1	24.0%	18
Currys, Westgate Retail Park, Slough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, King Street Lane, Winnersh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.7%	1	0.0%	
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	2.4%	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%	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.8%	1	1.4%	1	2.4%	1	0.0%	0	0.0%	
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldershot Town Centre	0.5%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Basingstoke Town Centre	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.9%	3	0.0%	0	10.8%	8	0.0%	0	0.0%	0	1.3%	
Bracknell Town Centre	2.3%	17	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	7.1%	3	5.4%	2	12.0%	
Camberley Town Centre	2.3%	17	0.0%	0	12.0%	9	1.6%	1	3.8%	3	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	
Crowthorne Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	
Farnborough Town Centre	1.0%	7	0.0%	0	1.3%	1	0.0%	0	2.6%	2	1.4%	1	2.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	
Frimley Town Centre	0.1%	1	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	0.0%	
Guildford Town Centre	1.8%	13	3.6%	3	4.0%	3	3.3%	2	0.0%	0	5.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	0.5%	4	3.6%	3	0.0%	0	1.6%	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 Village Centre	0.4%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
London City Centre	0.3%	2	1.2%	1	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	0.0%	
Reading Town Centre	5.2%	38	0.0%	0	4.0%	3	3.3%	2	2.6%	2	1.4%	1	2.6%	2	1.8%	1	5.4%	4	14.3%	6	18.9%	7	13.3%	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.8%	6	2.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.4%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Woking Town Centre	1.8%	13	9.6%	8	0.0%	0	6.6%	4	0.0%	0	1.4%	1
Wokingham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.6%	34	0.0%	0	5.3%	4	0.0%	0	9.0%	7	12.2%	9
Festival Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.5%	11	4.8%	4	1.3%	1	9.8%	6	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.7%	5	4.8%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Peel Centre, Bracknell	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.4%	10	3.6%	3	1.3%	1	3.3%	2	0.0%	0	4.1%	3
Datchet Village Centre, SL3 9EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Town Centre, SL4 6AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	3.4%	25	0.0%	0	4.0%	3	0.0%	0	6.4%	5	0.0%	0	0.0%	0	1.8%	1	8.1%	6	2.4%	1	13.5%	5	5.3%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.6%	12	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	10.7%	6	0.0%	0	2.4%	1	2.7%	1	2.7%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	4	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.5%	4	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	1.2%	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
Internet / mail order / delivered	33.7%	247	34.9%	29	41.3%	31	32.8%	20	38.5%	30	31.1%	23	39.0%	30	32.1%	18	23.0%	17	40.5%	17	29.7%	11	28.0%	21
Base:		732		83		75		61		78		74		77		56		74		42		37		75

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15 AND Ex. Nulls</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	5.8%	15	0.0%	0	20.0%	6	0.0%	0	14.3%	3	3.7%	1
Currys, Lion Retail Park, Woking	3.9%	10	16.7%	6	3.3%	1	11.5%	3	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	3.5%	9	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.6%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	3.7%	1
Bagshot Town Centre	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	2.7%	7	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.8%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.7%	1
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	3	6.9%	2
Fleet Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Guildford Town Centre	1.6%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	11.1%	3
Kingston upon Thames Town Centre	1.2%	3	2.8%	1	0.0%	0	0.0%	0	4.8%	1	3.7%	1
London City Centre	1.9%	5	2.8%	1	0.0%	0	3.8%	1	0.0%	0	3.7%	1
Reading Town Centre	6.2%	16	0.0%	0	3.3%	1	0.0%	0	4.8%	1	3.7%	1
Richmond Town Centre	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	3.1%	8	11.1%	4	3.3%	1	11.5%	3	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	6.2%	16	0.0%	0	13.3%	4	0.0%	0	19.0%	4	11.1%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	3.9%	10	8.3%	3	0.0%	0	23.1%	6	0.0%	0	3.7%	1
Lion Retail Park, Oriental Road, Woking	1.9%	5	11.1%	4	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	1.2%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	3.4%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.8%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.6%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Internet / mail order / delivered	34.1% 88	33.3% 12	36.7% 11	30.8% 8	33.3% 7	29.6% 8	44.8% 13	21.4% 3	33.3% 8	46.2% 6	33.3% 5	30.4% 7
Base:	258	36	30	26	21	27	29	14	24	13	15	23

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Glassware, china, tableware, kitchen utensils at Q06 AND Ex. Nulls</i>												
Costco Wholesale, Green Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.6%	28	3.3%	2	8.0%	4	0.0%	0	16.9%	10	4.9%	2
Marks & Spencer, Broad Street, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	2.0%	10	6.7%	4	4.0%	2	11.4%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.6%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.4%	12	0.0%	0	4.0%	2	0.0%	0	8.5%	5	2.4%	1
Tesco Extra, Wellington Avenue, Aldershot	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	2	3.4%	2
Tesco Extra, Whitton Road, Bracknell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	9.8%	4	1.7%	1
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.6%	23	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Bracknell Town Centre	5.8%	29	0.0%	0	4.0%	2	0.0%	0	0.0%	0	9.8%	4
Brookwood Village Centre	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Camberley Town Centre	6.5%	32	1.7%	1	24.0%	12	5.7%	2	18.6%	11	0.0%	0
Farnborough Town Centre	3.4%	17	1.7%	1	0.0%	0	0.0%	0	5.1%	3	2.4%	1
Farnham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.4%	2
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Guildford Town Centre	3.4%	17	5.0%	3	2.0%	1	20.0%	7	1.7%	1	9.8%	4
Kingston upon Thames	0.8%	4	1.7%	1	4.0%	2	0.0%	0	0.0%	0	2.4%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	6.7%	33	0.0%	0	4.0%	2	5.7%	2	3.4%	2	2.4%	1
Staines-upon-Thames Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.4%	7	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	7.7%	38	45.0%	27	4.0%	2	25.7%	9	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.0%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	7.3%	3
Slough Estate Retail Park, Bath Road, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.6%	8	0.0%	0	2.0%	1	0.0%	0	3.4%	2	2.4%	1
The Peel Centre, Bracknell	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.8%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.0%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	4
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.8%	4	1.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
IKEA, Pincent's Kiln Industrial Park, Theale, Reading, RG31 7SD	5.6%	28	3.3%	2	4.0%	2	0.0%	0	6.8%	4	4.9%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	3.2%	16	0.0%	0	2.0%	1	0.0%	0	3.4%	2	0.0%	0	3.4%	2	0.0%	0	8.9%	5	4.2%	1	12.0%	3	4.3%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.6%	8	1.7%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	4.2%	1	0.0%	0	2.1%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.2%	6	3.3%	2	2.0%	1	0.0%	0	1.7%	1	2.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	1	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	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.6%	3	3.3%	2	0.0%	0	2.9%	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
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	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	4.3%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	4.0%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	2.0%	10	0.0%	0	0.0%	0	2.9%	1	6.8%	4	7.3%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	1	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	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre, TA1 4AJU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	4.0%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.2%	1	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	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	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
Waitrose, Bond Way, Bracknell, RG12 1RQ	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	2.1%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
OHD																								
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0												
Internet / mail order / delivered	13.7%	68	10.0%	6	14.0%	7	17.1%	6	16.9%	10	14.6%	6	17.2%	10	31.7%	13	12.5%	7	0.0%	0	4.0%	1	4.3%	2
Base:	496	60	50	35	59	41	58	41	56	24	25	47												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17 AND Ex. Nulls</i>												
B&Q, Invincible Road, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	8.2%	18	0.0%	0	18.2%	4	14.3%	2	12.0%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.4%	3	8.0%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	5.9%	13	4.0%	1	13.6%	3	0.0%	0	20.0%	5	5.6%	1
Tesco Extra, Wellington Avenue, Aldershot	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Tesco Extra, Whitton Road, Bracknell	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Basingstoke Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Bracknell Town Centre	6.4%	14	0.0%	0	4.5%	1	0.0%	0	4.0%	1	0.0%	0
Camberley Town Centre	3.6%	8	0.0%	0	9.1%	2	7.1%	1	4.0%	1	5.6%	1
Farnborough Town Centre	1.8%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Fleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Guildford Town Centre	9.1%	20	32.0%	8	9.1%	2	21.4%	3	12.0%	3	11.1%	2
Kingston upon Thames Town Centre	0.9%	2	0.0%	0	0.0%	0	7.1%	1	0.0%	0	3.3%	1
London City Centre	1.4%	3	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Reading Town Centre	8.2%	18	0.0%	0	0.0%	0	7.1%	1	8.0%	2	5.6%	1
Sandhurst Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	5.0%	11	20.0%	5	9.1%	2	28.6%	4	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.3%	5	0.0%	0	4.5%	1	0.0%	0	0.0%	0	11.1%	2
Solartron Retail Park, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
The Peel Centre, Bracknell	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Asda, West Meade, Farnborough, GU14 7LT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.4%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0	6.7%	2
Dorking Town Centre, RH4 1UX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.9%	2	0.0%	0	4.5%	1	0.0%	0	0.0%	0	5.6%	1
High Wycombe Town Centre, HP11 2DQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	6.4%	14	0.0%	0	4.5%	1	0.0%	0	4.0%	1	11.1%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Oxford City Centre, OX1 3DZ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.5%	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
Uxbridge Town Centre, UB8 1RG	0.5%	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	5.3%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.5%	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
Waitrose, London Road, Bagshot, GU19 5DG	0.5%	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.9%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	13.2%	29	16.0%	4	18.2%	4	0.0%	0	16.0%	4	11.1%	2	10.0%	3	6.7%	1	12.9%	4	23.1%	3	12.5%	1	15.8%	3
Base:		220		25		22		14		25		18		30		15		31		13		8		19

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	29.5%	213	0.0%	0	44.8%	30	5.7%	4	55.3%	42	70.6%	48
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.5%	18	11.0%	8	0.0%	0	12.9%	9	0.0%	0	1.5%	1
B&Q, Lister Road, Basingstoke	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.6%	26	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	9.0%	65	31.5%	23	11.9%	8	48.6%	34	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.8%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	6
Homebase, Winchester Road, Basingstoke	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	9.3%	67	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.8%	13	1.4%	1	1.5%	1	1.4%	1	2.6%	2	5.9%	4
Wickes, Millenium Court, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.6%	33	0.0%	0	3.0%	2	0.0%	0	1.3%	1	0.0%	0
Aldershot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.6%	33	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.3%	2	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.7%	5	0.0%	0	3.0%	2	2.9%	2	1.3%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Farnborough Town Centre	4.2%	30	0.0%	0	11.9%	8	1.4%	1	9.2%	7	4.4%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sandhurst Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	13.2%	10	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Windlesham Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.8%	6	4.1%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.8%	13	0.0%	0	9.0%	6	0.0%	0	3.9%	3	2.9%	2
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.4%	3	2.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.4%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines, TW18 3AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10														
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	3	0.0%	0	3.0%	2	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		
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.1%	1	0.0%	0	1.5%	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
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	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
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Town Centre, RG27 0EZ	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	0.0%	0
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	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	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	1.4%	1	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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	0.0%	0
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	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	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.8%	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	17.1%	6	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.3% 31	24.7% 18	3.0% 2	15.7% 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
Internet / mail order / delivered	2.6% 19	5.5% 4	1.5% 1	1.4% 1	3.9% 3	0.0% 0	3.4% 3	5.0% 3	2.8% 2	0.0% 0	0.0% 0	2.7% 2
Base:	721	73	67	70	76	68	88	60	72	39	35	73

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q20 Where else do you do your household's shopping for DIT & decorating goods?												
<i>Not DK / varies at Q19 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	1.1%	4	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	11.0%	40	4.2%	2	6.9%	2	11.4%	4	25.6%	11	20.7%	6
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	5.2%	19	27.1%	13	3.4%	1	11.4%	4	0.0%	0	3.4%	1
B&Q, Lister Road, Basingstoke	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	4.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Homebase (Brookwood) Knaphill, Woking	6.6%	24	14.6%	7	24.1%	7	25.7%	9	2.3%	1	0.0%	0
Homebase, Europa Park Road, Guildford	1.9%	7	8.3%	4	0.0%	0	5.7%	2	0.0%	0	3.4%	1
Homebase, Farnham Retail Park, Guildford Road, Farnham	3.0%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	13.8%	4
Homebase, Kenavon Drive, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	6.9%	25	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	9.6%	35	0.0%	0	20.7%	6	5.7%	2	4.7%	2	41.4%	12
Wickes, Millenium Court, Basingstoke	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	8.8%	32	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0
Ascot Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Camberley Town Centre	1.1%	4	0.0%	0	0.0%	0	2.9%	1	7.0%	3	0.0%	0
Farnborough Town Centre	1.7%	6	0.0%	0	3.4%	1	0.0%	0	2.3%	1	3.4%	1
Farnham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Fleet Town Centre	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	5
Guildford Town Centre	0.8%	3	4.2%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	2.8%	10	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.8%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.5%	9	6.3%	3	13.8%	4	5.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ladymead Retail Park, Guildford	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
The Peel Centre, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.6%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.6%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	1.1%	4	0.0%	0	3.4%	1	0.0%	0	7.0%	3	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9UT												
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Industrial Estate, Egham Business Park, Egham, TW20 8RJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.4%	16	20.8%	10	0.0%	0	17.1%	6	0.0%	0	0.0%	0
Wickes, Woodbridge Business Park, Woodbridge Road, Guildford GU1 1EH	0.6%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	3.6%	13	6.3%	3	6.9%	2	0.0%	0	4.7%	2	0.0%	0
Base:	363	48	29	35	43	29	38	32	36	17	20	36

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?																								
<i>Jewellery, watches, clocks at Q06 AND Ex. Nulls</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.2%	1	2.0%	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
Sainsbury's, King Street Lane, Winnersh	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	5.0%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.2%	1	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	0.0%	0
Basingstoke Town Centre	4.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	6.0%	3	0.0%	0	35.6%	16	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	9.3%	41	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	17.1%	7	0.0%	0	26.1%	6	5.0%	1	54.3%	25
Camberley Town Centre	10.2%	45	2.0%	1	32.4%	12	0.0%	0	35.1%	20	7.7%	3	16.0%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.8%	8	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.1%	2	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.6%	1	6.0%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.5%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	12.0%	6	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	6.8%	30	5.9%	3	8.1%	3	14.7%	5	5.3%	3	33.3%	13	4.0%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.7%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.9%	4	2.0%	1	0.0%	0	8.8%	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
Leatherhead Town Centre	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	2.2%	1
Lightwater Town Centre	2.0%	9	0.0%	0	18.9%	7	2.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	5.4%	24	3.9%	2	5.4%	2	11.8%	4	1.8%	1	5.1%	2	2.0%	1	14.6%	6	6.7%	3	8.7%	2	5.0%	1	0.0%	0
Reading Town Centre	5.4%	24	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	8.0%	4	4.9%	2	2.2%	1	26.1%	6	30.0%	6	6.5%	3
Southampton City Centre	0.2%	1	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	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	2.0%	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
Sunninghill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Woking Town Centre	7.4%	33	45.1%	23	2.7%	1	26.5%	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
Wokingham Town Centre	1.6%	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	20.0%	4	6.5%	3	0.0%	3
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	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	0.0%	0
Festival Park, Basingstoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.9%	4	5.9%	3	0.0%	0	2.9%	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
The Meadows, Sandhurst (Camberley)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.2%	1	0.0%	0	0.0%	0	2.9%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																							
<i>Not DK / varies at Q21 AND Ex. Nulls</i>																							
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.2%	2	0.0%	0	5.9%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldershot Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	3.5%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	9.5%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	
Bracknell Town Centre	5.8%	10	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0	12.5%	1	33.3%	2	16.7%
Camberley Town Centre	9.3%	16	0.0%	0	29.4%	5	7.7%	1	16.0%	4	5.6%	1	9.5%	2	6.7%	1	0.0%	0	25.0%	2	0.0%	0	0.0%
Farnborough Town Centre	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	28.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	2.3%	4	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%
Fleet Town Centre	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	7.6%	13	22.7%	5	5.9%	1	23.1%	3	4.0%	1	11.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.6%	1	4.5%	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%
Knaphill Village Centre	0.6%	1	0.0%	0	5.9%	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	0.0%
Lightwater Town Centre	1.2%	2	0.0%	0	11.8%	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%
London City Centre	4.1%	7	0.0%	0	0.0%	0	0.0%	0	8.0%	2	5.6%	1	4.8%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0	8.3%
Reading Town Centre	9.3%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	2	5.6%	1	4.8%	1	6.7%	1	20.0%	3	25.0%	2	50.0%	3	25.0%
Staines-upon-Thames Town Centre	1.7%	3	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.6%	1	4.5%	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%
Windsor Town Centre	2.3%	4	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	12.5%	1	0.0%	0	0.0%
Woking Town Centre	9.9%	17	36.4%	8	23.5%	4	23.1%	3	0.0%	0	5.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	1.2%	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	25.0%	2	0.0%	0	0.0%
Birmingham City Centre, B1 3HS	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre, BH2 5LR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brighton City Centre, BN1 1RE	1.2%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre, BS1 2NU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.6%	1	4.5%	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%
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.6%	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%
Hartley Wintney Village Centre, RG27 8PE	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%
Hayes Town Centre, UB3 2PB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	0.6%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Broad Street,	0.6%	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%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	20.3%	35	22.7%	5	5.9%	1	23.1%	3	24.0%	6	22.2%	4	14.3%	3	20.0%	3	26.7%	4	0.0%	0	16.7%	1	41.7%	5
Base:		172		22		17		13		25		18		21		15		15		8		6		12

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06 AND Ex. Nulls</i>												
Sainsbury's, King Street Lane, Winnersh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	4	1.3%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.8%	13	0.0%	0	5.3%	4	0.0%	0	9.2%	7	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5
Tesco Extra, Whitton Road, Bracknell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Town Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basingstoke Town Centre	2.1%	15	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Bracknell Town Centre	3.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	4.4%	31	0.0%	0	18.4%	14	0.0%	0	11.8%	9	5.9%	4
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.2%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.8%	6
Farnham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Fleet Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Frimley Town Centre	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1
Guildford Town Centre	1.4%	10	1.3%	1	1.3%	1	4.6%	3	0.0%	0	5.9%	4
Knaphill Village Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Reading Town Centre	2.0%	14	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.6%	33	30.4%	24	0.0%	0	13.8%	9	0.0%	0	0.0%	0
Wokingham Town Centre	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	3	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23 AND Ex. Nulls</i>												
Sainsbury's, Redding Way, Knaphill, Woking	1.5%	4	5.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.3%	6	0.0%	0	11.1%	3	0.0%	0	7.4%	2	4.0%	1
Tesco Extra, Wellington Avenue, Aldershot	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Extra, Whitton Road, Bracknell	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4
Basingstoke Town Centre	5.4%	14	0.0%	0	0.0%	0	0.0%	0	4.0%	1	16.7%	5
Bracknell Town Centre	10.8%	28	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Camberley Town Centre	12.0%	31	0.0%	0	44.4%	12	0.0%	0	37.0%	10	8.0%	2
Crowthorne Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.5%	9	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.0%	1
Farnham Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4
Fleet Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Frimley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Guildford Town Centre	7.3%	19	22.9%	8	7.4%	2	20.0%	3	3.7%	1	16.0%	4
London City Centre	0.4%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Reading Town Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Richmond Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Sandhurst Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Staines-upon-Thames Town Centre	1.5%	4	2.9%	1	7.4%	2	6.7%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.8%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4
Woking Town Centre	8.1%	21	40.0%	14	3.7%	1	40.0%	6	0.0%	0	0.0%	0
Wokingham Town Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Yateley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Festival Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.8%	2	2.9%	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	
Godalming Town Centre, GU7 1EB	0.4%	1	2.9%	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	0.0%	0	0.0%	0	0.0%
Hook Town Centre, RG27 9DG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	0.4%	1	0.0%	0	0.0%	0	6.7%	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	0.0%
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.4%	1	0.0%	0	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%
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton Airport, Southampton, SO18 2NL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Teddington Local Centre, TW11 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.4%	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	0.0%	0	7.1%	1	0.0%	0	0.0%
Winchester City Centre, SO23 9LQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodley Town Centre, RG5 4JA	0.4%	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	0.0%	0	7.1%	1	0.0%	0	0.0%
Internet / mail order / delivered	18.9%	49	14.3%	5	22.2%	6	6.7%	1	18.5%	5	16.0%	4	26.7%	8	22.7%	5	25.0%	7	20.0%	1	21.4%	3	12.9%	4	0.0%
Base:		259		35		27		15		27		25		30		22		28		5		14		31	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?												
<i>Chemist goods, health and beauty products at Q06 AND Ex. Nulls</i>												
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Sainsbury's, Redding Way, Knaphill, Woking	2.6%	22	10.3%	9	2.3%	2	14.5%	11	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.5%	13	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.1%	26	0.0%	0	8.0%	7	0.0%	0	18.4%	16	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	11
Tesco Extra, Whitton Road, Bracknell	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	3.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	16
Ascot Town Centre	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	27
Bagshot Town Centre	1.1%	9	0.0%	0	10.2%	9	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Blackwater Town Centre	0.4%	3	0.0%	0	1.1%	1	0.0%	0	2.3%	2	0.0%	0
Bracknell Town Centre	6.9%	59	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.2%	2	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Camberley Town Centre	5.9%	50	0.0%	0	15.9%	14	2.6%	2	27.6%	24	9.5%	8
Chobham Village Centre	1.1%	9	0.0%	0	0.0%	0	11.8%	9	0.0%	0	0.0%	0
Crowthorne Village Centre	2.0%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Farnborough Town Centre	4.2%	36	0.0%	0	0.0%	0	0.0%	0	3.4%	3	6.0%	5
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Fleet Town Centre	4.5%	38	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Frimley Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.1%	6
Guildford Town Centre	0.8%	7	2.3%	2	1.1%	1	1.3%	1	1.1%	1	2.4%	2
Knaphill Village Centre	1.5%	13	4.6%	4	0.0%	0	11.8%	9	0.0%	0	0.0%	0
Lightwater Town Centre	4.7%	40	0.0%	0	40.9%	36	5.3%	4	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sandhurst Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	10.3%	9	0.0%	0
Staines-upon-Thames Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.8%	15	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.5%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.7%	6	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	8.8%	75	60.9%	53	1.1%	1	26.3%	20	0.0%	0	0.0%	0
Wokingham Town Centre	2.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	10.3%	9	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.6%	14	0.0%	0	0.0%	0	0.0%	0	3.4%	3	7.1%	6
The Meadows, Sandhurst (Camberley)	0.5%	4	0.0%	0	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Ash Vale Village Centre, GU12 5JE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Binfield Village Centre, RG42 4JF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chineham Local Centre, RG24 8TR	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hartley Wintney Village Centre, RG27 8PE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hook Town Centre, RG27 9DG	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	2	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25 AND Ex. Nulls</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.8%	3	0.0%	0	2.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	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	0.0%	0	5.0%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	3.0%	12	5.9%	2	0.0%	0	30.3%	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
Sainsbury's, Ringmead, Bracknell	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.3%	1	2.9%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.1%	16	0.0%	0	4.9%	2	0.0%	0	16.0%	8	9.5%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.3%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.1%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Aldershot Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.8%	3	0.0%	0	7.3%	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
Basingstoke Town Centre	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	25.5%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.3%	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
Bracknell Town Centre	5.6%	22	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.1%	1	9.3%	4	0.0%	0	20.0%	4	10.0%	2	34.5%	10
Camberley Town Centre	11.9%	47	0.0%	0	48.8%	20	3.0%	1	28.0%	14	11.9%	5	6.3%	2	4.7%	2	2.0%	1	5.0%	1	0.0%	0	3.4%	1
Chobham Village Centre	0.3%	1	0.0%	0	0.0%	0	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
Egham Town Centre	0.3%	1	0.0%	0	0.0%	0	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
Farnborough Town Centre	4.1%	16	0.0%	0	2.4%	1	0.0%	0	2.0%	1	14.3%	6	25.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.8%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.4%	1	15.6%	5	0.0%	0	15.7%	8	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.3%	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
Guildford Town Centre	4.1%	16	11.8%	4	4.9%	2	12.1%	4	0.0%	0	11.9%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.0%	4	5.9%	2	0.0%	0	6.1%	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
Leatherhead Town Centre	0.5%	2	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	3.4%	1
Lightwater Town Centre	1.0%	4	0.0%	0	4.9%	2	6.1%	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
London City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Reading Town Centre	3.3%	13	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.3%	1	7.8%	4	15.0%	3	5.0%	1	6.9%	2
Richmond Town Centre	0.5%	2	2.9%	1	0.0%	0	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
Sandhurst Town Centre	0.3%	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
Staines-upon-Thames Town	0.3%	1	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	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Woking Town Centre	4.6%	18	32.4%	11	0.0%	0	18.2%	6	0.0%	0	0.0%	0
Wokingham Town Centre	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Yateley Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.3%	13	2.9%	1	4.9%	2	0.0%	0	6.0%	3	4.8%	2
Lion Retail Park, Oriental Road, Woking	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Church Crookham Village Centre, GU52 6LH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Darby Green Village Centre, GU17 0DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Frimley Green Village Centre, GU16 6LA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Goldsworth Local Centre, GU21 3RW	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.5%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater Local Centre, GU21 5QS	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Virginia Water Town Centre, GU25 4DW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.8%	3	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	6.3%	25	14.7%	5	7.3%	3	9.1%	3	8.0%	4	7.1%	3
Base:		395		34		41		33		50		42
												32
												43
												51
												20
												20
												29

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	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	1.7%	1
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.2%	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
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.4%	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	7.4%	2	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	5	0.0%	0	0.0%	0	10.4%	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
Sainsbury's, Ringmead, Bracknell	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	1.7%	1
Sainsbury's, South Street, Farnham	0.2%	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	2	1.6%	1	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	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.6%	9	0.0%	0	2.2%	1	0.0%	0	5.8%	4	2.0%	1	2.9%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	0.0%	0	5.2%	3
Aldershot Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.4%	8	0.0%	0	10.9%	5	2.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	13.3%	8	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.0%	28	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	15.9%	7	0.0%	0	0.0%	0	3.7%	1	31.0%	18
Camberley Town Centre	4.3%	24	0.0%	0	13.0%	6	4.2%	2	13.0%	9	8.0%	4	1.5%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	1	1.6%	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
Crowthorne Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	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
Farnborough Town Centre	8.1%	45	0.0%	0	2.2%	1	4.2%	2	14.5%	10	10.0%	5	38.2%	26	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.0%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	8.8%	6	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.7%	15	4.8%	3	4.3%	2	2.1%	1	2.9%	2	10.0%	5	1.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.2%	1	0.0%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Knaphill Village Centre	0.4%	2	0.0%	0	0.0%	0	4.2%	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
Lightwater Town Centre	0.4%	2	0.0%	0	4.3%	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
London City Centre	0.2%	1	0.0%	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
Reading Town Centre	2.9%	16	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	6.7%	4	11.1%	3	18.5%	5	3.4%	2
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	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
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.5%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	6.1%	34	33.9%	21	2.2%	1	22.9%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.1%	3	0.0%	0	0.0%	0
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	1	2.9%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	1.6%	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
Lion Retail Park, Oriental Road, Woking	2.0%	11	14.5%	9	0.0%	0	4.2%	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
Reading Gate Retail Park, Reading	0.4%	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	7.4%	2	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.3%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	1	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	1.8%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	13.8%	8
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.2%	1	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	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	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	3.7%	1	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.2%	1	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	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	1.1%	6	0.0%	0	10.9%	5	2.1%	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
Church Crookham Village Centre, GU52 6LH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue,	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	1.7%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.2%	1	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	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	1.7%	1
Hook Town Centre, RG27 9DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	1.7%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	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
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.5%	3	1.6%	1	4.3%	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
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	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
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	1.6%	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, The Peel Centre, Bracknell, RG12 1EN	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	3.7%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	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	1.7%	1
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	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	1.7%	1
Pets at Home,	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	3.7%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.2%	1	1.6%	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
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	1.7%	1
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.2%	1	0.0%	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
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.2%	1	0.0%	0	0.0%	0	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
Waterlooville Town Centre, PO8 8RY	0.2%	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
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	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	3.7%	1	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.2%	1	1.6%	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
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	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	3.7%	1	0.0%	0	0.0%	0
Internet / mail order / delivered	34.0%	190	35.5%	22	23.9%	11	35.4%	17	37.7%	26	30.0%	15	16.2%	11	54.5%	24	31.7%	19	51.9%	14	44.4%	12	32.8%	19
Base:		559		62		46		48		69		50		68		44		60		27		27		58

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Not DK / varies at Q27 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Reading Gate Retail Park, Reading	0.4%	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	9.1%	1	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King Street Lane, Winnersh	0.4%	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	9.1%	1	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	2	7.7%	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		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	1	0.0%	0	0.0%	0	5.9%	1	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	2.1%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.8%	1	0.0%	0	0.0%	0	3.6%	1	10.0%	1	0.0%	0	4.3%	1
Tesco Extra, Wellington Avenue, Aldershot	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.4%	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	0.0%	0	0.0%	0	4.3%	1
Aldershot Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	2.1%	5	0.0%	0	13.0%	3	0.0%	0	3.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	6.9%	2	0.0%	0	21.4%	6	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	7.5%	18	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	21.1%	4	0.0%	0	50.0%	5	18.2%	2	26.1%	6
Camberley Town Centre	7.9%	19	0.0%	0	21.7%	5	5.9%	1	31.0%	9	7.7%	2	3.4%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Farnborough Town Centre	5.4%	13	0.0%	0	4.3%	1	0.0%	0	6.9%	2	3.8%	1	24.1%	7	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	3.7%	9	3.8%	1	17.4%	4	11.8%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.8%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.0%	12	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	6.9%	2	0.0%	0	3.6%	1	10.0%	1	18.2%	2	13.0%	3
Staines-upon-Thames Town Centre	1.2%	3	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	1	0.0%	0	0.0%	0	5.9%	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
Windlesham Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Woking Town Centre	5.8%	14	34.6%	9	4.3%	1	23.5%	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
Wokingham Town Centre	0.8%	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	9.1%	1	4.3%	1	0.0%	0
Yateley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.3%	8	0.0%	0	8.7%	2	0.0%	0	0.0%	0	7.7%	2	3.4%	1	5.3%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	2.5%	6	15.4%	4	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
The Meadows, Sandhurst (Camberley)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
The Peel Centre, Bracknell	1.7%	4	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ash Vale Village Centre, GU12 5JE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.7%	4	0.0%	0	4.3%	1	0.0%	0	0.0%	0	5.3%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco, Station Road, Hook, RG27 9JE	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Waitrose, Goldsworth Park Centre, Woking, GU21 3LG	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Horsley Village Centre, KT214 6BG	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	18.7%	45	30.8%	8	17.4%	4	11.8%	2	20.7%	6	19.2%	5
Base:		241		26		23		17		29		26
												29
												19
												28
												10
												11
												23

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	9.1%	74	0.0%	0	6.8%	6	2.7%	2	12.5%	10	25.3%	20	37.1%	33	0.0%	0	2.4%	2	2.4%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.4%	3	2.5%	2	0.0%	0	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
B&Q, Lister Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	4.8%	2	9.8%	4	2.4%	2
Homebase (Brookwood) Knaphill, Woking	2.2%	18	11.4%	9	0.0%	0	12.2%	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
Homebase, Europa Park Road, Guildford	0.2%	2	2.5%	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	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	2.7%	22	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0	2.4%	1	2.4%	1	14.6%	12
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	1.2%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	3	0.0%	0	2.3%	2	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
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	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
Tesco Extra, Whitton Road, Bracknell	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	2.4%	2
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	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
Wickes, Western Road, Bracknell	0.6%	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	4.9%	2	3.7%	3
Aldershot Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.8%	15	0.0%	0	5.7%	5	1.4%	1	6.3%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1
Bracknell Town Centre	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	9.5%	4	7.3%	3	13.4%	11
Camberley Town Centre	0.7%	6	0.0%	0	1.1%	1	0.0%	0	3.8%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Crowthorne Village Centre	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	4.8%	2	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	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
Fleet Town Centre	1.2%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10										
Guildford Town Centre	0.4%	3	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	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
Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	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
Sunninghill Village Centre	0.4%	3	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.6%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Woking Town Centre	1.4%	11	11.4%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	17.1%	7	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	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
Bath Road Retail Park, Slough	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	2.4%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	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
Ladymead Retail Park, Guildford	0.1%	1	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	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	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	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	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
Arborfield Village Centre, RG2 9HP	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	4.9%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	6.1%	5
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	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	0.0%	0
Binfield Village Centre, RG42 4JF	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	1.2%	1
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	2.5%	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
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	14	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	2.0%	16	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	2.0%	16	0.0%	0	4.5%	4	2.7%	2	1.3%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	29.4%	239	7.6%	6	70.5%	62	47.3%	35	43.8%	35	22.8%	18
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Newton Abbot Town Centre, TQ12 2DT	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	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
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.7%	22	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	9.1%	7	1.2%	1	0.0%	0	2.4%	1	14.6%	12
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	4.4%	36	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.5%	2	16.9%	15	0.0%	0	20.7%	17	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	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	0.0%	0	0.0%	0
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	3.7%	30	1.3%	1	0.0%	0	2.7%	2	0.0%	0	19.0%	15	11.2%	10	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	2.8%	23	17.7%	14	0.0%	0	10.8%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.5%	4	1.3%	1	0.0%	0	4.1%	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
Tesco, Station Road, Hook, RG27 9JE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	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
Waitrose, High Street, Frimley, GU16 7JD	0.1%	1	0.0%	0	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	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
Wendover Town Centre, HP22 6DU	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
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	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	0.0%	0	0.0%	0
White Waltham Village Centre, SL6 3SG	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	2.4%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Winnersh, Reading, RG41 5TU												
Wrecclesham Village Centre, GU10 4PY	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	3.2%	26	17.7%	14	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7
Wyevale Garden Centre, Winchester Road, North Waltham, Basingstoke, RG25 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Internet / mail order / delivered	3.8%	31	7.6%	6	2.3%	2	1.4%	1	6.3%	5	0.0%	0
Base:		813		79		88		74		80		79
												89
												77
												82
												42
												41
												82

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	3.4%	11	0.0%	0	0.0%	0	3.8%	1	7.7%	2	14.3%	5
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.9%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
B&Q, Reading Gate Retail Park, Reading	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	2.4%	8	11.9%	5	4.0%	1	7.7%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Homebase, Kenavon Drive, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.9%	1
Tesco Extra, Whitton Road, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wickes, Invincible Road, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.9%	1
Wickes, Western Road, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Bagshot Town Centre	2.1%	7	0.0%	0	4.0%	1	3.8%	1	0.0%	0	5.7%	2
Basingstoke Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.9%	1
Chobham Village Centre	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Farnham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Fleet Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
London City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.6%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.8%	6	9.5%	4	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Lion Retail Park, Oriental Road, Woking	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
The Meadows, Sandhurst (Camberley)	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Alton Town Centre, GU34 1BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Arborfield Village Centre, RG2 9HP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badshot Lea Village Centre, GU9 9LU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.6%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.6%	2	0.0%	0	4.0%	1	0.0%	0	3.8%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.3%	1	0.0%	0	2.4%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	5.8%	19	0.0%	0	24.0%	6	0.0%	0	7.7%	2	2.9%	1	0.0%	0	27.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.3%	1	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	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	19.6%	64	16.7%	7	24.0%	6	34.6%	9	23.1%	6	14.3%	5	19.4%	6	24.3%	9	6.5%	2	16.7%	2	4.8%	1	26.8%	11
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	1	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	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	4.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	8.3%	1	0.0%	0	14.6%	6
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	4.6%	15	0.0%	0	0.0%	0	3.8%	1	7.7%	2	0.0%	0	12.9%	4	0.0%	0	22.6%	7	8.3%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.6%	15	2.4%	1	0.0%	0	0.0%	0	0.0%	0	25.7%	9	16.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	3.7%	12	16.7%	7	4.0%	1	15.4%	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
Sunningdale Village Centre, SL5 0DQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	1.2%	4	2.4%	1	4.0%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	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	0.0%	0	0.0%	0	2.4%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	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	0.0%	0	4.8%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.6%	2	0.0%	0	4.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.3%	1	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	0.0%	0	0.0%	0
World of Water Aquatic	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB	4.3%	14	19.0%	8	0.0%	0	3.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.3%	1	0.0%	0	4.9%	2
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	0.3%	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	0.0%	0	4.8%	1	0.0%	0
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	0.3%	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	0.0%	0	0.0%	0	2.4%	1
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	1.2%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	8.3%	1	0.0%	0	2.4%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.9%	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	14.3%	3	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	3.1%	10	2.4%	1	4.0%	1	0.0%	0	3.8%	1	5.7%	2	3.2%	1	5.4%	2	0.0%	0	0.0%	0	4.8%	1	2.4%	1
Internet / mail order / delivered																								
Base:		327		42		25		26		26		35		31		37		31		12		21		41

Q31 Do you take part in any of the following leisure activities? [MR/PR]

Cinema	60.8%	609	65.0%	65	53.0%	53	46.0%	46	70.0%	70	54.0%	54	79.2%	80	48.0%	48	60.0%	60	66.0%	33	60.0%	30	70.0%	70
Bingo	2.3%	23	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	3.0%	3	2.0%	2	2.0%	1	2.0%	1	3.0%	3
Gym / health & fitness club	25.1%	251	29.0%	29	20.0%	20	23.0%	23	24.0%	24	25.0%	25	19.8%	20	19.0%	19	32.0%	32	26.0%	13	28.0%	14	32.0%	32
Ten-pin bowling	17.1%	171	21.0%	21	19.0%	19	10.0%	10	20.0%	20	22.0%	22	24.8%	25	10.0%	10	10.0%	10	22.0%	11	12.0%	6	17.0%	17
Restaurants	81.0%	811	80.0%	80	81.0%	81	75.0%	75	82.0%	82	81.0%	81	80.2%	81	79.0%	79	77.0%	77	86.0%	43	92.0%	46	86.0%	86
Pubs / clubs	54.8%	549	64.0%	64	57.0%	57	51.0%	51	52.0%	52	47.0%	47	64.4%	65	36.0%	36	58.0%	58	60.0%	30	70.0%	35	54.0%	54
Art / cultural activities (theatres / galleries and museums etc.)	48.1%	481	63.0%	63	41.0%	41	45.0%	45	51.0%	51	50.0%	50	44.6%	45	51.0%	51	50.0%	50	44.0%	22	46.0%	23	40.0%	40
(None of these)	8.5%	85	5.0%	5	13.0%	13	10.0%	10	6.0%	6	9.0%	9	7.9%	8	11.0%	11	9.0%	9	12.0%	6	8.0%	4	4.0%	4
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema?																								
<i>Cinema at Q31 AND Ex. Nulls</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	7.6%	45	0.0%	0	0.0%	0	2.2%	1	0.0%	0	40.7%	22	21.5%	17	0.0%	0	3.7%	2	0.0%	0	0.0%	0	4.4%	3
Odeon, Bedford Road, Guildford, GU1 4SJ	1.8%	11	9.4%	6	0.0%	0	8.9%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, King Street, Maidenhead, SL6 1DY	0.5%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	0.3%	2	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	0.0%	0	1.5%	1
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.8%	76	0.0%	0	9.4%	5	2.2%	1	8.7%	6	0.0%	0	0.0%	0	50.0%	24	0.0%	0	33.3%	11	3.4%	1	41.2%	28
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.2%	61	3.1%	2	0.0%	0	0.0%	0	2.9%	2	1.9%	1	0.0%	0	2.1%	1	5.6%	3	51.5%	17	82.8%	24	16.2%	11
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	16.3%	97	3.1%	2	7.5%	4	2.2%	1	20.3%	14	40.7%	22	58.2%	46	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.7%	4	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	6.9%	2	1.5%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.8%	5	1.6%	1	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	23.0%	137	7.8%	5	71.7%	38	20.0%	9	68.1%	47	14.8%	8	15.2%	12	14.6%	7	13.0%	7	9.1%	3	0.0%	0	1.5%	1
Ambassadors Cinema, The Peacocks Centre, Woking	12.1%	72	71.9%	46	5.7%	3	48.9%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.2%	1	1.6%	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
Cineworld, Eagle Way, Bracknell, RG12 1BG	5.9%	35	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	0.0%	0	6.1%	2	6.9%	2	33.8%	23
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.5%	3	1.6%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Vue, Festival Way, Basingstoke, RG21 7BB	4.7%	28	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.3%	1
Vue, Station Road, Addlestone, KT15 2BD	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Base:	596	64	53	45	69	54	79	48	54	33	29	68

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
Q33 Where do you go most regularly to play bingo?														
<i>Bingo at Q31 AND Ex. Nulls</i>														
BJ's Bingo, Gillette Way, Reading RG2 0BS	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Buzz Bingo, Bath Road, Slough, SL1 3UA	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	18.8%	3	50.0%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, High Street, Aldershot, GU11 1DJ	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	66.7%	2
Chavey Down Local Centre, SL5 8RH	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Farnborough Town Centre, GU14 0JP	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Hartley Wintney Village Centre, RG27 8PE	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	6.3%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	6.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Base:		16		2		3		0		0		2		3
				2		2		3		2		1		0
				1		0		1		0		1		2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31 AND Ex. Nulls</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	2.7%	6	0.0%	0	11.8%	2	0.0%	0	14.3%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	16.7%	2	18.2%	2	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.7%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.3%	1	23.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	1.8%	4	3.7%	1	0.0%	0	9.5%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	0.4%	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	0.0%	0	9.1%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	5.8%	13	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	29.0%	9
The Gym, Queensmead, Farnborough, GU14 7RT	1.3%	3	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	0.4%	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	0.0%	0	9.1%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	17.6%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	6.2%	14	33.3%	9	5.9%	1	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.8%	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	12.9%	4
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	13.0%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	3.5%	8	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	7
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Charters School, Charters Road, Sunningdale, SL5 9QY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.9%	2	0.0%	0	0.0%	0	9.5%	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
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	5.9%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	4.0%	9	0.0%	0	0.0%	0	4.8%	1	4.8%	1	0.0%	0	0.0%	0	29.4%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.4%	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	8.3%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	1.8%	4	7.4%	2	0.0%	0	9.5%	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
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	1.3%	3	0.0%	0	0.0%	0	14.3%	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
Frimley Town Centre, GU16 7AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	6.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	37.9%	11	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Lightwater Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	3.1%	7	3.7%	1	17.6%	3	14.3%	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
LivingWell Health Club, Bagshot Road, Bracknell,	0.9%	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	0.0%	0	6.5%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	2.7%	6	0.0%	0	11.8%	2	0.0%	0	4.8%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.3%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	3.5%	8	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.3%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	1.3%	3	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	4.0%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	3.1%	7	18.5%	5	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
Sunningdale Village Hall, Sunningdale, Ascot, SL5 0NH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Coppid Beach, John Nike Way, Bracknell, RG12 8TF	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.5%	2	
The Hampshire Court Hotel, Centre Drive, Chineham, Basingstoke, RG24 8FY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
The Park Health Club, Titchener Park, Hook, RG27 9EH	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0
The River Bourne Club, Heriot Road, Chertsey, KT16 9DR	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Runnymede on Thames Hotel & Spa, Windsor Road, Egham, TW20 0AG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
The UNIT Gym, Lynchford Road, Farnborough, GU14 6HF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
The Vyne Centre for Community, Broadway, Knaphill, Woking, GU21 2SP	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Pinehurst Road, Farnborough, GU14 7BF	0.9%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Wellington Health & Fitness Club, Dukes Ride, Crowthorne, RG45 7PT	3.1%	7	0.0%	0	5.9%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Winston Sports Centre, Hermitage Road, Woking, GU21 8TL	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Sportsbox, Egley Road, Woking, GU22 0AF	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre, RG40 2BB	1.3%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcote Park, Epsom. KT18 7EN	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Base:	226	27	17	21	21	23	17	17	29	12	11	31		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31 AND Ex. Nulls</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	19.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	11	76.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	70.0%	7	0.0%	0	0.0%	0	0.0%	
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	20.9%	33	0.0%	0	5.6%	1	0.0%	0	16.7%	3	0.0%	0	0.0%	0	90.0%	9	0.0%	0	40.0%	4	16.7%	1	100.0%	15
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	29.1%	46	11.1%	2	83.3%	15	25.0%	2	77.8%	14	30.0%	6	12.0%	3	10.0%	1	20.0%	2	10.0%	1	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	10.1%	16	55.6%	10	5.6%	1	50.0%	4	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.6%	12	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	50.0%	5	83.3%	5	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.6%	1	0.0%	0	0.0%	0	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
Guildford Spectrum, Parkway, Guildford, GU1 1UP	6.3%	10	33.3%	6	0.0%	0	25.0%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.6%	1	0.0%	0	0.0%	0	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
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.6%	1	0.0%	0	5.6%	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
Base:		158		18		18		8		18		20		25		10		10		10		6		15

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q36 Where do you go most regularly to eat out at restaurants?																								
<i>Restaurants at Q31 AND Ex. Nulls</i>																								
Aldershot Town Centre	3.3%	23	2.7%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	11	14.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	3.9%	27	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	22	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Ashford Town Centre	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
Bagshot Town Centre	2.6%	18	0.0%	0	11.3%	8	4.9%	3	2.9%	2	1.5%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	2.6%	2
Basingstoke Town Centre	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	27.4%	17	0.0%	0	0.0%	0	1.3%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	13.1%	91	1.3%	1	2.8%	2	0.0%	0	7.1%	5	0.0%	0	0.0%	0	18.8%	12	0.0%	0	26.3%	10	7.0%	3	74.4%	58
Brookwood Village Centre	0.3%	2	0.0%	0	0.0%	0	3.3%	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
Camberley Town Centre	13.1%	91	1.3%	1	23.9%	17	1.6%	1	64.3%	45	21.2%	14	15.9%	11	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	3.2%	22	0.0%	0	8.5%	6	24.6%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.0%	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	18.4%	7	0.0%	0	0.0%	0
Egham Town Centre	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.4%	17	0.0%	0	1.4%	1	1.6%	1	0.0%	0	4.5%	3	13.0%	9	1.6%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.6%	5	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	29.0%	20	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	1.3%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.1%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	3.3%	23	10.7%	8	1.4%	1	8.2%	5	1.4%	1	6.1%	4	4.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.0%	7	4.0%	3	0.0%	0	4.9%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	1.0%	7	0.0%	0	9.9%	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
London City Centre	3.6%	25	2.7%	2	5.6%	4	3.3%	2	1.4%	1	4.5%	3	1.4%	1	4.7%	3	4.8%	3	7.9%	3	4.7%	2	1.3%	1
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Reading Town Centre	1.3%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	2	2.6%	1	7.0%	3	1.3%	1
Sandhurst Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	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	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Sunninghill Village Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	2.3%	1	1.3%	1
West Byfleet Village Centre	0.4%	3	2.7%	2	0.0%	0	1.6%	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
Windlesham Village Centre	2.4%	17	0.0%	0	21.1%	15	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.6%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Woking Town Centre	10.2%	71	62.7%	47	0.0%	0	26.2%	16	1.4%	1	6.1%	4	0.0%	0	1.6%	1	1.6%	1	2.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	7.2%	50	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	2	34.2%	13	65.1%	28	6.4%	5
Yateley Town Centre	0.6%	4	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	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	2.6%	1	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.1%	1	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	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	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
Beverley Town Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
HU17 8AP												
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7
Horsell Village Centre, GU21 4SS	0.4%	3	1.3%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mytchett Village Centre, GU16 6AA	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
ME9 0LL												
Newport City Centre, NP20 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Odiham Town Centre, RG29 1LP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ottershaw Village Centre, KT16 0HL	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Pirbright Village Centre, GU24 0DA	0.6%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	3.0%	2
Pyrford Village Centre, GU22 8SU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
St John's Village Centre, GU21 7SQ	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Swallowfield Villgae Centre, RG7 1QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Twyford Village Centre, RG10 9EU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Virginia Water Town Centre, GU25 4DW	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.6%	4	0.0%	0	1.4%	1	4.9%	3	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchfield Village Centre, RG27 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	697	75	71	61	70	66	69	64	62	38	43	78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31 AND Ex. Nulls</i>												
Addlestone Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	4.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	2.8%	13	0.0%	0	20.0%	10	0.0%	0	2.2%	1	0.0%	0
Basingstoke Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Blackwater Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Bracknell Town Centre	6.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Brookwood Village Centre	0.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Camberley Town Centre	4.9%	23	0.0%	0	8.0%	4	0.0%	0	17.4%	8	15.8%	6
Chobham Village Centre	2.6%	12	0.0%	0	2.0%	1	24.4%	10	2.2%	1	0.0%	0
Crowthorne Village Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.2%	15	0.0%	0	2.0%	1	0.0%	0	0.0%	0	25.9%	14
Farncombe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Farnham Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	7.9%	3	3.7%	2
Fleet Town Centre	4.7%	22	0.0%	0	2.0%	1	0.0%	0	2.6%	1	31.5%	17
Frimley Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0
Guildford Town Centre	1.5%	7	3.3%	2	0.0%	0	4.9%	2	2.2%	1	2.6%	1
Knaphill Village Centre	1.3%	6	8.3%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lightwater Town Centre	2.6%	12	0.0%	0	22.0%	11	2.4%	1	0.0%	0	0.0%	0
London City Centre	2.2%	10	3.3%	2	2.0%	1	2.4%	1	0.0%	0	1.9%	1
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Reading Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sandhurst Town Centre	3.2%	15	0.0%	0	0.0%	0	0.0%	0	30.4%	14	2.6%	1
Sunninghill Village Centre	1.3%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	3.7%	17	0.0%	0	30.0%	15	0.0%	0	4.3%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Woking Town Centre	11.2%	52	58.3%	35	2.0%	1	34.1%	14	2.2%	1	2.6%	1
Wokingham Town Centre	6.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.7%	8	0.0%	0	0.0%	0	0.0%	0	21.1%	8	0.0%	0
Ash Village Centre, GU12 6LF	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	3	5.6%	3
Aylesbury Town Centre, HP20 2SP	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bristol City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Dogmersfield Village Centre, RG27 8TD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Eversley Village Centre, RG27 0PL	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Hartley Wintney Village Centre, RG27 8PE	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Heatherside Local Centre, GU15 1AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	1.9%	9	13.3%	8	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pirbright Village Centre, GU24 0DA	0.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre,	1.5%	7	0.0%	0	4.0%	2	12.2%	5	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU24 9LH												
Winchester City Centre, SO23 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Base:	465	60	50	41	46	38	54	30	44	25	29	48

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31 AND Ex. Nulls</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	2.3%	10	0.0%	0	5.1%	2	0.0%	0	8.2%	4	4.1%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	57.4%	253	50.8%	30	59.0%	23	27.9%	12	51.0%	25	59.2%	29	65.8%	25	63.8%	30	72.1%	31	63.2%	12	68.2%	15	63.6%	21
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.7%	3	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	9.1%	2	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.5%	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	4.5%	1	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.5%	11	13.6%	8	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.8%	8	1.7%	1	2.6%	1	4.7%	2	4.1%	2	2.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre, GU11 1TW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	0.2%	1	1.7%	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	0.0%	0	0.0%	0
Chichester City Centre, PO19 1YH	0.2%	1	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	0.0%	0	0.0%	0
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	0.2%	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
Dorking Town Centre, RH4 1UX	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	4.5%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	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
G Live, London Road, Guildford, GU1 2AA	0.2%	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
Guildford Town Centre, GU1 3AJ	0.5%	2	1.7%	1	0.0%	0	2.3%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	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	4.5%	1	0.0%	0
New Victoria Theatre, The	20.4%	90	27.1%	16	33.3%	13	58.1%	25	20.4%	10	18.4%	9	10.5%	4	12.8%	6	4.7%	2	10.5%	2	0.0%	0	9.1%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
Ambassadors, The Peacocks Centre, Woking														
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Pirbright Village Centre, GU24 0DA	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	2.6%	1
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0
St Ives Town Centre, TR26 1DB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
The Mill, Sonning Eye, Reading, RG4 6TY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.1%	1
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Thames Street, Windsor, SL4 1PS	2.9%	13	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	17.0%	8
West End Centre, Queens Road, Aldershot, GU11 3JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Base:	441	59	39	43	49	49	38	47	43	19	22	33		

Surrey Heath Household Survey for Avison Young

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
-------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1

Q39 How often do you visit Camberley town centre?

Daily	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
Twice a week	1.9%	19	0.0%	0	7.0%	7	2.0%	2	5.0%	5	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1
Several times a week	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	5.4%	54	1.0%	1	17.0%	17	2.0%	2	19.0%	19	9.0%	9	1.0%	1	3.0%	3	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Once a fortnight	6.8%	68	0.0%	0	23.0%	23	3.0%	3	18.0%	18	5.0%	5	8.9%	9	4.0%	4	2.0%	2	4.0%	2	0.0%	0	2.0%	2
Once every 3 weeks	1.0%	10	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	12.8%	128	4.0%	4	27.0%	27	15.0%	15	17.0%	17	16.0%	16	20.8%	21	9.0%	9	6.0%	6	12.0%	6	4.0%	2	5.0%	5
Less often	29.2%	292	22.0%	22	12.0%	12	20.0%	20	31.0%	31	35.0%	35	39.6%	40	34.0%	34	26.0%	26	42.0%	21	26.0%	13	38.0%	38
Never	41.6%	416	71.0%	71	9.0%	9	57.0%	57	5.0%	5	30.0%	30	23.8%	24	50.0%	50	63.0%	63	40.0%	20	68.0%	34	53.0%	53
(Don't know / varies)	0.8%	8	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>17.25</i>		<i>4.96</i>		<i>29.32</i>		<i>14.05</i>		<i>28.19</i>		<i>23.19</i>		<i>13.71</i>		<i>8.04</i>		<i>7.53</i>		<i>6.57</i>		<i>8.81</i>		<i>6.51</i>
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	27.2%	159	24.1%	7	28.6%	26	20.9%	9	27.4%	26	22.9%	16	35.1%	27	18.0%	9	35.1%	13	26.7%	8	18.8%	3	31.9%	15
Chemist / pharmacy	1.7%	10	0.0%	0	2.2%	2	0.0%	0	4.2%	4	4.3%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	2.1%	2	7.1%	5	6.5%	5	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Eating (e.g. cafés, restaurants, public houses)	13.2%	77	3.4%	1	6.6%	6	14.0%	6	12.6%	12	17.1%	12	19.5%	15	14.0%	7	13.5%	5	13.3%	4	0.0%	0	19.1%	9
Entertainment (e.g. cinema, bingo, bowling)	14.2%	83	20.7%	6	9.9%	9	20.9%	9	17.9%	17	8.6%	6	15.6%	12	16.0%	8	16.2%	6	6.7%	2	6.3%	1	14.9%	7
Everything	2.7%	16	0.0%	0	7.7%	7	2.3%	1	3.2%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Financial services (e.g. bank, building societies)	8.7%	51	0.0%	0	20.9%	19	7.0%	3	17.9%	17	10.0%	7	1.3%	1	2.0%	1	5.4%	2	3.3%	1	0.0%	0	0.0%	0
Fitness / gym	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	7.4%	7	8.6%	6	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.7%	4	0.0%	0	2.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	6.8%	40	6.9%	2	16.5%	15	0.0%	0	9.5%	9	8.6%	6	3.9%	3	2.0%	1	2.7%	1	0.0%	0	18.8%	3	0.0%	0
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%	0
Newsagent	0.2%	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
Non-food shopping	52.0%	304	58.6%	17	44.0%	40	48.8%	21	53.7%	51	62.9%	44	51.9%	40	62.0%	31	45.9%	17	60.0%	18	37.5%	6	40.4%	19
Personal services (e.g. hairdresser, launderette)	1.2%	7	0.0%	0	1.1%	1	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Pet supplies	0.3%	2	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	0.0%	0	2.1%	1
Post office	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.6%	15	0.0%	0	4.4%	4	4.7%	2	4.2%	4	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	2.6%	15	0.0%	0	0.0%	0	2.3%	1	5.3%	5	2.9%	2	3.9%	3	2.0%	1	0.0%	0	0.0%	0	6.3%	1	4.3%	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
Visit friends / family	2.2%	13	13.8%	4	2.2%	2	2.3%	1	1.1%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	12.5%	2	2.1%	1
(Don't know / varies)	5.8%	34	3.4%	1	7.7%	7	11.6%	5	3.2%	3	2.9%	2	1.3%	1	2.0%	1	10.8%	4	10.0%	3	18.8%	3	8.5%	4
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	3.9%	23	0.0%	0	5.5%	5	4.7%	2	3.2%	3	4.3%	3	7.8%	6	4.0%	2	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Cheap parking	2.9%	17	13.8%	4	1.1%	1	7.0%	3	6.3%	6	1.4%	1	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Easy parking	10.4%	61	6.9%	2	13.2%	12	18.6%	8	14.7%	14	7.1%	5	3.9%	3	14.0%	7	8.1%	3	6.7%	2	25.0%	4	2.1%	1
Can get everything I need there	1.9%	11	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.9%	2	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Cleanliness of streets	1.5%	9	0.0%	0	4.4%	4	2.3%	1	1.1%	1	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Close to friends / relatives	1.0%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Compact layout / easy to get around	10.1%	59	10.3%	3	13.2%	12	11.6%	5	11.6%	11	8.6%	6	5.2%	4	8.0%	4	8.1%	3	10.0%	3	18.8%	3	10.6%	5
Competitive prices	0.2%	1	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	0.0%	0	0.0%	0
Familiarity / know where everything is	1.5%	9	0.0%	0	2.2%	2	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	2.7%	1	6.7%	2	0.0%	0	0.0%	0
Feels safe	0.7%	4	3.4%	1	2.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (banks / building societies, etc.)	0.5%	3	0.0%	0	2.2%	2	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
Good evening entertainment	1.5%	9	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	5.4%	2	3.3%	1	0.0%	0	2.1%	1
Good 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%	0
Good places to eat / drink	6.2%	36	3.4%	1	3.3%	3	7.0%	3	3.2%	3	10.0%	7	10.4%	8	2.0%	1	8.1%	3	6.7%	2	6.3%	1	8.5%	4
Good public transport links	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	19.0%	111	17.2%	5	13.2%	12	16.3%	7	12.6%	12	21.4%	15	40.3%	31	14.0%	7	10.8%	4	20.0%	6	18.8%	3	19.1%	9
Good selection / choice of food shops	4.1%	24	3.4%	1	5.5%	5	0.0%	0	4.2%	4	7.1%	5	3.9%	3	2.0%	1	0.0%	0	6.7%	2	6.3%	1	4.3%	2
Good selection / choice of independent shops	2.4%	14	0.0%	0	0.0%	0	0.0%	0	4.2%	4	2.9%	2	1.3%	1	4.0%	2	0.0%	0	3.3%	1	6.3%	1	6.4%	3
Near / convenient	13.5%	79	0.0%	0	9.9%	9	2.3%	1	33.7%	32	20.0%	14	10.4%	8	12.0%	6	10.8%	4	10.0%	3	0.0%	0	4.3%	2
Nice atmosphere / friendly people	3.4%	20	3.4%	1	6.6%	6	2.3%	1	1.1%	1	1.4%	1	1.3%	1	6.0%	3	2.7%	1	10.0%	3	6.3%	1	2.1%	1
Offers undercover shopping	2.4%	14	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	2.6%	2	2.0%	1	2.7%	1	6.7%	2	6.3%	1	4.3%	2
Pedestrian friendly environment	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	1.2%	7	3.4%	1	1.1%	1	2.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
House of Fraser	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	30.9%	181	37.9%	11	37.4%	34	37.2%	16	23.2%	22	24.3%	17	26.0%	20	30.0%	15	32.4%	12	30.0%	9	37.5%	6	40.4%	19
(Don't know)	6.3%	37	10.3%	3	4.4%	4	2.3%	1	3.2%	3	10.0%	7	1.3%	1	6.0%	3	21.6%	8	6.7%	2	0.0%	0	10.6%	5
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.7%	4	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	7.9%	46	0.0%	0	7.7%	7	4.7%	2	14.7%	14	5.7%	4	7.8%	6	8.0%	4	2.7%	1	10.0%	3	6.3%	1	8.5%	4
Car parking - not enough spaces	9.2%	54	6.9%	2	4.4%	4	11.6%	5	11.6%	11	11.4%	8	13.0%	10	6.0%	3	8.1%	3	6.7%	2	6.3%	1	10.6%	5
Car parking - too far away from the shops	2.4%	14	3.4%	1	3.3%	3	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	13.5%	5	0.0%	0	6.3%	1	2.1%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.7%	4	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lack of choice of facilities	1.2%	7	0.0%	0	3.3%	3	4.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.0%	6	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.7%	4	0.0%	0	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	2.1%	12	0.0%	0	7.7%	7	2.3%	1	2.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Poor range of independent shops	6.2%	36	0.0%	0	13.2%	12	9.3%	4	9.5%	9	5.7%	4	2.6%	2	4.0%	2	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	8.7%	51	0.0%	0	15.4%	14	0.0%	0	17.9%	17	10.0%	7	6.5%	5	8.0%	4	2.7%	1	3.3%	1	6.3%	1	2.1%	1
Too busy	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.3%	2
Too expensive	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	1.2%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	3.3%	1	0.0%	0	6.4%	3
Too many charity shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	5.5%	32	3.4%	1	9.9%	9	2.3%	1	10.5%	10	7.1%	5	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Too many 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%	0
Too many takeaways	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Too spread out / shops too far apart	1.0%	6	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Traffic congestion	4.1%	24	0.0%	0	1.1%	1	2.3%	1	4.2%	4	4.3%	3	3.9%	3	0.0%	0	10.8%	4	20.0%	6	0.0%	0	4.3%	2
Unattractive environment	4.8%	28	0.0%	0	8.8%	8	4.7%	2	7.4%	7	1.4%	1	0.0%	0	10.0%	5	10.8%	4	0.0%	0	0.0%	0	2.1%	1
Unclean streets	0.7%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.7%	16	0.0%	0	2.2%	2	2.3%	1	6.3%	6	0.0%	0	2.6%	2	4.0%	2	2.7%	1	6.7%	2	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	2.2%	13	3.4%	1	1.1%	1	2.3%	1	2.1%	2	2.9%	2	3.9%	3	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.7%	45	10.3%	3	13.2%	12	0.0%	0	4.2%	4	10.0%	7	5.2%	4	6.0%	3	5.4%	2	10.0%	3	31.3%	5	4.3%	2
(Don't know)	5.3%	31	6.9%	2	4.4%	4	4.7%	2	1.1%	1	7.1%	5	6.5%	5	6.0%	3	16.2%	6	6.7%	2	0.0%	0	2.1%	1
(Nothing)	41.4%	242	55.2%	16	33.0%	30	53.5%	23	29.5%	28	42.9%	30	48.1%	37	48.0%	24	27.0%	10	30.0%	9	50.0%	8	57.4%	27
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.2%	19	0.0%	0	3.3%	3	4.7%	2	5.3%	5	2.9%	2	1.3%	1	4.0%	2	2.7%	1	6.7%	2	0.0%	0	2.1%	1
Encourage reduced shop prices	0.3%	2	0.0%	0	2.2%	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
Improve choice of national retailer chain shops	13.3%	78	6.9%	2	22.0%	20	14.0%	6	18.9%	18	17.1%	12	6.5%	5	8.0%	4	2.7%	1	13.3%	4	6.3%	1	10.6%	5
Improve market stalls	0.2%	1	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	0.0%	0	0.0%	0
Improve range of independent / specialist shops	10.4%	61	3.4%	1	15.4%	14	14.0%	6	13.7%	13	12.9%	9	11.7%	9	4.0%	2	5.4%	2	0.0%	0	0.0%	0	10.6%	5
Introduce a larger supermarket	0.9%	5	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Less empty shops	3.1%	18	3.4%	1	3.3%	3	0.0%	0	6.3%	6	4.3%	3	1.3%	1	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
More foodstores / supermarkets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.9%	5	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.3%	2	3.4%	1	0.0%	0	2.3%	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
Enhanced range of health and fitness centres / gyms	1.2%	7	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.3%	2	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	0.0%	0	2.1%	1
Improved play areas for children	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.7%	10	0.0%	0	3.3%	3	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Improved range of pubs and night clubs	0.2%	1	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	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.5%	9	0.0%	0	1.1%	1	7.0%	3	2.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Create more open spaces	0.7%	4	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.5%	3	0.0%	0	1.1%	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	2.1%	1
Improve play areas for children	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Improve street furniture / floral displays	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	3.3%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.6%	15	0.0%	0	3.3%	3	0.0%	0	5.3%	5	0.0%	0	1.3%	1	6.0%	3	2.7%	1	3.3%	1	0.0%	0	2.1%	1
Enhance shophmobility service	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Improve directional signs to town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.3%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.9%	5	3.4%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Improve pavements	0.2%	1	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	0.0%	0	0.0%	0
Improve public transport links	3.4%	20	0.0%	0	6.6%	6	2.3%	1	1.1%	1	2.9%	2	5.2%	4	4.0%	2	5.4%	2	0.0%	0	0.0%	0	4.3%	2
Improve safety of 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 signage / routeways within centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.2%	1	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	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	2.4%	14	0.0%	0	4.4%	4	0.0%	0	2.1%	2	0.0%	0	6.5%	5	0.0%	0	2.7%	1	3.3%	1	0.0%	0	2.1%	1
More parking spaces - short stay	2.2%	13	0.0%	0	2.2%	2	0.0%	0	3.2%	3	0.0%	0	2.6%	2	2.0%	1	5.4%	2	3.3%	1	0.0%	0	4.3%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	6.2%	36	6.9%	2	5.5%	5	9.3%	4	8.4%	8	5.7%	4	3.9%	3	6.0%	3	8.1%	3	6.7%	2	6.3%	1	2.1%	1
Reduce cost of parking	7.7%	45	0.0%	0	12.1%	11	9.3%	4	13.7%	13	4.3%	3	6.5%	5	4.0%	2	8.1%	3	3.3%	1	6.3%	1	4.3%	2
Offer free parking	5.0%	29	0.0%	0	5.5%	5	4.7%	2	6.3%	6	7.1%	5	9.1%	7	2.0%	1	0.0%	0	3.3%	1	6.3%	1	2.1%	1
More pedestrianisation	0.9%	5	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	3.2%	19	0.0%	0	3.3%	3	0.0%	0	5.3%	5	1.4%	1	3.9%	3	0.0%	0	2.7%	1	16.7%	5	0.0%	0	2.1%	1
Improve road surfaces	1.0%	6	0.0%	0	2.2%	2	0.0%	0	2.1%	2	0.0%	0	1.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	12.8%	75	31.0%	9	8.8%	8	9.3%	4	4.2%	4	18.6%	13	6.5%	5	28.0%	14	16.2%	6	20.0%	6	18.8%	3	6.4%	3
(Nothing in particular)	34.2%	200	41.4%	12	30.8%	28	37.2%	16	25.3%	24	25.7%	18	45.5%	35	28.0%	14	32.4%	12	26.7%	8	68.8%	11	46.8%	22
(Don't know)	3.9%	23	6.9%	2	2.2%	2	7.0%	3	3.2%	3	1.4%	1	3.9%	3	4.0%	2	8.1%	3	6.7%	2	0.0%	0	4.3%	2
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	21.4%	6	15.0%	3
Ascot Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basinstoke Town Centre	9.5%	36	1.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	19.3%	73	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	22
Brookwood Village Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.7%	14	0.0%	0	0.0%	0	1.9%	1	25.0%	1	17.9%	5
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.1%	46	13.2%	9	60.0%	3	32.7%	17	25.0%	1	35.7%	10
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.8%	3	1.5%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1
Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.4%	32	0.0%	0	0.0%	0	0.0%	0	3.6%	1	10.0%	2
Richmond Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sunninghill Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weybridge Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	3.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Woking Town Centre	23.2%	88	77.9%	53	20.0%	1	59.6%	31	0.0%	0	7.1%	2
Wokingham Town Centre	5.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.9%	11	0.0%	0	0.0%	0	0.0%	0	3.6%	1	10.0%	2
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9DG												
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	379	68	5	52	4	28	20	44	53	19	33	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	60.4%	235	81.2%	56	14.3%	1	53.7%	29	75.0%	3	41.4%	12	55.0%	11	46.7%	21	62.5%	35	47.4%	9	66.7%	22	67.9%	36
Accessibility - easier to access	10.5%	41	5.8%	4	0.0%	0	7.4%	4	0.0%	0	10.3%	3	15.0%	3	8.9%	4	21.4%	12	26.3%	5	9.1%	3	5.7%	3
Better facilities	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	15.8%	3	0.0%	0	1.9%	1
Better choice of retailers	16.5%	64	10.1%	7	14.3%	1	13.0%	7	25.0%	1	17.2%	5	30.0%	6	20.0%	9	12.5%	7	26.3%	5	3.0%	1	28.3%	15
Better choice of independent shops	9.0%	35	2.9%	2	14.3%	1	11.1%	6	25.0%	1	17.2%	5	10.0%	2	17.8%	8	3.6%	2	10.5%	2	3.0%	1	9.4%	5
Better choice of leisure facilities	1.5%	6	1.4%	1	14.3%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Car parking costs	3.3%	13	2.9%	2	0.0%	0	1.9%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	12.1%	4	3.8%	2
Cheaper	0.5%	2	0.0%	0	14.3%	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	1.9%	1
More attractive environment	7.2%	28	1.4%	1	0.0%	0	3.7%	2	25.0%	1	6.9%	2	5.0%	1	11.1%	5	10.7%	6	15.8%	3	6.1%	2	9.4%	5
Safer shopping environment	0.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	1.3%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.8%	1	5.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.5%	2	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	1.9%	1
Easier to park	3.1%	12	4.3%	3	14.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	2.2%	1	3.6%	2	5.3%	1	3.0%	1	1.9%	1
Familiarity	6.4%	25	4.3%	3	0.0%	0	9.3%	5	0.0%	0	10.3%	3	5.0%	1	13.3%	6	5.4%	3	0.0%	0	3.0%	1	5.7%	3
To support local traders	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
(No particular reason - I just prefer it)	10.0%	39	8.7%	6	42.9%	3	18.5%	10	0.0%	0	6.9%	2	5.0%	1	15.6%	7	8.9%	5	5.3%	1	6.1%	2	3.8%	2
Base:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	36.1%	361	34.0%	34	37.0%	37	40.0%	40	37.0%	37	34.0%	34	33.7%	34	33.0%	33	38.0%	38	42.0%	21	40.0%	20	33.0%	33
Female	63.9%	640	66.0%	66	63.0%	63	60.0%	60	63.0%	63	66.0%	66	66.3%	67	67.0%	67	62.0%	62	58.0%	29	60.0%	30	67.0%	67
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
AGE Could I ask how old you are please?																								
18 to 24	2.9%	29	5.0%	5	3.0%	3	1.0%	1	4.0%	4	2.0%	2	2.0%	2	2.0%	2	5.0%	5	0.0%	0	2.0%	1	4.0%	4
25 to 34	2.3%	23	1.0%	1	4.0%	4	2.0%	2	2.0%	2	4.0%	4	5.0%	5	2.0%	2	2.0%	2	2.0%	1	0.0%	0	0.0%	0
35 to 44	6.8%	68	8.0%	8	4.0%	4	2.0%	2	8.0%	8	5.0%	5	11.9%	12	4.0%	4	6.0%	6	12.0%	6	10.0%	5	8.0%	8
45 to 54	33.0%	330	43.0%	43	24.0%	24	20.0%	20	43.0%	43	36.0%	36	59.4%	60	11.0%	11	19.0%	19	40.0%	20	36.0%	18	36.0%	36
55 to 64	17.6%	176	12.0%	12	17.0%	17	19.0%	19	16.0%	16	16.0%	16	7.9%	8	33.0%	33	24.0%	24	14.0%	7	14.0%	7	17.0%	17
65 +	37.5%	375	31.0%	31	48.0%	48	56.0%	56	27.0%	27	37.0%	37	13.9%	14	48.0%	48	44.0%	44	32.0%	16	38.0%	19	35.0%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
QUOTA Zone:																								
Zone 1	10.0%	100	100.0%	100	0.0%	0	0.0%	0	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	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	100.0%	100	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 4	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9A	5.0%	50	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%	50	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	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%	100
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	2.1%	21	0.0%	0	0.0%	0	0.0%	0	20.8%	21	0.0%	0
GU12 4	2.5%	25	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0
GU12 6	2.2%	22	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
GU14 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0
GU14 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
GU14 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	9.9%	10	0.0%	0
GU14 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0
GU14 9	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0
GU15 1	1.2%	12	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0
GU15 2	0.8%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
GU15 3	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU15 4	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU16 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
GU16 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
GU16 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
GU16 9	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
GU17 0	0.6%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU18 5	5.1%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0
GU19 5	2.3%	23	0.0%	0	23.0%	23	0.0%	0	0.0%	0	0.0%	0
GU20 6	2.6%	26	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
GU21 2	2.2%	22	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	0.8%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	1.8%	18	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	2.0%	20	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0
GU24 8	2.9%	29	0.0%	0	0.0%	0	29.0%	29	0.0%	0	0.0%	0
GU24 9	5.1%	51	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0
GU46 6	2.6%	26	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
GU46 7	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
GU47 0	2.5%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0
GU47 8	0.9%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
GU47 9	0.5%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
GU51 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
RG12 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
RG12 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15
RG27 0	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	31.0%	31	0.0%
RG27 8	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	35.0%	35	0.0%
RG27 9	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	34.0%	34	0.0%
RG40 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
RG40 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG40 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.0%
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.0%
RG41 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22.0%
RG41 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20.0%
RG41 5	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30.0%
RG42 1	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.0%
RG42 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.0%
RG42 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.0%
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.0%
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.0%
RG45 6	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	23
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11
SL5 0	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17.0%
SL5 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18.0%
SL5 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	41.0%
SL5 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24.0%
Base:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 4:

Data Tabulations

By Zone – Filtered Nulls

(Weighted)

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
<i>Ex. Nulls</i>																								
Aldi, London Road, Camberley	0.9%	9	0.0%	0	2.8%	1	0.0%	0	4.6%	7	0.6%	1	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.1%	11	7.2%	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
Asda, Lower Earley, Chalfont Way, Reading	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	1.2%	1	0.0%	0
Asda, West Meade, Farnborough	3.9%	38	0.0%	0	1.2%	0	0.0%	0	2.9%	4	5.0%	5	13.9%	29	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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
Co-op, High Street, Knaphill	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Co-op, Plough Road, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.0%	0	0.0%	0	0.6%	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
Co-op, Yorktown Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	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%	0
Lidl, Ashville Way, Wokingham	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	1.1%	1	8.1%	4	0.0%	0
Lidl, High Street, Crowthorne	1.3%	13	0.0%	0	0.6%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	11	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.1%	20	0.0%	0	3.3%	1	0.7%	0	4.6%	7	1.2%	1	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.5%	5	0.0%	0	0.0%	0	0.7%	0	1.6%	2	0.6%	1	0.0%	0	1.2%	0	0.6%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	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
Morrisons, Elvetham Heath, Fleet	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	11	0.0%	0	23.1%	8	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	5.4%	53	33.9%	50	0.6%	0	8.5%	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
Morrisons, Summit Avenue, Farnborough	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	37	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	6.3%	5	0.0%	0	4.3%	6
Morrisons, Thorneycroft Industrial Estate,	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%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke												
Morrisons, Woosehill Shopping Centre, Wokingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	5.1%	51	0.0%	0	0.6%	0	5.9%	2	18.7%	27	5.8%	6
Sainsbury's, Cambridge Walk, Camberley	1.3%	13	0.0%	0	4.8%	1	0.0%	0	5.5%	8	1.0%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	1.1%	11	5.4%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Sainsbury's, Fleet Road, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Sainsbury's, King Street Lane, Winnersh	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.0%	2
Sainsbury's, Queensmead, Farnborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Redding Way, Knaphill, Woking	5.1%	50	19.2%	29	19.3%	6	48.5%	15	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	4.5%	44	0.0%	0	2.2%	1	5.2%	2	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Station Mall, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11
Sainsbury's, Wolsey Walk, Woking	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	3	1.6%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6
Tesco Extra, Finchampstead Road, Wokingham	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Extra, Station Road, Addlestone	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	7.9%	79	0.0%	0	11.8%	4	0.0%	0	29.4%	42	4.2%	4
Tesco Extra, Wellington Avenue, Aldershot	5.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	37
Tesco Extra, Whitton Road, Bracknell	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.1%	21	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.4%	14	4.4%	7	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.8%	8	0.0%	0	0.6%	0	0.0%	0	3.4%	5	2.9%	3
Waitrose, London Road, Sunningdale	2.2%	22	0.0%	0	14.5%	4	2.6%	1	0.0%	0	4.3%	4
Waitrose, Rectory Road, Wokingham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.5%	5	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Tresham Crescent, Yateley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.4%	14	0.0%	0	0.0%	0	0.0%	0	9.1%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.5%	15	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.1%	1	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.4%	4	2.2%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	3	1.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Guildford Road, Lightwater, GU18 5SA	0.3%	3	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, East Street, Farnham, GU9 7SW	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Camberley Town Centre, GU47 0FD	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.5%	1
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.5%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barm, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.5%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.6%	6	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke, RG21 4YY												
Waitrose, Bridge Street, Godalming, GU7 1HY	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.8%	8	0.0%	0	15.1%	5	2.6%	1	1.5%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	9.9%	98	12.2%	18	8.3%	2	5.6%	2	9.6%	14	6.0%	6
Weighted base:	997	149	30	32	143	100	206	42	35	73	50	138
Sample:	996	100	98	100	99	100	101	100	98	50	50	100

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Internet / delivered at Q01

Asda	12.2%	12	28.6%	5	0.0%	0	12.4%	0	0.0%	0	0.0%	0	22.6%	6	0.0%	0	9.9%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	24.8%	24	17.9%	3	7.0%	0	12.4%	0	11.3%	2	0.0%	0	22.6%	6	0.0%	0	0.0%	0	42.2%	4	17.4%	1	90.1%	7
Sainsbury's	22.2%	22	12.4%	2	79.1%	2	12.6%	0	16.9%	2	51.8%	3	29.8%	8	61.1%	1	70.3%	1	7.9%	1	9.9%	1	0.0%	0
Tesco	30.5%	30	28.6%	5	14.0%	0	50.2%	1	41.5%	6	38.7%	2	17.9%	5	38.9%	0	19.8%	0	42.2%	4	72.7%	4	9.9%	1
Waitrose	8.0%	8	7.9%	1	0.0%	0	12.4%	0	30.2%	4	0.0%	0	7.1%	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
(Don't know / varies)	0.8%	1	4.5%	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
Weighted base:	98	18	2	2	14	6	28	1	2	11	6	8												
Sample:	78	12	8	8	9	6	15	3	5	4	5	3												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
<i>Ex. Nulls</i>																								
Aldi, London Road, Camberley	2.7%	19	1.4%	1	7.2%	1	4.2%	1	11.3%	12	0.9%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	2.0%	14	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.1%	3	0.0%	0
Asda, West Meade, Farnborough	3.4%	24	0.0%	0	0.9%	0	1.1%	0	0.7%	1	2.7%	2	13.0%	20	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	10	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.2%	1	0.0%	0	5.5%	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
Co-op, Yorktown Road, Sandhurst	1.1%	8	0.0%	0	0.0%	0	0.0%	0	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	1.0%	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	8.4%	4	4.5%	2	1.0%	1
Lidl, High Street, Crowthorne	0.6%	4	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	1.0%	1
Lidl, London Road, Camberley, Blackwater	1.8%	13	0.0%	0	3.9%	1	9.4%	2	2.7%	3	3.3%	2	2.0%	3	0.0%	0	1.3%	0	2.8%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.1%	1	0.8%	1	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	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	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	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.5%	11	0.0%	0	2.5%	1	6.2%	1	2.9%	3	1.8%	1	0.0%	0	6.1%	2	7.6%	2	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0	1.0%	1
Morrisons, Elvetham Heath, Fleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	21.7%	6	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Morrisons, Goldsworth Road, Woking	2.4%	17	14.9%	15	1.7%	0	6.4%	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
Morrisons, Summit Avenue, Farnborough	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	1
Morrisons, Thorneycroft Industrial Estate, 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	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.9%	6	6.0%	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
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.8%	6	0.0%	0	4.6%	1	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	3.9%	27	0.0%	0	3.9%	1	0.0%	0	6.3%	7	10.1%	7	7.8%	12	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham	0.0%	0	0.0%	0	1.5%	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
Sainsbury's, Cambridge Walk, Camberley	0.4%	2	0.0%	0	1.5%	0	0.0%	0	2.0%	2	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, Jacob's Well, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Guildford	0.4%	2	2.2%	2	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	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.9%	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	0.0%	0	15.7%	6	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.8%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Sainsbury's, Queensmead, Farnborough	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	1	13.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	3.0%	21	11.7%	12	9.0%	2	28.5%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Ringmead, Bracknell	3.0%	21	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	5.6%	3	0.0%	0	18.7%	15
Sainsbury's, South Street, Farnham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, 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	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	1.3%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood	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	1.6%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Crowthorne												
Tesco Express, High Street, Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	2	1.6%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.6%	46	0.8%	1	4.9%	1	1.1%	0	23.5%	25	3.3%	2
Tesco Extra, Wellington Avenue, Aldershot	4.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6
Tesco Extra, Whitton Road, Bracknell	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3
Tesco, District Shopping Centre, Chineham, Basingstoke	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	4.2%	29	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	3.4%	24	20.4%	21	0.0%	0	15.7%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.5%	2
Waitrose, London Road, Sunningdale	2.2%	15	0.0%	0	1.7%	0	4.2%	1	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	1.1%	8	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Tresham Crescent, Yateley	1.4%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.9%	13	0.0%	0	0.0%	0	0.0%	0	12.0%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	2.0%	14	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	1.0%	7	6.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.5%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	1.0%	7	0.0%	0	0.0%	0	2.2%	0	1.3%	1	0.7%	1
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Lidl, Gastons Wood, Chineham, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Local shops, Badshot Lea Village Centre, GU9 9LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Local shops, Farnborough Town Centre, GU14 7BF	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Reading Town Centre, RG1 1JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Morrisons, Alexandra Road,	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot, GU11 1NX																								
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	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	0.0%	0	1.0%	1
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0	1.0%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.8%	6	0.0%	0	0.0%	0	1.1%	0	3.8%	4	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	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	1.5%	1	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.7%	12	0.0%	0	27.0%	5	5.3%	1	3.8%	4	0.9%	1	0.0%	0	0.8%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.4%	45	9.5%	10	0.0%	0	4.5%	1	2.0%	2	7.4%	5	9.8%	15	6.0%	2	1.5%	0	10.0%	5	1.5%	1	5.2%	4
Weighted base:	697		101		20		20		108		66		151		29		27		53		40		83	
Sample:	691		67		71		67		70		69		71		66		72		36		37		65	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
<i>Ex. Nulls</i>												
Aldi, London Road, Camberley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Asda, Lion Retail Park, Oriental Road, Woking	1.8%	13	11.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	19
Co-op, High Street, Crowthorne	1.7%	13	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Horsell, Woking	1.3%	10	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.3%	2	1.3%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	9
Co-op, Plough Road, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	14
Co-op, The Square, Bagshot	0.4%	3	0.0%	0	12.6%	3	0.9%	0	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Co-op, Yorktown Road, Sandhurst	2.4%	18	0.0%	0	0.0%	0	0.0%	0	15.9%	18	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Ashville Way, Wokingham	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	3.0%	23	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Lidl, London Road, Camberley, Blackwater	0.8%	6	0.0%	0	2.2%	0	1.9%	0	1.2%	1	1.0%	1
Londis, New Road, North Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Oriental Road, Woking	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.8%	6	1.2%	1	6.6%	1	13.2%	3	0.0%	0	0.0%	0
Marks & Spencer, Barnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wallace Drive, Brooklands, Weybridge												
Marks & Spencer, Fleet Road, Fleet	0.9%	7	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.3%	2	0.0%	0	0.8%	0	1.9%	0	0.7%	1	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8
Morrisons, Goldsworth Road, Woking	0.9%	7	5.3%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	4.0%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	1.3%	10	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.6%	12	0.0%	0	0.0%	0	8.8%	2	7.1%	8	3.6%	2
Sainsbury's, Blackwater Valley Road, Camberley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1
Sainsbury's, Cambridge Walk, Camberley	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.6%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
Sainsbury's, King Street Lane, Winnersh	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	7	2.0%	2	2.2%	0	16.8%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.3%	9	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Sainsbury's, Wolsey Walk,	0.6%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Waitrose, Tresham Crescent, Yateley	2.5%	19	0.0%	0	0.0%	0	0.0%	0	16.2%	18	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.2%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.1%	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	8.8%	8
Aldi, London Road, Guildford, GU1 1YT	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Hook, RG27 9DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.4%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Addlestone, KT15 1SG	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Co-op, Farnborough Road, Farnham, GU9 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.3%	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	2.6%	2
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.8%	6	0.0%	0	24.3%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.2%	1	1.2%	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
Co-op, Rectory Row, Easthampstead, RG12 7BN	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	1.8%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, St Johns Road, Woking, GU21 7SE	1.7%	13	10.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Knaphill, GU21 2AW	0.9%	7	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woburn Avenue, Farnborough, GU14 7EF	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	12
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.2%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Aldershot Town Centre, GU11 1JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Ascot Town Centre, SL5 7HE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Bagshot Village Centre, GU19 5EQ	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Local shops, Hook Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre, RG27 9DG												
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre, SL1 1PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Local shops, Windlesham Village Centre, GU20 6BN	0.1%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Nisa, Sunwood Drive, Sherfield on Loddon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG27 0BF												
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.8%	6	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.4%	3	1.4%	2	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	4
Spar, Chertsey Road, Chobham, GU24 8PQ	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	15
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	1.0%	8	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU17 0LL												
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	1.7%	13	0.0%	0	0.0%	0	5.1%	6	1.0%	1	3.2%	5
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.8%	6	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Waitrose, Chapel Street, Marlow SL7 1DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.4%	10	0.0%	0	20.5%	5	0.0%	0	5.2%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Sheen Road, Richmond, TW9 1AE	0.6%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	5
Internet / delivered	1.2%	9	2.0%	2	2.3%	1	0.0%	0	0.0%	0	0.6%	1
Weighted base:	749	120	22	24	113	60	171	29	26	58	35	90
Sample:	737	80	78	69	77	72	86	65	77	38	33	62

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q05 Where else do you do your household's top-up food shopping?																								
<i>Not Don't do and not Don't know at Q04 AND Ex. Nulls</i>																								
Aldi, London Road, Camberley	1.0%	3	0.0%	0	3.3%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Asda, Lion Retail Park, Oriental Road, Woking	3.1%	10	15.1%	8	0.0%	0	11.6%	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
Asda, West Meade, Farnborough	3.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	13.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.1%	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	0.0%	0
Budgens, High Street, Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	4.6%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	12	0.0%	0	3.8%	1
Co-op, High Street, Horsell, Woking	2.2%	7	12.2%	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
Co-op, High Street, Knaphill	2.1%	6	10.8%	6	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.4%	1	0.0%	0	12.0%	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
Co-op, Upper College Ride, Camberley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	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	4.4%	1	0.0%	0
Lidl, High Street, Crowthorne	2.2%	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	11.4%	3	0.0%	0	11.5%	4
Lidl, London Road, Camberley, Blackwater	0.4%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.3%	1	0.0%	0	0.0%	0	10.2%	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
Marks & Spencer, Fleet Road, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.7%	5	0.0%	0	0.0%	0	0.0%	0	6.6%	3	2.4%	1	0.0%	0	2.4%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0
Marks & Spencer,	0.3%	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	3.8%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.8%	3	2.9%	2	0.0%	0	3.8%	0	0.0%	0	2.4%	1
Morrisons, Summit Avenue, Farnborough	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Morrisons, The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Morrisons, Wooschill Shopping Centre, Wokingham	1.7%	5	0.0%	0	0.0%	0	0.0%	9.5%	4	0.0%	0	0.0%
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	2.2%	7	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.7%	2	0.0%	0	1.9%	0	0.0%	0	3.1%	1	2.4%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.8%	3	0.0%	0	1.9%	0	0.0%	0	1.8%	1	6.7%	2
Sainsbury's, Cambridge Walk, Camberley	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9
Sainsbury's, King Street Lane, Winnersh	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.2%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	2.4%	0
Sainsbury's, Queensmead, Farnborough	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7
Sainsbury's, Redding Way, Knaphill, Woking	1.3%	4	2.9%	2	5.6%	1	2.1%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Wolsey Walk, Woking	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	1.8%	6	0.0%	0	0.0%	0	0.0%	0	13.1%	6	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Tesco Express, Greenwood Road, Crowthorne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Express, High Street,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Yateley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.9%	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	0.0%	0	7.7%	1	21.8%	8
Tesco Extra, Finchampstead Road, Wokingham	0.8%	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	17.6%	2	0.0%	0
Tesco Extra, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.7%	9	0.0%	0	5.7%	1	0.0%	0	14.8%	6	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Tesco, District Shopping Centre, Chineham, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.5%	1	2.6%	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
Waitrose, Bond Way, Bracknell	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Waitrose, Goldsworth Park Centre, Woking	2.0%	6	10.7%	6	0.0%	0	3.8%	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
Waitrose, High Street, Frimley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.3%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	2.2%	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	39.8%	5	3.8%	1
Waitrose, Station Approach, West Byfleet	1.3%	4	5.8%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	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	0.0%	0
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	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	4.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.7%	2	0.0%	0	0.0%	0	20.1%	2	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	3.1%	10	0.0%	0	42.2%	4	18.1%	2	9.5%	4	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	1.4%	4	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, Festival Way, Basingstoke, RG21 7JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Lidl, Gastons Wood, Chineham, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Local shops, Aldershot Town Centre, GU11 1JW	1.5%	5	0.0%	0	0.0%	0	0.0%	0	15.4%	4	1.3%	1
Local shops, Ascot Town Centre, SL5 7HE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horsell Village Centre, GU21 4SS	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	0.3%	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	0.0%	0	0.0%	0	2.1%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	1.4%	5	8.1%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.1%	0	0.0%	0	3.7%	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
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	0.4%	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	0.0%	0	8.7%	1	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.1%	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	0.0%	0
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	0.2%	1	0.0%	0	0.0%	0	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
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	0.2%	1	0.0%	0	0.0%	0	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
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.2%	1	0.0%	0	0.0%	0	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
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.3%	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	0.0%	0	0.0%	0	2.2%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.8%	2	4.4%	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
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.3%	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	0.0%	0	0.0%	0	2.2%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.4%	1	0.0%	0	0.0%	0	11.4%	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
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.4%	1	0.0%	0	9.4%	1	3.8%	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
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	315	56		9	10	44	24	80	10	9	22	14	37											
Sample:	310	38		32	26	33	28	39	25	31	15	17	26											

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	98.2%	982	99.5%	148	98.3%	30	93.9%	30	97.9%	141	96.1%	96	100.0%	206	91.1%	38	99.0%	37	98.0%	72	97.9%	49	98.9%	137
Furniture and floor coverings	72.7%	727	65.3%	97	65.3%	20	69.5%	22	68.2%	98	51.5%	51	91.7%	189	67.9%	28	84.7%	32	73.3%	54	78.6%	39	70.2%	97
Household textiles and soft furnishings	74.4%	744	68.1%	101	70.6%	21	69.6%	22	74.8%	108	72.6%	72	86.7%	178	69.1%	29	74.5%	28	72.4%	53	70.7%	35	69.4%	96
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	77.2%	773	71.3%	106	91.0%	28	78.2%	25	78.6%	113	80.3%	80	70.5%	145	76.4%	32	86.9%	33	89.4%	66	73.9%	37	78.9%	109
Audio-visual electrical goods such as TVs, computers and cameras	81.3%	814	83.9%	125	86.2%	26	74.1%	23	78.0%	112	79.6%	79	84.0%	173	57.1%	24	84.5%	32	89.6%	66	85.0%	42	80.3%	111
Glassware, china, tableware and kitchen utensils	61.0%	610	60.3%	90	50.5%	15	47.1%	15	63.5%	91	56.9%	57	66.6%	137	43.2%	18	69.0%	26	63.6%	47	63.1%	32	60.1%	83
DIY and decorating goods	78.6%	787	74.0%	110	76.4%	23	80.4%	25	73.4%	106	61.1%	61	91.5%	188	70.1%	29	85.6%	32	77.8%	57	84.8%	42	81.2%	112
Jewellery, watches and clocks	56.1%	561	57.2%	85	49.8%	15	49.7%	16	60.7%	87	41.9%	42	60.3%	124	49.0%	20	56.4%	21	65.9%	48	50.9%	25	55.6%	77
Books, CDs and DVDs	77.5%	776	84.5%	126	73.6%	22	72.7%	23	79.6%	115	77.1%	77	85.1%	175	61.6%	26	72.5%	27	59.1%	43	77.2%	38	75.0%	104
Chemist goods including health and beauty products	87.1%	872	92.6%	138	94.5%	29	82.4%	26	88.0%	127	86.9%	87	83.6%	172	86.9%	36	90.0%	34	76.7%	56	94.0%	47	87.2%	120
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	67.3%	674	70.2%	105	53.2%	16	60.1%	19	71.8%	103	61.2%	61	71.3%	147	54.7%	23	70.0%	26	62.7%	46	62.4%	31	70.2%	97
Garden products, plants and flowers	84.0%	841	71.9%	107	97.2%	29	84.1%	27	82.8%	119	83.0%	83	87.2%	179	86.2%	36	97.0%	37	88.5%	65	86.7%	43	83.8%	116
(Haven't bought any of these goods within the last 10 years)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1001		149		30		32		144		100		206		42		38		73		50		138
Sample:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?																								
<i>Clothes, footwear, fashion goods at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	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		
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.1%	29	1.1%	2	8.2%	2	6.6%	2	8.5%	11	2.5%	2	1.0%	2	4.6%	2	3.0%	1	3.5%	2	2.4%	1	1.2%	2
Marks & Spencer, High Street, Guildford	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	3	1.1%	2	0.6%	0	4.1%	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
Sainsbury's, Ringmead, Bracknell	0.6%	5	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	0.0%	0	3.8%	5
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.8%	8	0.0%	0	2.3%	1	1.4%	0	1.6%	2	4.8%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	3.2%	4
Aldershot Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	7.9%	16	0.0%	0	38.7%	14	0.0%	0	0.0%	0	0.6%	1
Blackwater Town Centre	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%	0
Bracknell Town Centre	10.9%	104	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	28.1%	10	0.0%	0	31.9%	21	15.1%	7	46.1%	62
Camberley Town Centre	11.3%	108	0.0%	0	36.0%	10	8.8%	3	35.2%	47	15.0%	13	16.9%	34	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	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
Crowthorne Village Centre	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	2.5%	2	0.0%	0	0.0%	0
Farnborough Town Centre	3.9%	37	0.0%	0	0.0%	0	0.0%	0	3.7%	5	13.2%	12	9.4%	19	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.5%	71	17.4%	26	2.4%	1	11.6%	3	1.2%	2	14.3%	13	12.3%	25	0.7%	0	0.5%	0	2.5%	2	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	1.0%	10	2.1%	3	2.1%	1	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.1%	11	0.0%	0	0.0%	0	1.5%	0	0.6%	1	0.0%	0	0.0%	0	2.4%	1	4.9%	2	9.3%	6	0.0%	0	0.6%	1
Northampton Town 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	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	5.4%	51	0.0%	0	4.9%	1	0.0%	0	4.0%	5	2.4%	2	2.0%	4	2.5%	1	7.2%	3	4.7%	3	46.2%	23	6.7%	9
Staines-upon-Thames Town Centre	0.2%	2	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	2	1.5%	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	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10								
Windsor Town Centre	1.4%	13	0.0%	0	4.4%	1	0.0%	0	0.0%	0	23.9%	9	0.0%	0	1.3%	1	0.0%	0	1.8%	2
Woking Town Centre	9.2%	88	53.1%	78	1.6%	0	29.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.1%	20	0.0%	0	2.4%	1	2.9%	1	4.1%	5	0.0%	0	3.1%	6	1.2%	0	0.5%	0	8.0%	5
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	1
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	0.6%	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
Asda, West Meade, Farnborough, GU14 7LT	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	1	0.5%	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
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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
John Lewis, Broad Street, Reading, RG1 2BB	0.3%	3	0.0%	0	1.1%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	1	0.6%	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
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	0.6%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.3%	3	1.6%	2	0.6%	0	0.8%	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
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	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	1.2%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	4.4%	6
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.0%	0	0.0%	0	0.6%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.5%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0						
Internet / mail order / delivered	28.6%	273	19.8%	29	24.0%	7	27.2%	8	30.6%	41	30.2%	27	36.5%	74	26.0%	10	22.2%	8	36.4%	24	24.3%	12	24.7%	33
Weighted base:	954	147	29	29	132	89	204	37	37	67	49	135												
Sample:	934	98	93	89	91	88	99	90	94	47	49	96												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.2%	35	1.4%	1	5.1%	1	3.9%	1	14.9%	14	2.3%	2	3.5%	5	9.3%	2	12.3%	3	8.1%	4	1.8%	1	1.7%	2
Marks & Spencer, High Street, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	3	1.6%	2	1.1%	0	2.1%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	2	2.3%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	3.9%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	0.9%	1
Aldershot Town Centre	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	10	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.2%	28	0.0%	0	0.0%	0	7.8%	2	0.8%	1	4.1%	3	13.7%	19	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	11.1%	75	0.8%	1	4.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	22.7%	5	0.0%	0	26.9%	15	44.4%	15	37.4%	34
Camberley Town Centre	12.3%	83	7.1%	7	21.0%	3	7.7%	2	18.8%	17	16.5%	12	19.7%	27	7.5%	2	8.2%	2	9.9%	5	1.8%	1	4.7%	4
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Farnborough Town Centre	2.4%	16	5.8%	6	2.1%	0	1.9%	0	0.8%	1	6.1%	4	2.9%	4	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.9%	4	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	11.2%	75	29.8%	31	13.5%	2	18.2%	4	12.8%	12	12.8%	9	9.7%	13	1.0%	0	8.0%	2	0.0%	0	4.8%	2	0.0%	0
Kingston upon Thames Town Centre	1.3%	9	4.2%	4	2.1%	0	2.1%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.8%	1	1.5%	1
London City Centre	2.3%	16	2.2%	2	1.1%	0	0.0%	0	0.8%	1	6.8%	5	0.0%	0	2.8%	1	1.4%	0	9.6%	5	0.0%	0	1.5%	1
Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	9.5%	64	0.0%	0	1.9%	0	0.0%	0	21.0%	19	0.8%	1	2.9%	4	2.8%	1	5.9%	2	32.8%	18	24.7%	8	12.3%	11
Richmond Town Centre	0.7%	5	4.2%	4	0.0%	0	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
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	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	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	1.9%	13	0.8%	1	3.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	5	0.0%	0	0.0%	0	1.7%	1	6.4%	6
Woking Town Centre	5.2%	35	22.4%	23	12.1%	2	38.5%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	4	0.0%	0
Yeovil Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.9%	13	0.0%	0	1.1%	0	0.0%	0	0.8%	1	0.8%	1	8.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.4%	9	0.0%	0	3.2%	1	0.0%	0	2.5%	2	2.2%	2	1.5%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.6%	2
The Peel Centre, Bracknell	0.9%	6	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	1.7%	1	4.2%	4
Asda, Chalfont Way, Earley, RG6 5TT	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	1.7%	1	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 2DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
College Town Village Centre, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre, RG6 5QX	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	1.7%	1	0.0%	0
Edinburgh City Cnetre, EH2 4AD	0.0%	0	0.0%	0	0.0%	0	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
Gunwharf Quays, Portsmouth, PO1 3TZ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Blackwater, Camberley, GU17 9AP												
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	1
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0
Internet / mail order / delivered	12.4%	84	14.3%	15	24.8%	4	12.7%	3	8.7%	8	9.2%	7
Weighted base:	674	105	16	21	92	71	139	24	25	55	34	91
Sample:	641	68	56	61	65	68	72	58	64	34	34	61

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	1.4%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.2%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
B&Q, Reading Gate Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.1%	7	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldershot Town Centre	2.8%	18	0.0%	0	0.0%	0	9.3%	2	0.0%	0	8.1%	4
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	0	0.0%	0	1.0%	0	1.2%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.3%	2	0.0%	0	10.8%	2	2.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.1%	27	0.0%	0	8.8%	1	0.0%	0	0.9%	1	0.0%	0
Camberley Town Centre	1.7%	11	0.9%	1	5.2%	1	14.0%	2	3.3%	3	3.4%	2
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	2.4%	16	0.0%	0	1.9%	0	0.0%	0	6.6%	6	0.6%	1
Farnborough Town Centre	8.8%	57	8.4%	7	3.9%	1	2.2%	0	15.8%	14	16.3%	8
Farnham Town Centre	0.5%	3	0.0%	0	0.0%	0	1.3%	0	1.8%	2	1.2%	1
Fleet Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
Frimley Town Centre	0.3%	2	0.0%	0	1.0%	0	1.2%	0	0.9%	1	0.0%	0
Guildford Town Centre	3.2%	21	12.1%	11	1.0%	0	15.1%	3	6.3%	6	0.0%	0
Kingston upon Thames Town Centre	0.7%	5	1.8%	2	5.6%	1	0.0%	0	0.0%	0	1.2%	1
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
London City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Reading Town Centre	7.6%	50	0.0%	0	0.0%	0	0.0%	0	3.4%	3	9.1%	4
Sandhurst Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0
Slough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Staines-upon-Thames Town	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.2%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	3.9%	25	21.6%	19	3.1%	1	23.4%	4	0.0%	0	0.0%	1
Wokingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	8.6%	57	6.8%	6	7.9%	1	1.2%	0	15.1%	13	15.9%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.5%	10	5.5%	5	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.7%	11	12.1%	11	1.9%	0	1.3%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	8.6%	56	0.9%	1	4.2%	1	2.5%	0	10.8%	9	9.6%	5
The Meadows, Sandhurst (Camberley)	0.9%	6	0.0%	0	1.1%	0	0.0%	0	4.9%	4	0.0%	0
The Peel Centre, Bracknell	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.0%	6	0.9%	1	3.2%	1	1.3%	0	0.0%	0	6.1%	3
Ash Village Centre, GU12 6LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Ashtead Village Centre, KT21 1AL	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.5%	29	1.9%	2	1.1%	0	0.0%	0	0.9%	1	1.2%	1	4.7%	8	0.0%	0	8.9%	2	9.9%	4	0.0%	0	11.9%	11
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.0%	7	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	5.5%	2	1.6%	1	1.5%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	11.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	2	1.8%	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
Lancaster City Centre, LA1 1RE	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich City Centre, NR1 1EA	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	1.6%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	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	0.0%	0	0.0%	0
South Ruislip Local Centre, HA4 6TP	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	0.0%	0	0.9%	1
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame Town Centre, OX9 2BW	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	1.5%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	0.9%	1
White Waltham Village Centre, SL6 3SG	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	0.0%	0	0.9%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	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	0.0%	0
Winnersh Village Centre, RG41 5DU	0.6%	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	10.3%	4	0.0%	0
Woodley Town Centre, RG5	0.3%	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	4.5%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
4JA												
Internet / mail order / delivered	16.7% 109	18.1% 16	27.7% 5	9.4% 2	14.8% 13	17.2% 8	14.6% 26	19.2% 4	22.5% 6	13.6% 6	11.9% 4	21.3% 20
Weighted base:	656	89	17	18	87	47	178	20	27	45	37	92
Sample:	628	70	63	50	67	53	80	48	68	30	34	65

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09 AND Ex. Nulls</i>												
B&Q, Invincible Road, Farnborough	0.6%	1	0.0%	0	14.4%	1	3.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Homebase (Brookwood) Knaphill, Woking	0.1%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	2.0%	5	0.0%	0	3.5%	0	3.0%	0	6.8%	2	5.7%	1
Sainsbury's, Ringmead, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Aldershot Town Centre	5.1%	12	0.0%	0	2.0%	0	0.0%	0	0.0%	0	22.9%	5
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Ashford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Basingstoke Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Blackwater Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Bracknell Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	1
Camberley Town Centre	1.9%	5	0.0%	0	1.9%	0	0.0%	0	2.3%	1	2.8%	1
Crowthorne Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Farnborough Town Centre	3.3%	8	1.9%	1	2.0%	0	6.0%	0	12.5%	4	10.6%	2
Farnham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Guildford Town Centre	5.5%	13	7.3%	3	5.9%	1	3.0%	0	8.5%	3	0.0%	0
Kingston upon Thames Town Centre	1.0%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.5%	4	3.9%	2	2.0%	0	5.4%	0	4.0%	1	0.0%	0
Reading Town Centre	5.9%	14	2.0%	1	3.5%	0	6.1%	0	2.2%	1	0.0%	0
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Slough Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.4%	1	0.0%	0	5.4%	0	0.0%	0	0.0%	0	7.6%	0
West Byfleet Village Centre	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Woking Town Centre	1.0%	3	3.4%	1	0.0%	0	14.4%	1	0.0%	0	0.0%	0
Wokingham Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	10.5%	25	2.0%	1	16.2%	1	0.0%	0	6.3%	2	5.6%	1	30.5%	16	4.3%	0	10.3%	1	5.5%	1	0.0%	0	7.7%	1
Forbury Retail Park, Reading	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	4.3%	0	1.6%	0	0.0%	0	0.0%	0	4.4%	1
Ladymead Retail Park, Guildford	5.8%	14	31.5%	13	0.0%	0	9.2%	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
Lion Retail Park, Oriental Road, Woking	0.9%	2	3.9%	2	0.0%	0	8.4%	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
Reading Gate Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Solartron Retail Park, Farnborough	1.6%	4	0.0%	0	0.0%	0	3.1%	0	2.3%	1	5.0%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	7.6%	0	1.6%	0	5.5%	1	5.3%	1	0.0%	0
The Peel Centre, Bracknell	0.3%	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	0.0%	0	0.0%	0	4.3%	1
Ash Vale Village Centre, GU12 5JE	2.1%	5	2.0%	1	2.0%	0	0.0%	0	2.3%	1	5.6%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1JT	0.3%	1	2.0%	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
Birmingham City Centre, B1 3HS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	0.3%	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	0.0%	0	2.6%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	0.1%	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	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	0.4%	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	0.0%	0	4.6%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	7.0%	17	0.0%	0	2.0%	0	0.0%	0	14.4%	5	7.8%	2	10.5%	5	0.0%	0	6.1%	1	0.0%	0	16.7%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10		
IKEA, West Quay Road, Southampton, SO15 1GY	0.5%	1	0.0%	0	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	4.3%	1
John Lewis, Broad Street, Reading, RG1 2BB	2.2%	5	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	14.1%	3	4.3%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	1.9%	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	0.0%	0	19.4%	4	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre, OX1 3DZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.6%	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	7.7%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.3%	1	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	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	1.8%	4	10.4%	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	0.0%	0
Winnersh Village Centre, RG41 5DU	0.4%	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	0.0%	0	4.6%	1	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.3%	1	2.0%	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
Woodley Town Centre, RG5 4JA	0.4%	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	5.5%	1	0.0%	0	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.3%	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	0.0%	0	2.6%	1	0.0%	0
Internet / mail order / delivered	15.0%	36	18.2%	8	18.2%	2	32.4%	2	16.7%	6	2.8%	1	9.4%	5	11.9%	1	9.0%	1	35.0%	5	10.6%	2	19.9%	4
Weighted base:	239			42		9		7		34		21		51		6		12		15		23		18
Sample:	266			31		34		24		30		23		24		18		33		13		17		19

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.4%	2	0.9%	1	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	1.8%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	1.8%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	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	1.9%	1	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.4%	29	1.6%	1	19.3%	4	10.9%	2	13.2%	13	2.8%	2	0.0%	0	1.8%	0	1.7%	0	5.0%	2	5.3%	2	2.9%	2
Sainsbury's, King Street Lane, Winnersh	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	1.8%	1	1.9%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	1.8%	2	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	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.0%	0	0.0%	0	1.5%	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
Sainsbury's, South Street, Farnham	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	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
Wickes, Western Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	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
Aldershot Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	2	5.3%	1	36.3%	8	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	6.2%	40	0.0%	0	7.3%	1	0.0%	0	5.2%	5	0.0%	0	0.0%	0	23.0%	6	0.0%	0	5.5%	3	1.9%	1	31.4%	25
Camberley Town Centre	3.8%	25	0.0%	0	17.9%	4	14.0%	3	13.1%	12	2.8%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	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	3.2%	1	0.0%	0	0.0%	0
Farnborough Town Centre	8.4%	55	0.9%	1	1.7%	0	1.2%	0	13.7%	13	11.4%	7	20.0%	34	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.5%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.2%	15	7.5%	7	2.6%	1	4.3%	1	0.0%	0	9.2%	5
Kingston upon Thames Town Centre	0.8%	5	2.7%	2	1.5%	0	2.3%	0	0.0%	0	1.0%	1
London City Centre	0.7%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Reading Town Centre	7.0%	46	0.0%	0	0.9%	0	3.5%	1	3.9%	4	1.0%	1
Sandhurst Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
West Byfleet Village Centre	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	3
Woking Town Centre	5.1%	33	33.4%	31	2.4%	0	12.0%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.5%	29	4.8%	4	2.6%	1	3.2%	1	8.3%	8	11.4%	7
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ladymead Retail Park, Guildford	0.6%	4	1.8%	2	0.0%	0	5.5%	1	0.0%	0	1.8%	1
Lion Retail Park, Oriental Road, Woking	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Solartron Retail Park, Farnborough	4.3%	29	0.0%	0	1.7%	0	0.0%	0	5.2%	5	2.8%	2
The Meadows, Sandhurst (Camberley)	1.1%	8	0.0%	0	1.5%	0	5.5%	1	4.1%	4	1.0%	1
The Peel Centre, Bracknell	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.8%	5	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	3
Ash Vale Village Centre, GU12 5JE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Bristol City Centre, BS1 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Chineham Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
RG24 8TR																								
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	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		
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.9%	12	0.0%	0	1.5%	0	0.0%	0	0.8%	1	6.4%	4	4.4%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0		
Dunelm, Pincents Lane, Reading RG31 7SD	1.1%	7	0.0%	0	0.0%	0	1.2%	0	1.7%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	13.7%	4	1.0%	1
Havant Town Centre, PO9 1ND	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	3.5%	23	1.8%	2	5.5%	1	0.0%	0	0.8%	1	0.0%	0	3.2%	5	0.0%	0	4.1%	1	0.0%	0	1.9%	1	15.4%	12
IKEA, West Quay Road, Southampton, SO15 1GY	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	0.0%	0	1.0%	1
John Lewis, Broad Street, Reading, RG1 2BB	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.0%	12	1.0%	0	6.4%	2	1.8%	1	3.9%	1	2.8%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.0%	7	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	11.3%	3	0.0%	0	3.6%	2	0.0%	0	1.0%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.1%	7	2.7%	2	0.0%	0	2.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.7%	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	14.2%	4	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre, SN8 1NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	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
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	1.9%	1	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	4	3.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.7%
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1
Homebase (Brookwood) Knaphill, Woking	0.3%	1	1.7%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.5%	13	1.7%	1	9.6%	1	0.0%	0	3.4%	2	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.7%	5	9.0%	4	0.0%	0	8.9%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.7%	8	0.0%	0	0.0%	0	0.0%	0	15.7%	7	2.0%	1
Tesco Extra, Wellington Avenue, Aldershot	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Tesco Extra, Whitton Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Basingstoke Town Centre	2.6%	8	0.0%	0	0.0%	0	0.0%	0	9.0%	4	3.5%	1
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bracknell Town Centre	7.2%	21	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Camberley Town Centre	5.4%	16	1.7%	1	27.7%	2	0.0%	0	11.3%	5	2.0%	1
Farnborough Town Centre	5.7%	17	0.0%	0	9.6%	1	3.3%	0	1.7%	1	11.6%	3
Farnham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Guildford Town Centre	5.3%	16	17.4%	8	5.9%	0	21.8%	2	7.6%	4	2.0%	1
Kingston upon Thames Town Centre	0.8%	2	0.0%	0	0.0%	0	3.3%	0	1.7%	1	3.5%	1
London City Centre	0.7%	2	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Reading Town Centre	4.4%	13	0.0%	0	5.8%	0	0.0%	0	1.7%	1	2.0%	1
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.5%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.5%	1	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking Town Centre	4.4%	13	21.7%	11	5.8%	0	27.1%	2	0.0%	0	0.0%	0
Wokingham Town Centre	2.3%	7	12.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.7%
Brighton Hill Retail Park, Basingstoke	1.2%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	5.2%	15	0.0%	0	5.9%	0	0.0%	0	3.0%	1	16.3%	5
Ladymead Retail Park, Guildford	1.2%	4	3.0%	1	0.0%	0	5.7%	0	0.0%	0	2.7%	2
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Solartron Retail Park, Farnborough	3.2%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	6	0.0%	0	15.5%	1	0.0%	0	1.7%	1	7.6%	2
The Peel Centre, Bracknell	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	1.2%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	4.2%	0	0.0%	0	0.0%	0	1.5%	1
Dunelm, Pincents Lane, Reading RG31 7SD	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Godalming Town Centre, GU7 1EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
High Wycombe Town Centre, HP11 2DQ	0.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.3%	13	0.0%	0	2.1%	0	0.0%	0	9.0%	4	2.0%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.1%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	5.5%	1	4.2%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.8%	2	3.0%	1	0.0%	0	5.7%	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.4%	1	0.0%	0	3.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	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
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	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
WestQuay Shopping Centre, Southampton, SO15 1QA	1.4%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	14.7%	43	22.1%	11	2.1%	0	6.4%	0	7.6%	4	27.9%	8	4.6%	3	19.3%	2	10.3%	1	33.6%	6	46.7%	5	7.9%	3
Weighted base:	292	49	8	7	46	29	66	8	12	18	11	38												
Sample:	304	31	31	20	36	33	33	27	28	16	12	37												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																								
<i>Domestic electrical appliances at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.6%	4	4.2%	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		
Costco Wholesale, Green Park, Reading	0.0%	0	0.0%	0	0.7%	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		
Currys, Brighton Hill Retail Park, Basingstoke	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0	0.0%	0	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	11.9%	88	0.0%	0	7.0%	2	6.2%	1	11.3%	12	34.0%	27	30.7%	44	0.0%	0	9.0%	3	0.0%	0	0.0%	0		
Currys, Lion Retail Park, Woking	2.4%	18	11.0%	11	1.3%	0	24.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	1.7%	1	0.0%	0		
Currys, The Peel Centre, Bracknell	5.3%	39	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	21.5%	6	0.0%	0	2.4%	1	1.7%	1	27.5%	30
Currys, Westgate Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	1	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.7%	0	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
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Addlestone Town Centre	0.1%	1	0.0%	0	0.7%	0	1.7%	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
Aldershot Town Centre	0.9%	7	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.9%	14	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	3.7%	2	0.0%	0	6.5%	7
Camberley Town Centre	0.7%	5	0.0%	0	2.1%	1	0.0%	0	2.8%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	3.3%	25	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.9%	0	0.0%	0	24.3%	15	1.7%	1	2.8%	3
Farnborough Town Centre	2.5%	18	0.0%	0	6.7%	2	0.0%	0	7.8%	8	1.5%	1	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	7	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Guildford Town Centre	0.6%	5	0.8%	1	0.7%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingston upon Thames Town Centre	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Knaphill Village Centre	1.1%	9	3.7%	4	1.4%	0	18.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
London City Centre	0.7%	5	5.0%	5	0.7%	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		
Reading Town Centre	3.7%	28	0.0%	0	0.7%	0	1.0%	0	1.5%	2	0.0%	0	0.7%	1	3.9%	1	0.6%	0	10.9%	7	16.9%	6	9.8%	10
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.2%	1	0.0%	0	6.0%	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
Woking Town Centre	1.3%	10	7.3%	8	0.7%	0	6.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	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	3.3%	1	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.6%	34	0.0%	0	11.8%	3	0.0%	0	12.8%	13	11.0%	9	5.9%	8	1.5%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.6%	4	2.3%	2	0.0%	0	5.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.4%	10	9.5%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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	1.7%	1	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.7%	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
The Meadows, Sandhurst (Camberley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell Asda, West Meade, Farnborough, GU14 7LT	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	9
Cardiff City Centre, CF10 2DX	0.0%	0	0.0%	0	0.7%	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
Costco, Templer Avenue, Farnborough, GU14 6FE	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	0.0%	0	0.7%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.4%	3	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Southampton, SO15 1GY												
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.7%	13	0.0%	0	1.3%	0	0.0%	0	0.7%	1	0.7%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.8%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.9%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.6%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	42.3%	314	38.9%	41	51.2%	12	30.1%	7	46.5%	48	38.8%	30
Weighted base:	741	104	24	23	103	78	143	29	31	62	36	107
Sample:	749	79	79	67	74	79	79	70	72	39	33	78

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13 AND Ex. Nulls</i>												
B&Q, Reading Gate Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Currys, Farnborough Gate Retail Park, Farnborough	7.8%	21	0.0%	0	13.1%	1	0.0%	0	11.9%	4	38.7%	11
Currys, Lion Retail Park, Woking	3.7%	10	16.1%	9	2.0%	0	4.1%	0	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	6.1%	16	0.0%	0	3.5%	0	0.0%	0	2.4%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	4
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	1	1.4%	1	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Addlestone Town Centre	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Basingstoke Town Centre	2.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	7
Bracknell Town Centre	1.7%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	1.5%	4	0.0%	0	22.8%	2	3.6%	0	4.8%	2	0.0%	0
Crowthorne Village Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Farnborough Town Centre	2.9%	8	7.8%	4	5.5%	0	0.0%	0	2.4%	1	2.0%	1
Fleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Guildford Town Centre	2.0%	5	1.4%	1	2.0%	0	0.0%	0	4.2%	1	8.9%	3
Kingston upon Thames Town Centre	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.6%	7	11.8%	7	0.0%	0	2.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	2.6%	7	0.0%	0	0.0%	0	0.0%	0	6.6%	2	1.9%	1
Staines-upon-Thames Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.5%	1	1.4%	1	2.0%	0	2.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.6%	12	0.0%	0	0.0%	0	2.1%	0	4.2%	1	5.4%	2
Ladymead Retail Park, Guildford	3.0%	8	10.7%	6	0.0%	0	16.9%	2	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	1.1%	3	2.9%	2	0.0%	0	10.9%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	2.4%	6	0.0%	0	4.0%	0	0.0%	0	2.4%	1	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.8%	5	5.8%	3	0.0%	0	4.1%	0	0.0%	0	2.2%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	4.9%	13	0.0%	0	12.7%	1	0.0%	0	17.7%	6	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.9%	2	1.5%	1	0.0%	0	0.0%	0	1.9%	1	2.2%	1
Reigate Town Centre, RH2 9AY	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.0%	3	0.0%	0	0.0%	0	15.1%	2	0.0%	0	2.2%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	32.9%	87	29.7%	17	30.3%	3	35.2%	4	36.3%	12	19.4%	6
Weighted base:	264	56	9	11	32	30	45	5	10	12	11	42
Sample:	250	39	29	23	26	23	22	16	22	9	13	28

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06 AND Ex. Nulls</i>																								
Costco Wholesale, Green Park, Reading	0.4%	3	0.0%	0	0.0%	0	7.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
Currys, Brighton Hill Retail Park, Basingstoke	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.2%	1	0.7%	1		
Currys, Farnborough Gate Retail Park, Farnborough	13.8%	107	0.0%	0	7.2%	2	7.8%	2	32.0%	32	32.2%	25	23.7%	40	0.0%	0	5.1%	2	7.2%	4	0.0%	0	0.0%	
Currys, Lion Retail Park, Woking	3.1%	24	15.4%	18	1.5%	0	22.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0		
Currys, The Peel Centre, Bracknell	4.2%	33	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	4	0.0%	0	6.3%	4	1.6%	1	21.7%	23
Currys, Westgate Retail Park, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, King Street Lane, Winnersh	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	1.3%	1	1.6%	1	0.0%	
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	2	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	0.0%	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.6%	1	2.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldershot Town Centre	0.6%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Basingstoke Town Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.0%	10	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.7%	
Bracknell Town Centre	2.4%	18	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	5.0%	3	4.5%	2	11.5%	
Camberley Town Centre	1.6%	12	0.0%	0	11.9%	3	1.0%	0	2.9%	3	4.7%	4	0.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	
Crowthorne Village Centre	1.1%	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	13.6%	8	0.0%	0	0.0%	
Farnborough Town Centre	1.3%	10	0.0%	0	5.4%	1	0.0%	0	1.6%	2	0.7%	1	3.8%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.8%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	
Frimley Town Centre	0.0%	0	0.0%	0	0.7%	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%	
Guildford Town Centre	2.1%	16	7.0%	8	2.8%	1	2.8%	1	0.0%	0	7.6%	6	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	0.4%	3	2.1%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Knaphill Village Centre	0.1%	1	0.0%	0	0.0%	0	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%	
London City Centre	0.7%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Reading Town Centre	4.5%	35	0.0%	0	10.1%	2	2.0%	0	1.6%	2	0.7%	1	1.2%	2	2.0%	0	3.2%	1	9.1%	6	19.6%	7	12.6%	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Weybridge Town Centre	0.9%	7	4.4%	5	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	0
Woking Town Centre	1.8%	14	10.4%	12	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Farnborough Gate Retail Park, Farnborough	4.5%	35	0.0%	0	3.5%	1	0.0%	0	11.1%	11	8.3%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ladymead Retail Park, Guildford	1.2%	9	6.3%	7	0.7%	0	6.9%	2	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.5%	3	2.8%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
The Meadows, Sandhurst (Camberley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
The Peel Centre, Bracknell	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.6%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.8%	14	7.5%	9	1.3%	0	2.8%	1	0.0%	0	2.8%	2
Datchet Village Centre, SL3 9EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Eton Town Centre, SL4 6AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	3.0%	23	0.0%	0	2.2%	1	0.0%	0	9.5%	9	0.0%	0	0.0%	0	1.1%	0	4.6%	1	1.3%	1	16.4%	6	4.1%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.9%	7	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.3%	2	0.0%	0	1.3%	1	1.6%	1	2.0%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	3	0.7%	1	0.0%	0	1.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	1.3%	0	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	1.6%	1	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Internet / mail order / delivered	34.4%	266	31.2%	37	47.0%	11	33.0%	7	30.0%	30	26.5%	21	42.3%	72	31.6%	7	28.0%	8	40.3%	25	31.9%	12	32.6%	35
Weighted base:	772		118		24		22		99		79		171		22		30		62		37		109	
Sample:	732		83		75		61		78		74		77		56		74		42		37		75	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15 AND Ex. Nulls</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	6.3%	17	0.0%	0	12.0%	1	0.0%	0	12.4%	3	3.6%	1
Currys, Lion Retail Park, Woking	2.7%	7	9.5%	6	9.6%	1	8.9%	1	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	2.1%	6	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.9%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.0%	1
Bagshot Town Centre	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	2.3%	6	0.0%	0	13.2%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	1.7%	4	0.0%	0	1.8%	0	0.0%	0	0.0%	0	14.9%	4
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	2	3.7%	2
Fleet Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Guildford Town Centre	0.9%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	7.6%	2
Kingston upon Thames Town Centre	0.8%	2	1.4%	1	0.0%	0	0.0%	0	3.3%	1	2.0%	1
London City Centre	1.5%	4	2.5%	1	0.0%	0	2.4%	0	0.0%	0	2.0%	1
Reading Town Centre	4.4%	12	0.0%	0	1.8%	0	0.0%	0	3.3%	1	2.0%	1
Richmond Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	3.3%	9	11.8%	7	1.8%	0	17.5%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.3%	19	0.0%	0	8.5%	1	0.0%	0	18.2%	4	9.2%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	2.0%	5	5.3%	3	0.0%	0	17.9%	2	0.0%	0	2.0%	1
Lion Retail Park, Oriental Road, Woking	5.5%	15	24.8%	14	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.1%	3	0.0%	0	0.0%	0	2.4%	0	0.0%	0	3.2%	2
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.7%	5	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimmed Hill Lane, Bracknell, RG12 1EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Internet / mail order / delivered	40.8% 108	36.5% 21	41.5% 4	39.6% 4	46.5% 11	41.0% 12	34.8% 19	20.3% 1	25.9% 3	67.2% 15	38.3% 6	46.5% 14
Weighted base:	265	58	10	9	24	29	55	5	11	22	15	30
Sample:	258	36	30	26	21	27	29	14	24	13	15	23

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?																								
<i>Glassware, china, tableware, kitchen utensils at Q06 AND Ex. Nulls</i>																								
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1										
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homebase, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.2%	33	1.8%	2	4.9%	1	0.0%	0	20.6%	18	4.3%	2	6.5%	7	4.2%	1	1.8%	0	2.6%	1	1.9%	1	1.2%	1
Marks & Spencer, Broad Street, Reading	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	1.9%	1	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.9%	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	2.6%	1	12.1%	4	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.8%	9	7.7%	7	2.5%	0	15.6%	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
Sainsbury's, Ringmead, Bracknell	1.0%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	4	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.9%	20	0.0%	0	3.4%	0	0.0%	0	17.9%	16	2.7%	1	0.0%	0	0.0%	0	7.5%	2	5.2%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.3%	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	2.3%	2
Aldershot Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	1.1%	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	8.6%	6
Bagshot Town Centre	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	0.0%	0	0.0%	0
Basingstoke Town Centre	3.5%	18	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	7.4%	8	0.0%	0	37.7%	8	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	6.5%	34	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	2.6%	1	5.7%	2	41.9%	29
Brookwood Village Centre	0.0%	0	0.0%	0	0.0%	0	1.7%	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
Camberley Town Centre	3.9%	20	0.9%	1	25.7%	4	4.7%	1	12.6%	11	0.0%	0	1.8%	2	2.7%	0	0.9%	0	2.6%	1	0.0%	0	1.2%	1
Farnborough Town Centre	4.1%	22	0.9%	1	0.0%	0	0.0%	0	2.7%	2	2.7%	1	14.2%	16	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	1.6%	8	2.8%	2	1.2%	0	13.3%	2	0.9%	1	6.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.4%	2	0.9%	1	3.4%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.5%	39	0.0%	0	3.4%	0	3.5%	0	2.5%	2	1.5%	1
Staines-upon-Thames Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	10.2%	53	55.8%	49	3.4%	0	29.1%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.7%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	5.8%	2
Slough Estate Retail Park, Bath Road, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.0%	5	0.0%	0	1.2%	0	0.0%	0	1.8%	2	1.5%	1
The Peel Centre, Bracknell	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.6%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.1%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.5%	7
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.6%	3	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
IKEA, Pincent's Kiln Industrial Park, Theale, Reading, RG31 7SD	9.0%	47	5.9%	5	2.5%	0	0.0%	0	7.5%	7	3.1%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	3.0%	16	0.0%	0	1.2%	0	0.0%	0	1.8%	2	0.0%	0	5.6%	6	0.0%	0	5.9%	1	4.6%	1	8.6%	3	3.2%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.9%	5	0.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.6%	1	0.0%	0	2.1%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.9%	5	2.6%	2	2.2%	0	0.0%	0	0.9%	1	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	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	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.4%	2	1.8%	2	0.0%	0	1.7%	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
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	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	3.2%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	1.9%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	3.9%	21	0.0%	0	0.0%	0	12.7%	2	8.2%	7	14.5%	5	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre, TA1 4AJU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	3.4%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.0%	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	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	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
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.3%	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	0.0%	0	0.0%	0	2.1%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
OHD																								
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0												
Internet / mail order / delivered	12.7%	67	10.3%	9	20.4%	3	12.9%	2	19.2%	17	17.1%	6	16.5%	19	33.4%	5	14.7%	3	0.0%	0	1.9%	1	2.3%	2
Weighted base:	525	88	14	13	87	38	115	16	22	32	32	68												
Sample:	496	60	50	35	59	41	58	41	56	24	25	47												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17 AND Ex. Nulls</i>												
B&Q, Invincible Road, Farnborough	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.0%	12	0.0%	0	12.7%	1	25.1%	2	8.6%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	2	4.8%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tesco Extra, The Meadows, Marshall Road, Sandhurst	8.3%	20	2.4%	1	10.1%	1	0.0%	0	21.3%	7	3.6%	1
Tesco Extra, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Tesco Extra, Whitton Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Basingstoke Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bracknell Town Centre	7.8%	19	0.0%	0	2.7%	0	0.0%	0	2.3%	1	0.0%	0
Camberley Town Centre	2.8%	7	0.0%	0	7.4%	0	22.1%	2	2.3%	1	6.3%	1
Farnborough Town Centre	1.6%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Fleet Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0
Guildford Town Centre	8.6%	21	36.8%	13	7.4%	0	13.6%	1	10.3%	4	9.8%	2
Kingston upon Thames Town Centre	0.5%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	1.5%	1
London City Centre	0.3%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	4.6%	0
Reading Town Centre	6.7%	16	0.0%	0	0.0%	0	3.0%	0	4.6%	2	3.6%	1
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Southampton City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.3%	11	24.2%	8	5.3%	0	27.3%	2	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.5%	4	0.0%	0	2.7%	0	0.0%	0	0.0%	0	9.8%	2
Solartron Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Peel Centre, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.9%	2	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre, RH4 1UX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.4%	1	0.0%	0	4.7%	0	0.0%	0	0.0%	0	3.5%	1
High Wycombe Town Centre, HP11 2DQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	7.1%	17	0.0%	0	14.4%	1	0.0%	0	2.3%	1	9.8%	2
IKEA, West Quay Road, Southampton, SO15 1GY	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5
John Lewis, Basing View, Basingstoke, RG21 4BF	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	4
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Oxford City Centre, OX1 3DZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	3.1%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.3%	1	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	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.6%	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	4.7%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.3%	1	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	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.3%	1	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	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	2.7%	7	0.0%	0	0.0%	0	0.0%	0	19.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	18.7%	46	19.9%	7	29.8%	2	0.0%	0	22.5%	8	9.8%	2	14.2%	9	8.1%	0	17.5%	2	43.6%	10	30.6%	3	9.9%	3
Weighted base:	246		34		6		7		34		16		67		5		12		22		10		30	
Sample:	220		25		22		14		25		18		30		15		31		13		8		19	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	35.0%	263	0.0%	0	47.3%	10	5.8%	1	58.6%	59	70.1%	39
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.3%	17	13.1%	14	0.0%	0	9.7%	2	0.0%	0	1.1%	1
B&Q, Lister Road, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.3%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	5.9%	45	29.6%	32	9.5%	2	42.8%	10	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	2.0%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	8
Homebase, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	10.1%	76	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.2%	9	1.3%	1	0.9%	0	0.9%	0	2.1%	2	4.1%	2
Wickes, Millenium Court, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.5%	33	0.0%	0	2.4%	0	0.0%	0	0.8%	1	0.0%	0
Aldershot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.2%	39	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.1%	1	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	2	0.0%	0	2.4%	0	2.5%	1	0.8%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnborough Town Centre	4.5%	34	0.0%	0	7.6%	2	0.9%	0	9.3%	9	3.9%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Sandhurst Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	11.1%	11	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Windlesham Village Centre	0.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.6%	12	10.3%	11	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.9%	7	0.0%	0	9.6%	2	0.0%	0	2.9%	3	2.1%	1
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.2%	2	1.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.2%	2	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines, TW18 3AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	2	0.0%	0	7.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	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	0.0%	0	0.0%
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	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	0.0%	0	0.0%	0	0.0%
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.3%	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	5.6%	2	0.0%	0	0.0%
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherfield on Loddon Town Centre, RG27 0EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	0.1%	1	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	0.0%	0	0.0%
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	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%
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	0.8%	1	0.0%
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	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	0.0%	0	0.0%
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	0.7%	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	0.0%	0	0.0%	0	0.0%
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.2%	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	0.0%	0	21.7%	9	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.7%	36	27.9%	31	1.7%	0	20.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	4.2%	31	3.6%	4	1.5%	0	0.9%	0	9.0%	9	0.0%	0	6.3%	12	9.9%	3	5.8%	2	0.0%	0	0.0%	0	1.5%	2
Weighted base:	753	109		20	24	101	56	186	25	31	55	41	105											
Sample:	721	73		67	70	76	68	88	60	72	39	35	73											

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q20 Where else do you do your household's shopping for DIT & decorating goods?																								
<i>Not DK / varies at Q19 AND Ex. Nulls</i>																								
B&Q, Bath Road Retail Park, Slough	1.0%	3	0.0%	0	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	12.4%	43	14.5%	10	5.8%	0	6.9%	1	35.9%	16	14.2%	3	10.1%	7	13.5%	2	15.2%	2	0.0%	0	0.0%	0	3.4%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	3.8%	13	15.6%	11	2.9%	0	10.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	5.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	7.7%	2	44.0%	10	12.9%	5
Homebase (Brookwood) Knaphill, Woking	4.5%	16	12.9%	9	24.8%	1	32.1%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	1.2%	4	4.6%	3	0.0%	0	3.4%	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
Homebase, Farnham Retail Park, Guildford Road, Farnham	4.0%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	11.3%	3	15.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	2.7%	1	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	9.2%	32	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	11.8%	2	0.0%	0	40.3%	12	4.8%	1	29.9%	12
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	0	0.0%	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%	0
Sainsbury's, Ringmead, Bracknell	0.1%	0	0.0%	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%	0
Wickes, Invincible Road, Farnborough	9.7%	34	0.0%	0	19.7%	1	4.8%	1	3.5%	2	56.2%	14	24.0%	16	2.9%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	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	2.7%	1	0.0%	0
Wickes, Western Road, Bracknell	8.3%	29	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	34.6%	5	0.0%	0	5.5%	2	2.7%	1	44.7%	19
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	14.5%	3	3.4%	1
Camberley Town Centre	0.9%	3	0.0%	0	0.0%	0	1.7%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.3%	5	0.0%	0	2.9%	0	0.0%	0	1.7%	1	2.3%	1	4.1%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	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
Fleet Town Centre	4.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	14	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	1.7%	6	8.1%	6	0.0%	0	1.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	2.6%	9	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.3%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.3%	5	4.3%	3	13.9%	1	4.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Ladymead Retail Park, Guildford	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.8%	3	0.0%	0	5.2%	0	0.0%	0	5.3%	2	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?																								
<i>Jewellery, watches, clocks at Q06 AND Ex. Nulls</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	2.5%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	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
Aldershot Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	1.6%	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
Basingstoke Town Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.7%	4	0.0%	0	26.6%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	10.7%	52	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	20.1%	4	0.0%	0	23.4%	9	2.5%	1	58.4%	37
Camberley Town Centre	11.8%	57	1.0%	1	42.4%	5	0.0%	0	40.1%	32	20.7%	6	12.1%	12	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.5%	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	17.6%	7	0.0%	0	0.0%	0
Farnborough Town Centre	5.6%	27	0.0%	0	2.8%	0	0.0%	0	0.0%	0	5.6%	2	24.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	2.9%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.9%	6	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.7%	23	9.5%	8	5.9%	1	9.7%	1	2.9%	2	27.9%	8	2.0%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	0.0%	0	0.0%	0	3.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Knaphill Village Centre	1.1%	5	5.4%	4	0.0%	0	6.3%	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
Leatherhead Town Centre	1.2%	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	9.4%	6
Lightwater Town Centre	0.9%	4	0.0%	0	13.3%	1	12.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	4.1%	20	6.4%	5	3.1%	0	6.8%	1	1.0%	1	5.6%	2	1.0%	1	18.1%	3	3.7%	1	13.4%	5	2.5%	1	0.0%	0
Reading Town Centre	7.0%	34	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	8.2%	8	2.7%	0	7.3%	1	21.8%	9	40.9%	10	5.7%	4
Southampton City Centre	0.2%	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
Staines-upon-Thames Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Woking Town Centre	9.0%	43	49.9%	40	1.6%	0	20.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.5%	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	21.0%	5	3.8%	2	0.0%	2
Yateley Town Centre	0.2%	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	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.0%	0	0.0%	0	1.6%	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
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.9%	4	3.0%	2	0.0%	0	12.5%	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
The Meadows, Sandhurst (Camberley)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.3%	2	0.0%	0	0.0%	0	12.5%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU21 2QT												
Ashbourne Town Centre, DE6 1DA	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Glastonbury Town Centre, BA6 9EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	3
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	2.4%	0
Henley-in-Arden Town Centre, B95 5BY	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	2	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	2.5%
Maidenhead Town Centre, SL6 1LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marlow Town Centre, SL7 1DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Montrose Town Centre, DD10 8DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Norwich City Centre, NR1 1EA	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0
Oxted Town Centre, RH8 0BD	0.9%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
St Ives Town Centre, TR26 1DB	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0
Internet / mail order / delivered	26.4%	127	17.4%	14	27.7%	3	13.0%	2	39.4%	32	21.9%	6
Weighted base:	482	81	11	13	81	28	103	18	20	40	24	63
Sample:	443	51	37	34	57	39	50	41	45	23	20	46

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																							
<i>Not DK / varies at Q21 AND Ex. Nulls</i>																							
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.5%	1	0.0%	0	5.4%	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	
Aldershot Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	3.7%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	6.4%	3	0.0%	0	39.7%	3	0.0%	0	0.0%	0	
Bracknell Town Centre	3.2%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1	0.0%	0	7.7%	1	24.9%	2	7.8%
Camberley Town Centre	9.5%	19	0.0%	0	17.6%	1	24.3%	2	8.7%	3	3.9%	1	14.7%	6	3.3%	0	0.0%	0	54.2%	6	0.0%	0	0.0%
Farnborough Town Centre	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	24.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Fleet Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	7.7%	15	15.2%	6	22.5%	1	12.4%	1	3.8%	1	32.4%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.4%	1	2.1%	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	0.0%
Knaphill Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%
Lightwater Town Centre	0.2%	0	0.0%	0	8.4%	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%
London City Centre	2.9%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	2	3.8%	1	2.3%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	6.8%
Reading Town Centre	12.0%	24	0.0%	0	0.0%	0	0.0%	0	18.2%	7	3.9%	1	2.3%	1	3.3%	0	27.3%	2	15.3%	2	66.1%	4	36.4%
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	3.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.7%	1	3.7%	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	0.0%	0	0.0%
Windsor Town Centre	2.2%	4	0.0%	0	22.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	2	0.0%	0	7.7%	1	0.0%	0	0.0%
Woking Town Centre	14.6%	29	49.7%	19	14.5%	1	12.3%	1	0.0%	0	3.8%	1	17.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	0.8%	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	15.2%	2	0.0%	0	0.0%
Birmingham City Centre, B1 3HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre, BH2 5LR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brighton City Centre, BN1 1RE	0.5%	1	0.0%	0	0.0%	0	5.8%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre, BS1 2NU	0.5%	1	0.0%	0	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%
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.4%	1	2.1%	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	0.0%
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.4%	1	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	0.0%
Hartley Wintney Village Centre, RG27 8PE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%
Hayes Town Centre, UB3 2PB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	0.2%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Broad Street,	2.9%	6	0.0%	0	0.0%	0	0.0%	0	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	22.4%	45	25.3%	10	3.1%	0	33.4%	2	25.9%	9	15.3%	2	21.7%	9	12.4%	1	14.9%	1	0.0%	0	9.0%	1	42.2%	9
Weighted base:	199	39	6	7	36	15	44	8	7	11	7	21												
Sample:	172	22	17	13	25	18	21	15	15	8	6	12												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06 AND Ex. Nulls</i>												
Sainsbury's, King Street Lane, Winnersh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	2	0.7%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.4%	17	0.0%	0	3.7%	1	0.0%	0	9.8%	11	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Tesco Extra, Whitton Road, Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	5
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Ashford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Bracknell Town Centre	2.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	3.9%	29	0.0%	0	20.1%	4	0.0%	0	7.8%	9	3.6%	3
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	6.0%	44	0.0%	0	0.0%	0	0.0%	0	0.7%	1	10.0%	8
Farnham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	2
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Frimley Town Centre	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0
Guildford Town Centre	1.1%	8	0.7%	1	0.8%	0	3.8%	1	0.0%	0	7.9%	6
Knaphill Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Reading Town Centre	1.9%	14	0.0%	0	0.0%	0	1.0%	0	0.7%	1	0.0%	0
Sandhurst Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2
Woking Town Centre	3.6%	27	21.5%	24	0.0%	0	10.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.7%	5	0.0%	0	1.4%	0	0.0%	0	4.4%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	0.7%	1	0.0%	0	7.5%	2	0.0%	0	0.0%	0
Asda, Lavender Hill, Battersea, London, SW11 1JG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Birmingham City Centre, B1 3HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Burpham Village Centre, BN18 9RJ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
High Wycombe Town Centre, HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Station, Lambeth, London, SE1 8SW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Internet / mail order / delivered	66.3%	488	73.5%	83	72.4%	16	67.3%	15	69.5%	78	64.1%	49
Weighted base:	736		113		22		22		113		76	
Sample:	712		79		76		65		76		68	
											165	
											79	
											24	
											27	
											40	
											35	
											23	
											65.1%	64
												98
												72

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23 AND Ex. Nulls</i>												
Sainsbury's, Redding Way, Knaphill, Woking	1.3%	4	3.5%	2	0.0%	0	37.5%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.4%	9	0.0%	0	7.5%	1	0.0%	0	21.6%	8	1.7%	1
Tesco Extra, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, Whitton Road, Bracknell	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	6
Basingstoke Town Centre	3.0%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.6%	6
Bracknell Town Centre	13.0%	36	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Camberley Town Centre	13.6%	37	0.0%	0	35.6%	2	0.0%	0	30.5%	12	3.5%	1
Crowthorne Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.0%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.3%	3
Farnham Town Centre	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	9
Fleet Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Frimley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Guildford Town Centre	9.2%	25	25.1%	12	5.0%	0	18.5%	1	14.9%	6	15.9%	5
London City Centre	0.1%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Reading Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Sandhurst Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Staines-upon-Thames Town Centre	0.5%	1	1.7%	1	4.9%	0	4.1%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.8%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	1
Woking Town Centre	9.5%	26	51.3%	24	2.5%	0	27.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Yateley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.3%	1	1.7%	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	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	0	0.0%	0	0.0%	0	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.3%	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	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
Southampton Airport, Southampton, SO18 2NL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre, TW11 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	4.5%	1	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	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	4.5%	1	0.0%	0
Internet / mail order / delivered	18.9%	52	8.6%	4	41.9%	3	4.1%	0	11.6%	4	7.0%	2	36.1%	22	27.5%	2	22.1%	2	17.2%	1	17.0%	2	18.1%	8
Weighted base:	275		48		7		5		38		33		61		9		9		5		13		46	
Sample:	259		35		27		15		27		25		30		22		28		5		14		31	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?												
<i>Chemist goods, health and beauty products at Q06 AND Ex. Nulls</i>												
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.5%	13	5.4%	7	3.9%	1	17.5%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.5%	13	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.0%	34	0.0%	0	5.7%	2	0.0%	0	20.4%	25	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	9
Tesco Extra, Whitton Road, Bracknell	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	4.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	22
Ascot Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	11
Bagshot Town Centre	0.2%	2	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Blackwater Town Centre	0.2%	2	0.0%	0	0.6%	0	0.0%	0	1.3%	2	0.0%	0
Bracknell Town Centre	7.9%	67	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.7%	6	4.4%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Camberley Town Centre	5.7%	49	0.0%	0	12.3%	3	2.5%	1	30.8%	38	6.9%	6
Chobham Village Centre	0.3%	3	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0
Crowthorne Village Centre	2.9%	25	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0
Farnborough Town Centre	7.3%	62	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.6%	3
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Fleet Town Centre	5.1%	43	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Frimley Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	4	4.4%	3
Guildford Town Centre	0.5%	4	1.2%	2	0.6%	0	0.9%	0	0.6%	1	2.0%	2
Knaphill Village Centre	1.2%	10	5.4%	7	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Lightwater Town Centre	1.4%	12	0.0%	0	39.1%	11	4.9%	1	0.0%	0	0.0%	0
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Reading Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sandhurst Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0
Staines-upon-Thames Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.9%	8	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.4%	3	0.0%	0	11.6%	3	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	11.3%	96	63.0%	86	4.6%	1	30.5%	8	0.0%	0	0.0%	1
Wokingham Town Centre	2.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	7
Yateley Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Farnborough Gate Retail Park, Farnborough	1.5%	12	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.5%	4
The Meadows, Sandhurst (Camberley)	1.1%	9	0.0%	0	0.0%	0	0.9%	0	1.3%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Ash Vale Village Centre, GU12 5JE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Binfield Village Centre, RG42 4JF	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Finchampstead Village Centre, RG40 3TS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hartley Wintney Village Centre, RG27 8PE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hook Town Centre, RG27 9DG	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	0.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Yateley, GU46 6FR												
West End Village Centre, GU24 9LH	0.4%	3	0.6%	1	0.0%	0	10.2%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	8.7%	73	8.9%	12	7.4%	2	2.5%	1	5.8%	7	6.8%	5
Weighted base:	847	137	28	25	124	80	171	36	34	55	46	111
Sample:	849	87	88	76	87	84	90	81	87	40	44	85

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25 AND Ex. Nulls</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	3	0.0%	0	2.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	2.5%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.0%	4	2.6%	2	0.0%	0	23.4%	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
Sainsbury's, Ringmead, Bracknell	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	1	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.1%	12	0.0%	0	2.5%	0	0.0%	0	12.0%	7	7.4%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.9%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	4.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0	0.0%	0	0.0%	0	33.1%	13
Aldershot Town Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	1	0.0%	0	3.7%	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	0.0%	0
Basingstoke Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	23.2%	5	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	6.2%	24	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	6.9%	1	0.0%	0	42.4%	11	5.0%	1	21.5%	9
Camberley Town Centre	8.3%	32	0.0%	0	59.7%	8	2.2%	0	26.1%	16	9.0%	3	2.8%	2	2.5%	0	0.9%	0	3.2%	1	0.0%	0	2.0%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	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
Egham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.1%	16	0.0%	0	2.2%	0	0.0%	0	1.2%	1	18.4%	7	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.5%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	12.9%	9	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.7%	19	15.4%	10	7.8%	1	8.7%	1	0.0%	0	17.7%	7	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.9%	7	10.8%	7	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	1.7%	7	0.0%	0	6.6%	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	14.8%	6
Lightwater Town Centre	0.3%	1	0.0%	0	3.4%	0	6.1%	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
London City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Reading Town Centre	2.4%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.2%	0	10.2%	2	11.8%	3	2.5%	1	4.0%	2
Richmond Town Centre	1.6%	6	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2
Woking Town Centre	4.5%	18	21.8%	14	0.0%	0	29.4%	3	0.0%	0	0.0%	0
Wokingham Town Centre	4.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Yateley Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.4%	29	1.3%	1	2.5%	0	0.0%	0	14.8%	9	3.1%	1
Lion Retail Park, Oriental Road, Woking	1.1%	4	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Church Crookham Village Centre, GU52 6LH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Darby Green Village Centre, GU17 0DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Frimley Green Village Centre, GU16 6LA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Goldsworth Local Centre, GU21 3RW	1.1%	4	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2
Hook Town Centre, RG27 9DG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3
Horsell Village Centre, GU21 4SS	2.2%	9	13.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.8%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sheerwater Local Centre, GU21 5QS	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	1.5%	6	0.0%	0	0.0%	0	0.0%	0	9.3%	6	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.3%	1	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3
Internet / mail order / delivered	4.9%	19	8.4%	5	4.6%	1	8.2%	1	6.0%	4	5.8%	2
Weighted base:	392	63	14	10	61	37	73	20	22	27	24	40
Sample:	395	34	41	33	50	42	32	43	51	20	20	29

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	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	0.0%	0	0.9%	1
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	1	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	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.6%	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	12.5%	4	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	0.0%	0	0.0%	0	6.4%	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
Sainsbury's, Ringmead, Bracknell	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	1.6%	1
Sainsbury's, South Street, Farnham	0.1%	1	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	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	0.8%	1	0.0%	0	1.3%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.7%	11	0.0%	0	1.9%	0	0.0%	0	3.3%	3	1.1%	1	4.8%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.4%	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	2.6%	2
Aldershot Town Centre	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.6%	4	0.0%	0	6.3%	1	1.3%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	20.6%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.9%	24	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	16.9%	3	0.0%	0	0.0%	0	2.0%	1	21.8%	20
Camberley Town Centre	4.6%	29	0.0%	0	14.5%	2	3.6%	1	17.5%	17	11.6%	6	0.8%	1	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Egham Town Centre	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	0.0%	0	0.0%	0
Farnborough Town Centre	13.5%	83	0.0%	0	1.1%	0	11.8%	2	20.2%	19	7.3%	4	43.8%	58	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.9%	10	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.8%	17	5.9%	6	2.2%	0	1.3%	0	1.6%	2	11.2%	6	1.3%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	2.6%	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
Lightwater Town Centre	0.2%	1	0.0%	0	7.0%	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
London City Centre	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	0.0%	0	0.0%	0
Reading Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	3.7%	1	6.4%	2	11.3%	3	1.8%	2
Sandhurst Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.0%	0	0.0%	0	0.0%	0	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
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.3%	2	0.0%	0	11.2%	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
Windsor Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	8.0%	49	43.8%	45	1.1%	0	21.8%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	5.9%	2	0.0%	2	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	4.8%	6	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	2.8%	17	16.4%	17	0.0%	0	2.6%	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
Reading Gate Retail Park, Reading	0.3%	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	5.4%	2	0.0%	2	0.0%	0
Solartron Retail Park, Farnborough	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	11
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Asda, Chalfont Way, Earley, RG6 5TT	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	2.0%	1	0.0%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	0.4%	2	0.0%	0	12.0%	2	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%	0
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue,	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	0.0%	0	0.9%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	0.9%	1
Hook Town Centre, RG27 9DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	1.6%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	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
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.8%	1	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
Maidenhead Town Centre, SL6 1LB	0.0%	0	0.0%	0	0.0%	0	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	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	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	1.4%	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	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	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	3.8%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.7%	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	4.7%	4
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	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	1.6%	1
Pets at Home,	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	2.2%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	0.0%	0	0.9%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.0%	0	0.0%	0	0.0%	0	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
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre, PO8 8RY	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	2.2%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	0.7%	4	4.3%	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	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	35.2%	219	24.2%	25	31.2%	5	41.3%	7	37.3%	35	23.3%	12	19.8%	26	56.9%	11	33.2%	9	67.3%	26	59.1%	18	48.6%	44
Internet / mail order / delivered																								
Weighted base:	621	102		16		17		95		52		133		20		26		39		31		90		
Sample:	559	62		46		48		69		50		68		44		60		27		27		58		

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Not DK / varies at Q27 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	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		
B&Q, Reading Gate Retail Park, Reading	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	4.7%	1	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	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		
Sainsbury's, King Street Lane, Winnersh	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	4.7%	1	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	2	3.8%	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		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	0	0.0%	0	0.0%	0	6.3%	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	2.8%	7	0.0%	0	0.0%	0	0.0%	0	11.4%	4	2.1%	1	0.0%	0	0.0%	0	1.4%	0	8.7%	1	0.0%	0	2.9%	1
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.3%	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	0.0%	0	0.0%	0	2.9%	1
Aldershot Town Centre	4.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	19.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.9%	2	0.0%	0	9.3%	1	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.4%	2	0.0%	0	19.3%	3	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	9.9%	26	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	26.3%	2	0.0%	0	67.7%	11	13.0%	2	34.2%	9
Camberley Town Centre	7.1%	18	0.0%	0	25.1%	2	26.4%	2	22.3%	8	19.5%	5	1.7%	1	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Farnborough Town Centre	7.1%	18	0.0%	0	2.5%	0	0.0%	0	5.9%	2	11.4%	3	19.4%	11	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	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
Fleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.2%	6	3.4%	1	9.9%	1	9.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	3.6%	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
Reading Town Centre	6.9%	18	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	4.7%	3	0.0%	0	10.3%	1	8.7%	1	29.9%	4	21.2%	6
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	7.2%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	0	0.0%	0	0.0%	0	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
Windlesham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Woking Town Centre	3.7%	10	18.8%	8	2.5%	0	22.5%	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
Wokingham Town Centre	0.5%	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	4.7%	1	2.9%	1	0.0%	0
Yateley Town Centre	0.3%	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
Farnborough Gate Retail Park, Farnborough	1.5%	4	0.0%	0	5.0%	0	0.0%	0	0.0%	0	5.9%	2	1.7%	1	5.1%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park,	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	2.8%	7	16.1%	7	0.0%	0	7.2%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	6	0.0%	0	0.0%	0	0.0%	0	15.6%	6	0.0%	0
The Peel Centre, Bracknell	0.7%	2	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Ash Vale Village Centre, GU12 5JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Hook Town Centre, RG27 9DG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.5%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco, Station Road, Hook, RG27 9JE	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Waitrose, Goldsworth Park Centre, Woking, GU21 3LG	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Horsley Village Centre, KT214 6BG	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	23.9%	62	54.1%	23	36.5%	3	9.9%	1	22.0%	8	25.9%	7
Weighted base:	259	43	7	6	37	27	59	9	14	17	13	28
Sample:	241	26	23	17	29	26	29	19	28	10	11	23

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06 AND Ex. Nulls</i>																								
B&Q, Invincible Road, Farnborough	12.8%	99	0.0%	0	7.2%	2	2.5%	1	12.0%	13	25.6%	18	37.7%	63	0.0%	0	4.5%	1	1.4%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2	12.0%	5	1.5%	2
Homebase (Brookwood) Knaphill, Woking	2.9%	23	17.2%	18	0.0%	0	18.5%	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
Homebase, Europa Park Road, Guildford	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.4%	26	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	0.0%	0	7.2%	4	1.4%	1	16.4%	18
Sainsbury's, King Street Lane, Winnersh	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, Ringmead, Bracknell	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	0.0%	0	0.7%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	1.5%	2
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.7%	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	4.0%	2	3.3%	4
Aldershot Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.9%	15	0.0%	0	7.3%	2	1.6%	0	4.2%	4	0.0%	0	3.8%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.7%	1
Bracknell Town Centre	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	5.4%	3	5.4%	2	16.6%	18
Camberley Town Centre	0.5%	4	0.0%	0	0.6%	0	0.0%	0	2.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	2	0.0%	0	0.0%	0	6.7%	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
Crowthorne Village Centre	0.9%	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	11.3%	7	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford Town Centre	0.3%	2	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	2.8%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sunninghill Village Centre	0.2%	1	0.8%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	0
Windlesham Village Centre	0.3%	3	0.0%	0	5.4%	1	0.0%	0	0.0%	0	3.8%	1
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.6%	20	18.2%	19	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Ladymead Retail Park, Guildford	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Asda, West Meade, Farnborough, GU14 7LT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	2.1%	16	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	0.8%	7	0.0%	0	3.1%	1	1.8%	0	1.3%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	22.5%	175	8.7%	9	70.4%	19	41.4%	10	42.0%	45	16.3%	12
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	0.8%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Newton Abbot Town Centre, TQ12 2DT	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.2%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	13.0%	4	1.1%	0	0.0%	0	2.5%	1	9.9%	11
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	6.1%	47	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.2%	2	23.0%	38	0.0%	0	19.0%	6	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.8%	38	0.8%	1	0.0%	0	1.8%	0	0.0%	0	21.5%	15	12.2%	20	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	1.8%	14	10.9%	11	0.0%	0	7.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	1.6%	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
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.8%	6	4.2%	4	0.0%	0	6.6%	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
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley, GU16 7JD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Waltham Village Centre, SL6 3SG	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	1.4%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Winnersh, Reading, RG41 5TU												
Wrecclesham Village Centre, GU10 4PY	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	3.7%	29	17.6%	18	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	1.5%	12	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Wyevale Garden Centre, Winchester Road, North Waltham, Basingstoke, RG25 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Internet / mail order / delivered	3.7%	29	5.3%	6	1.3%	0	0.9%	0	6.8%	7	0.0%	0
Weighted base:	776	105	27	25	108	72	167	30	32	62	41	108
Sample:	813	79	88	74	80	79	89	77	82	42	41	82

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29 AND Ex. Nulls</i>												
B&Q, Bath Road Retail Park, Slough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	4.8%	14	0.0%	0	0.0%	0	2.7%	0	17.5%	7	12.2%	4
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B&Q, Reading Gate Retail Park, Reading	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	2.1%	6	7.2%	4	3.1%	0	24.3%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.9%	1
Tesco Extra, Whitton Road, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Wickes, Invincible Road, Farnborough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	10.0%	3
Wickes, Western Road, Bracknell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bagshot Town Centre	2.5%	7	0.0%	0	3.1%	0	2.6%	0	0.0%	0	11.9%	4
Basingstoke Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.9%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	6
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Fleet Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Reading Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.1%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Woking Town Centre	1.5%	4	5.7%	3	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Wokingham Town Centre	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Lion Retail Park, Oriental Road, Woking	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
The Meadows, Sandhurst (Camberley)	0.1%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	1
Alton Town Centre, GU34 1BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Arborfield Village Centre, RG2 9HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Badshot Lea Village Centre, GU9 9LU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.8%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	3.1%	0	0.0%	0	2.1%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	1.4%	4	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.1%	0	0.0%	0	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%	0	0.0%	0
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	1	7.7%	1	0.0%	0	1.5%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	3.4%	10	0.0%	0	20.8%	1	0.0%	0	13.3%	5	3.3%	1	0.0%	0	20.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	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
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.2%	1	0.0%	0	0.0%	0	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
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	23.0%	69	25.9%	15	21.0%	1	23.7%	2	24.9%	9	20.4%	6	24.7%	10	21.1%	3	6.1%	1	12.0%	2	2.8%	1	33.8%	18
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	4.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	3	0.0%	0	4.3%	1	0.0%	0	17.7%	9
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	2.7%	8	0.0%	0	0.0%	0	2.6%	0	4.2%	2	0.0%	0	9.6%	4	0.0%	0	17.0%	2	4.4%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	0.1%	0	0.0%	0	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%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.1%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	18.3%	6	13.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	4.8%	14	22.6%	13	3.1%	0	14.7%	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
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.5%	2	1.4%	1	3.1%	0	7.3%	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
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	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
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	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	0.0%	0	0.0%	0	1.5%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.4%	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	0.0%	0	5.1%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	3.1%	0	2.7%	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.3%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.3%	1	1.4%	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	0.0%	0	0.0%	0
World of Water Aquatic	0.1%	0	0.0%	0	0.0%	0	4.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB																								
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	5.4%	16	21.7%	12	0.0%	0	2.7%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	4.3%	1	0.0%	0	3.0%	2
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	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	2.9%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.3%	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	0.0%	0	0.0%	0	1.5%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	2.3%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	23.3%	4	0.0%	0	2.6%	1
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	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	0.0%	0	8.7%	2	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / delivered	2.4%	7	1.4%	1	16.6%	1	0.0%	0	2.1%	1	3.8%	1	2.4%	1	4.6%	1	0.0%	0	0.0%	0	5.1%	1	1.5%	1
Weighted base:	299		57		6		8		37		31		42		15		9		19		21		54	
Sample:	327		42		25		26		26		35		31		37		31		12		21		41	

Q31 Do you take part in any of the following leisure activities? [MR/PR]

Cinema	70.8%	709	73.7%	110	62.4%	19	45.6%	14	78.2%	113	57.0%	57	81.2%	167	49.3%	20	59.2%	22	73.2%	54	62.0%	31	73.4%	101
Bingo	2.1%	21	3.9%	6	5.4%	2	0.7%	0	1.5%	2	1.6%	2	1.8%	4	1.8%	1	1.5%	1	1.1%	1	1.2%	1	2.2%	3
Gym / health & fitness club	27.0%	270	35.5%	53	25.1%	8	26.4%	8	18.4%	27	22.5%	22	24.8%	51	14.5%	6	38.9%	15	21.5%	16	29.0%	14	36.3%	50
Ten-pin bowling	25.2%	252	31.6%	47	29.0%	9	11.5%	4	29.0%	42	24.5%	24	27.4%	56	10.4%	4	12.6%	5	32.4%	24	13.4%	7	21.8%	30
Restaurants	83.5%	835	84.3%	125	81.0%	25	76.2%	24	83.3%	120	80.5%	80	81.5%	168	82.0%	34	66.6%	25	87.1%	64	95.2%	48	89.0%	123
Pubs / clubs	58.6%	587	67.0%	100	56.2%	17	61.9%	20	54.7%	79	41.2%	41	68.2%	140	39.4%	16	52.8%	20	64.8%	48	76.0%	38	49.6%	68
Art / cultural activities (theatres / galleries and museums etc.)	48.9%	489	67.4%	100	39.2%	12	51.0%	16	47.2%	68	52.9%	53	43.0%	88	52.2%	22	38.3%	14	45.8%	34	55.4%	28	39.4%	54
(None of these)	6.6%	66	2.7%	4	15.6%	5	8.1%	3	4.5%	6	6.1%	6	6.0%	12	11.2%	5	18.7%	7	11.8%	9	4.8%	2	4.8%	7
Weighted base:	1001		149		30		32		144		100		206		42		38		73		50		138	
Sample:	1001		100		100		100		100		100		101		100		100		50		50		100	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema?																								
<i>Cinema at Q31 AND Ex. Nulls</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	10.9%	76	0.0%	0	0.0%	0	1.6%	0	0.0%	0	58.3%	33	23.5%	39	0.0%	0	6.6%	1	0.0%	0	0.0%	0	2.4%	2
Odeon, Bedford Road, Guildford, GU1 4SJ	2.4%	17	14.3%	16	0.0%	0	6.2%	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
Odeon, King Street, Maidenhead, SL6 1DY	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	1.1%	8	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.7%	89	0.0%	0	6.0%	1	1.6%	0	14.7%	16	0.0%	0	0.0%	0	55.6%	11	0.0%	0	36.2%	19	2.0%	1	39.7%	40
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.5%	73	1.5%	2	0.0%	0	0.0%	0	5.8%	7	1.0%	1	0.0%	0	1.2%	0	3.9%	1	41.2%	22	90.0%	27	14.5%	14
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	20.3%	142	1.5%	2	8.4%	2	1.6%	0	21.3%	24	30.7%	18	57.6%	96	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.0%	1	0.8%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.4%	3	0.8%	1	0.9%	0	2.8%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	20.1%	140	8.5%	9	80.2%	15	25.3%	4	58.2%	65	8.9%	5	16.5%	27	16.5%	3	17.1%	3	12.7%	7	0.0%	0	1.4%	1
Ambassadors Cinema, The Peacocks Centre, Woking	12.1%	85	71.9%	78	2.7%	1	40.4%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Cineworld, Eagle Way, Bracknell, RG12 1BG	6.3%	44	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	9.9%	5	4.0%	1	35.3%	35
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.0%	0	0.0%	0	0.0%	0	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
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.2%	1	0.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Vue, Festival Way, Basingstoke, RG21 7BB	1.5%	10	0.0%	0	0.0%	0	1.6%	0	0.0%	0	47.7%	9
Vue, Station Road, Addlestone, KT15 2BD	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Weighted base:	700	109	19	14	112	57	166	20	19	54	30	100
Sample:	596	64	53	45	69	54	79	48	54	33	29	68

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q33 Where do you go most regularly to play bingo?																								
<i>Bingo at Q31 AND Ex. Nulls</i>																								
BJ's Bingo, Gillette Way, Reading RG2 0BS	4.9%	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	0.0%	0	0.0%	0	36.3%	1
Buzz Bingo, Bath Road, Slough, SL1 3UA	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	28.9%	5	75.2%	4	21.4%	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
Buzz Bingo, High Street, Aldershot, GU11 1DJ	26.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	73.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chavey Down Local Centre, SL5 8RH	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre, GU14 0JP	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	3.7%	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	100.0%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	8.8%	1	24.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	7.8%	1	0.0%	0	78.6%	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
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	8.6%	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	63.7%	1
Weighted base:	16	6		2		0		0		2		4		0		0		0		1		2		2
Sample:	16	2		3		0		0		2		3		2		1		0		1		1		2

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31 AND Ex. Nulls</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	1.9%	5	0.0%	0	17.5%	1	0.0%	0	9.6%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	14.9%	2	42.3%	4	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.5%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	1	2.7%	1	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	0.8%	2	1.8%	1	0.0%	0	7.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	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	5.9%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	6.7%	16	0.0%	0	23.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	26.1%	13
The Gym, Queensmead, Farnborough, GU14 7RT	3.6%	9	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	0.3%	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	0.0%	0	6.0%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	20.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	6.9%	16	28.6%	13	18.1%	1	21.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.3%	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	6.5%	3
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	3.4%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	1	25.5%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	8.0%	19	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	18
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.1%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charters School, Charters Road, Sunningdale, SL5 9QY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.1%	0	0.0%	0	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
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.2%	0	0.0%	0	0.0%	0	5.7%	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
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	1.9%	5	0.0%	0	0.0%	0	2.9%	0	5.7%	1	0.0%	0	0.0%	0	25.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.3%	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	7.3%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	2.4%	6	11.3%	5	0.0%	0	5.7%	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
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.5%	1	0.0%	0	0.0%	0	15.2%	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
Frimley Town Centre, GU16 7AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	3.3%	8	0.0%	0	0.0%	0	0.0%	0	32.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	47.6%	7	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.4%	1	0.0%	0	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	0.0%	0
Lightwater Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	1.4%	3	1.8%	1	7.4%	1	27.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell Health Club, Bagshot Road, Bracknell,	0.7%	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	3.2%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	0.9%	2	0.0%	0	4.8%	0	0.0%	0	3.2%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.2%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	8.2%	19	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	1.0%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	3.2%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	4.4%	10	21.6%	10	0.0%	0	5.8%	0	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Sunningdale Village Hall, Sunningdale, Ascot, SL5 0NH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Coppid Beach, John Nike Way, Bracknell, RG12 8TF	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Hampshire Court Hotel, Centre Drive, Chineham, Basingstoke, RG24 8FY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Park Health Club, Titchener Park, Hook, RG27 9EH	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The River Bourne Club, Heriot Road, Chertsey, KT16 9DR	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Runnymede on Thames Hotel & Spa, Windsor Road, Egham, TW20 0AG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The UNIT Gym, Lynchford Road, Farnborough, GU14 6HF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Vyne Centre for Community, Broadway, Knaphill, Woking, GU21 2SP	1.8%	4	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Village Hotel, Pinehurst Road, Farnborough, GU14 7BF	0.3%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	2.7%	1											
Wellington Health & Fitness Club, Dukes Ride, Crowthorne, RG45 7PT	2.2%	5	0.0%	0	4.3%	0	0.0%	0	3.2%	1	0.0%	0											
Winston Sports Centre, Hermitage Road, Woking, GU21 8TL	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Woking Sportsbox, Egley Road, Woking, GU22 0AF	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Wokingham Town Centre, RG40 2BB	3.0%	7	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Woodcote Park, Epsom. KT18 7EN	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0											
Weighted base:	238		46		7		8		24		21		42		6		14		11		10		49
Sample:	226		27		17		21		21		23		17		17		29		12		11		31

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31 AND Ex. Nulls</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	26.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.8%	17	80.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	69.1%	3	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	20.8%	49	0.0%	0	3.6%	0	0.0%	0	23.0%	9	0.0%	0	0.0%	0	89.9%	4	0.0%	0	30.5%	7	9.0%	1	100.0%	28
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	26.9%	64	17.4%	7	83.7%	7	58.2%	2	75.1%	30	16.9%	4	14.5%	8	10.1%	0	26.7%	1	19.5%	4	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	11.8%	28	66.9%	26	2.0%	0	27.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.8%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	50.0%	11	91.0%	6	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	3.5%	8	15.7%	6	0.0%	0	13.9%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.4%	1	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	238	39		9		9		3		40		23		56		4		5		23		7		28
Sample:	158	18		18		8		18		20		25		10		10		10		10		6		15

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q36 Where do you go most regularly to eat out at restaurants?																								
<i>Restaurants at Q31 AND Ex. Nulls</i>																								
Aldershot Town Centre	4.7%	34	1.4%	2	0.0%	0	0.0%	0	0.0%	0	23.4%	14	13.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	1.7%	12	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	9	0.0%	0	0.0%	0	2.2%	2		
Ashford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	1.2%	8	0.0%	0	12.5%	3	3.7%	1	1.5%	2	0.9%	1	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	2
Basingstoke Town Centre	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.5%	7	0.0%	0	27.5%	6	0.0%	0	0.0%	0	0.7%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknell Town Centre	18.5%	132	0.7%	1	1.6%	0	0.0%	0	11.5%	12	0.0%	0	0.0%	0	16.8%	4	0.0%	0	36.8%	20	5.3%	2	83.5%	93
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	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
Camberley Town Centre	17.2%	123	5.1%	6	31.1%	7	9.1%	2	66.9%	71	20.2%	12	17.8%	24	1.8%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.9%	7	0.0%	0	5.9%	1	21.3%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.0%	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	13.2%	7	0.0%	0	0.0%	0
Egham Town Centre	0.3%	2	1.2%	1	1.4%	0	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
Farnborough Town Centre	4.5%	32	0.0%	0	0.8%	0	1.2%	0	0.0%	0	7.0%	4	19.3%	26	1.8%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	3	6.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	18.6%	25	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.9%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	6.4%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.8%	34	12.1%	14	0.8%	0	9.0%	2	0.7%	1	3.8%	2	10.1%	14	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.5%	11	8.1%	10	0.0%	0	4.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.2%	1	0.0%	0	5.4%	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	0.0%	0
London City Centre	4.8%	34	5.8%	7	13.2%	3	2.4%	0	0.7%	1	9.0%	5	0.7%	1	3.8%	1	5.1%	1	21.2%	11	3.9%	2	1.3%	1
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.8%	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
Reading Town Centre	1.2%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.9%	0	1.6%	1	10.3%	4	0.7%	1
Sandhurst Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Sunninghill Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	1.4%	1	1.3%	1
West Byfleet Village Centre	0.3%	2	1.4%	2	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	0.0%	0
Windsor Village Centre	0.8%	5	0.0%	0	19.2%	4	2.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Woking Town Centre	11.1%	79	54.5%	64	0.0%	0	27.5%	5	5.4%	6	4.6%	3	0.0%	0	1.0%	0	1.7%	0	1.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	7.0%	50	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	8.8%	2	21.2%	11	70.7%	30	4.1%	5
Yateley Town Centre	0.5%	3	0.0%	0	0.0%	0	1.2%	0	2.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	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	1.6%	1	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.4%	3	0.0%	0	0.0%	0	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
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
HU17 8AP												
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Eversley Village Centre, RG27 0PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3
Horsell Village Centre, GU21 4SS	0.7%	5	3.7%	4	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mytchett Village Centre, GU16 6AA	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
ME9 0LL												
Newport City Centre, NP20 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Odiham Town Centre, RG29 1LP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ottershaw Village Centre, KT16 0HL	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Pirbright Village Centre, GU24 0DA	0.3%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	2.6%	2
Pyrford Village Centre, GU22 8SU	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Swallowfield Villgae Centre, RG7 1QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Twyford Village Centre, RG10 9EU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.2%	1	0.0%	0	1.4%	0	5.6%	1	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Winchfield Village Centre, RG27 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	714	118	22	18	106	61	136	24	21	54	43	111
Sample:	697	75	71	61	70	66	69	64	62	38	43	78

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31 AND Ex. Nulls</i>												
Addlestone Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.9%	5	0.0%	0	18.3%	3	0.0%	0	1.1%	1	0.0%	0
Basingstoke Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Blackwater Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Bracknell Town Centre	8.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Camberley Town Centre	6.3%	31	0.0%	0	13.5%	2	0.0%	0	19.4%	14	12.4%	4
Chobham Village Centre	1.0%	5	0.0%	0	2.1%	0	19.9%	3	2.0%	1	0.0%	0
Crowthorne Village Centre	4.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	7.4%	37	0.0%	0	1.2%	0	0.0%	0	0.0%	0	35.0%	37
Farncombe Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Farnham Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Fleet Town Centre	5.0%	25	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.7%	1
Frimley Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Guildford Town Centre	3.4%	17	5.4%	5	0.0%	0	2.9%	0	1.1%	1	8.9%	3
Knaphill Village Centre	2.9%	14	12.9%	12	0.0%	0	10.7%	2	0.0%	0	0.0%	0
Lightwater Town Centre	0.5%	3	0.0%	0	16.0%	2	1.5%	0	0.0%	0	0.0%	0
London City Centre	2.3%	11	1.7%	2	8.9%	1	1.4%	0	0.0%	0	1.0%	1
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Reading Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sandhurst Town Centre	5.5%	27	0.0%	0	0.0%	0	0.0%	0	37.9%	27	1.7%	1
Sunninghill Village Centre	0.8%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsesham Village Centre	1.3%	6	0.0%	0	29.5%	4	0.0%	0	3.1%	2	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	13.8%	68	57.1%	55	1.2%	0	44.2%	7	8.2%	6	1.7%	1
Wokingham Town Centre	5.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.8%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	13	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	9
Ash Village Centre, GU12 6LF	1.1%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.6%	4
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dogmersfield Village Centre, RG27 8TD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Eversley Village Centre, RG27 0PL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Hartley Wintney Village Centre, RG27 8PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Heatherside Local Centre, GU15 1AX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	2.8%	14	14.2%	14	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pirbright Village Centre, GU24 0DA	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
West End Village Centre,	0.4%	2	0.0%	0	3.3%	0	8.3%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GU24 9LH																								
Winchester City Centre, SO23 9LQ	0.2%	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
Winchfield Village Centre, RG27 8BF	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%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.8%	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	13.6%	4	0.0%	0
Weighted base:	494	96	14	15	70	35	104	15	14	43	28	59												
Sample:	465	60	50	41	46	38	54	30	44	25	29	48												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31 AND Ex. Nulls</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	1.5%	7	0.0%	0	4.1%	0	0.0%	0	4.7%	3	2.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	62.4%	274	51.7%	47	72.6%	8	21.1%	3	57.5%	38	66.6%	33	75.6%	57	53.4%	11	76.2%	10	64.7%	17	74.6%	20	66.9%	30
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.9%	4	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	12.1%	3	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.9%	13	11.7%	11	0.0%	0	2.8%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.0%	5	0.9%	1	1.5%	0	3.1%	0	2.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	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	0.0%	0	0.0%	0
Aldershot Town Centre, GU11 1TW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	1.4%	6	6.6%	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	0.0%	0
Chichester City Centre, PO19 1YH	0.1%	0	0.0%	0	0.0%	0	1.5%	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
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	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%	0
Dorking Town Centre, RH4 1UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G Live, London Road, Guildford, GU1 2AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre, GU1 3AJ	0.2%	1	0.9%	1	0.0%	0	1.5%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
New Victoria Theatre, The	16.6%	73	25.8%	24	21.8%	3	68.5%	10	18.6%	12	18.8%	9	5.4%	4	13.6%	3	3.1%	0	19.8%	5	0.0%	0	6.7%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ambassadors, The Peacocks Centre, Woking																								
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4										
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0										
Pirbright Village Centre, GU24 0DA	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.4%	2										
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0										
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	8.5%	4								
St Ives Town Centre, TR26 1DB	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Stratford-upon-Avon Town Centre, CV37 6JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0						
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	17.9%	2	0.0%	0	1.8%	1				
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
The Mill, Sonning Eye, Reading, RG4 6TY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Theatre Royal, Thames Street, Windsor, SL4 1PS	3.1%	13	0.0%	0	0.0%	0	0.0%	0	9.8%	7	0.0%	0	0.0%	0	20.5%	4	0.0%	0	0.0%	0	2.2%	1	4.9%	2
West End Centre, Queens Road, Aldershot, GU11 3JD	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	439		92		12		14		66		50		75		20		13		27		27		45	
Sample:	441		59		39		43		49		49		38		47		43		19		22		33	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1												
Q39 How often do you visit Camberley town centre?												
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.9%	9	0.0%	0	4.9%	1	1.4%	0	3.1%	4	1.2%	1
Several times a week	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Once a week	5.0%	50	0.5%	1	17.1%	5	6.4%	2	19.6%	28	9.4%	9
Once a fortnight	7.6%	76	0.0%	0	22.6%	7	2.1%	1	19.1%	27	7.0%	7
Once every 3 weeks	1.8%	18	4.1%	6	1.2%	0	0.0%	0	1.6%	2	0.6%	1
Once a month	12.7%	127	4.6%	7	22.1%	7	12.7%	4	16.2%	23	14.8%	15
Less often	33.0%	331	21.2%	32	7.7%	2	20.4%	6	32.7%	47	32.2%	32
Never	36.8%	368	69.1%	103	19.0%	6	56.3%	18	6.1%	9	33.3%	33
(Don't know / varies)	0.6%	6	0.6%	1	5.4%	2	0.7%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>17.91</i>		<i>5.71</i>		<i>30.15</i>		<i>16.45</i>		<i>25.62</i>		<i>21.54</i>	
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	28.9%	183	21.5%	10	28.6%	7	17.0%	2	23.0%	31	15.9%	11	45.9%	82	13.3%	3	26.0%	4	25.6%	12	39.9%	6	21.3%	14
Chemist / pharmacy	1.0%	6	0.0%	0	1.9%	0	0.0%	0	2.7%	4	2.6%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	6.2%	39	0.0%	0	2.0%	0	0.0%	0	7.3%	10	6.3%	4	10.0%	18	2.4%	0	1.2%	0	0.0%	0	0.0%	0	8.7%	6
Eating (e.g. cafés, restaurants, public houses)	17.7%	112	1.8%	1	7.8%	2	12.1%	2	14.2%	19	23.5%	16	21.0%	38	16.1%	3	14.2%	2	23.6%	11	0.0%	0	26.9%	18
Entertainment (e.g. cinema, bingo, bowling)	16.3%	103	29.7%	14	17.6%	4	16.9%	2	14.8%	20	11.4%	8	15.2%	27	23.4%	5	28.2%	5	12.5%	6	3.9%	1	17.6%	12
Everything	2.2%	14	0.0%	0	5.5%	1	11.9%	2	2.2%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Financial services (e.g. bank, building societies)	4.5%	28	0.0%	0	17.7%	4	4.8%	1	12.0%	16	6.7%	4	0.6%	1	1.2%	0	2.5%	0	1.7%	1	0.0%	0	0.0%	0
Fitness / gym	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	1.8%	11	0.0%	0	1.9%	0	0.0%	0	4.5%	6	5.9%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.8%	5	0.0%	0	2.0%	0	0.0%	0	3.1%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	4.5%	29	3.5%	2	16.7%	4	0.0%	0	10.2%	14	5.9%	4	1.7%	3	1.2%	0	1.2%	0	0.0%	0	11.7%	2	0.0%	0
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%	0
Newsagent	0.0%	0	0.0%	0	0.7%	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
Non-food shopping	53.2%	337	69.6%	32	44.0%	11	47.0%	6	55.2%	75	67.2%	45	48.5%	87	64.6%	14	43.7%	7	43.2%	21	29.6%	5	52.2%	35
Personal services (e.g. hairdresser, launderette)	1.5%	10	0.0%	0	0.7%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	1
Pet supplies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Post office	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.2%	14	0.0%	0	2.8%	1	5.7%	1	6.0%	8	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	4.4%	28	0.0%	0	0.0%	0	1.6%	0	7.0%	9	2.4%	2	7.7%	14	2.1%	0	0.0%	0	0.0%	0	3.9%	1	2.4%	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
Visit friends / family	2.0%	13	14.8%	7	1.4%	0	2.8%	0	0.6%	1	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	10.9%	2	1.2%	1
(Don't know / varies)	4.1%	26	1.8%	1	9.4%	2	9.2%	1	1.7%	2	1.7%	1	0.6%	1	1.2%	0	19.3%	3	15.6%	7	14.8%	2	5.6%	4
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	5.7%	36	0.0%	0	3.5%	1	3.2%	0	5.4%	7	2.6%	2	7.8%	14	7.5%	2	0.0%	0	9.4%	4	0.0%	0	8.7%	6
Cheap parking	2.6%	16	7.1%	3	0.7%	0	4.8%	1	8.0%	11	1.5%	1	0.0%	0	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	6.3%	40	3.5%	2	10.6%	3	15.3%	2	8.9%	12	5.0%	3	5.3%	9	10.1%	2	4.7%	1	3.5%	2	15.7%	2	2.1%	1
Can get everything I need there	2.0%	13	0.0%	0	1.3%	0	0.0%	0	4.2%	6	1.8%	1	1.7%	3	1.2%	0	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Cleanliness of streets	1.7%	11	0.0%	0	7.9%	2	1.6%	0	4.2%	6	1.5%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close to friends / relatives	0.7%	5	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1
Compact layout / easy to get around	10.8%	69	16.6%	8	14.6%	4	10.5%	1	16.6%	22	15.3%	10	2.2%	4	7.4%	2	11.7%	2	6.6%	3	11.8%	2	16.1%	11
Competitive prices	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Familiarity / know where everything is	2.2%	14	0.0%	0	1.4%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	2.2%	0	11.1%	5	0.0%	0	0.0%	0
Feels safe	0.3%	2	1.8%	1	1.4%	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
Financial services (banks / building societies, etc.)	0.2%	1	0.0%	0	1.9%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good evening entertainment	1.2%	8	1.8%	1	3.8%	1	11.9%	2	1.0%	1	0.0%	0	0.0%	0	1.2%	0	7.9%	1	1.8%	1	0.0%	0	1.2%	1
Good 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%	0
Good places to eat / drink	6.1%	39	1.8%	1	5.7%	1	15.1%	2	1.7%	2	12.3%	8	8.5%	15	2.1%	0	12.6%	2	3.5%	2	3.9%	1	5.6%	4
Good public transport links	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	23.4%	148	16.6%	8	12.1%	3	22.0%	3	14.9%	20	19.5%	13	41.3%	74	11.9%	2	11.3%	2	19.5%	9	14.8%	2	16.6%	11
Good selection / choice of food shops	3.9%	25	1.8%	1	4.1%	1	0.0%	0	2.3%	3	6.4%	4	4.1%	7	1.2%	0	0.0%	0	4.8%	2	3.9%	1	7.5%	5
Good selection / choice of independent shops	3.0%	19	0.0%	0	0.0%	0	0.0%	0	6.4%	9	1.8%	1	1.0%	2	12.7%	3	0.0%	0	3.1%	1	3.9%	1	3.5%	2
Near / convenient	13.6%	86	0.0%	0	13.0%	3	1.6%	0	34.8%	47	19.1%	13	8.5%	15	10.7%	2	4.9%	1	5.2%	3	0.0%	0	3.3%	2
Nice atmosphere / friendly people	2.3%	15	1.8%	1	8.7%	2	1.6%	0	0.6%	1	0.9%	1	0.6%	1	4.5%	1	1.2%	0	14.2%	7	3.9%	1	1.2%	1
Offers undercover shopping	2.4%	15	0.0%	0	0.0%	0	1.6%	0	1.7%	2	0.9%	1	3.6%	6	1.2%	0	1.2%	0	4.8%	2	6.9%	1	2.4%	2
Pedestrian friendly environment	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.6%	4	1.8%	1	0.7%	0	1.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.3%	2
House of Fraser	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	5	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	29.7%	188	41.3%	19	27.7%	7	33.1%	5	19.8%	27	26.8%	18	30.7%	55	29.7%	6	28.6%	5	26.0%	12	57.7%	9	38.7%	26
(Don't know)	7.2%	46	13.1%	6	7.3%	2	1.6%	0	2.2%	3	12.3%	8	3.0%	5	5.3%	1	34.1%	5	12.5%	6	0.0%	0	12.9%	9
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.5%	3	1.8%	1	5.2%	1	2.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.6%	4	1.8%	1	0.0%	0	2.8%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	5.6%	36	0.0%	0	4.9%	1	4.4%	1	10.2%	14	4.1%	3	3.4%	6	6.5%	1	6.7%	1	6.6%	3	6.9%	1	6.5%	4
Car parking - not enough spaces	9.1%	57	3.5%	2	3.4%	1	10.5%	1	8.1%	11	7.6%	5	12.1%	22	5.3%	1	4.7%	1	11.1%	5	3.9%	1	11.9%	8
Car parking - too far away from the shops	2.6%	17	9.5%	4	2.1%	1	2.8%	0	0.0%	0	0.0%	0	4.2%	7	1.2%	0	13.5%	2	0.0%	0	3.9%	1	1.2%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.4%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of choice of facilities	0.7%	5	0.0%	0	2.1%	1	13.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.5%	10	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	4.2%	7	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.2%	1	0.0%	0	0.7%	0	1.6%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	1.7%	11	0.0%	0	9.1%	2	1.6%	0	1.6%	2	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Poor range of independent shops	4.6%	29	0.0%	0	13.2%	3	16.7%	2	8.6%	12	3.5%	2	3.6%	6	3.3%	1	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	10.3%	65	0.0%	0	17.7%	4	0.0%	0	23.0%	31	6.8%	5	11.3%	20	6.6%	1	1.2%	0	3.1%	1	3.9%	1	2.1%	1
Too busy	2.2%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	8.4%	6
Too expensive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	0.8%	5	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	1.8%	1	0.0%	0	3.6%	2
Too many charity shops	1.3%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	4.7%	30	1.8%	1	7.4%	2	1.6%	0	10.5%	14	5.7%	4	4.1%	7	2.1%	0	2.2%	0	0.0%	0	0.0%	0	1.2%	1
Too many 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%	0
Too many takeaways	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	1	0.0%	0	0.7%	0	1.6%	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
Too spread out / shops too far apart	1.3%	8	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2
Traffic congestion	4.2%	26	0.0%	0	3.8%	1	1.6%	0	4.8%	7	3.3%	2	1.7%	3	0.0%	0	12.9%	2	19.5%	9	0.0%	0	3.3%	2
Unattractive environment	3.2%	21	0.0%	0	6.7%	2	3.2%	0	7.0%	9	0.9%	1	0.0%	0	7.7%	2	5.9%	1	0.0%	0	0.0%	0	8.7%	6
Unclean streets	0.3%	2	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.8%	18	0.0%	0	1.4%	0	2.8%	0	5.9%	8	0.0%	0	1.6%	3	4.2%	1	1.2%	0	11.1%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	1.8%	11	9.5%	4	0.7%	0	1.6%	0	1.1%	2	1.8%	1	1.7%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.9%	50	16.6%	8	9.0%	2	0.0%	0	3.2%	4	12.3%	8	5.8%	10	3.5%	1	8.9%	1	5.2%	3	47.8%	7	7.5%	5
(Don't know)	4.2%	26	3.6%	2	2.8%	1	3.2%	0	0.6%	1	5.0%	3	6.4%	11	4.4%	1	24.3%	4	4.8%	2	0.0%	0	1.2%	1
(Nothing)	44.2%	280	48.8%	22	39.0%	10	52.6%	7	34.6%	47	55.0%	37	46.9%	84	60.4%	13	25.1%	4	35.0%	17	37.4%	6	50.8%	34
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.9%	25	0.0%	0	2.1%	1	13.5%	2	3.7%	5	7.3%	5	0.6%	1	7.5%	2	9.2%	1	4.8%	2	0.0%	0	8.7%	6
Encourage reduced shop prices	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Improve choice of national retailer chain shops	12.3%	78	11.3%	5	21.3%	5	12.1%	2	22.0%	30	12.4%	8	8.9%	16	5.6%	1	2.2%	0	8.3%	4	3.9%	1	8.6%	6
Improve market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve range of independent / specialist shops	9.2%	58	1.8%	1	16.0%	4	12.1%	2	7.9%	11	8.5%	6	16.0%	29	3.3%	1	3.4%	1	0.0%	0	0.0%	0	7.7%	5
Introduce a larger supermarket	1.1%	7	0.0%	0	0.0%	0	1.6%	0	4.7%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less empty shops	2.5%	16	1.8%	1	2.7%	1	0.0%	0	3.9%	5	3.3%	2	0.6%	1	1.2%	0	2.2%	0	0.0%	0	0.0%	0	7.5%	5
More foodstores / supermarkets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.6%	4	0.0%	0	0.0%	0	1.6%	0	1.0%	1	0.9%	1	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.2%	1	1.8%	1	0.0%	0	1.6%	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
Enhanced range of health and fitness centres / gyms	0.8%	5	0.0%	0	0.7%	0	0.0%	0	1.6%	2	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improved play areas for children	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.4%	9	0.0%	0	2.1%	1	0.0%	0	3.1%	4	0.9%	1	0.6%	1	3.3%	1	6.7%	1	0.0%	0	0.0%	0	1.2%	1
Improved range of pubs and night clubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.3%	8	0.0%	0	0.7%	0	6.1%	1	3.7%	5	0.0%	0	0.0%	0	2.3%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Create more open spaces	1.8%	11	0.0%	0	0.0%	0	2.8%	0	1.0%	1	6.4%	4	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve play areas for children	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%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.2%	1	0.0%	0	0.7%	0	2.8%	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
Improve street furniture / floral displays	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	1.8%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.1%	14	0.0%	0	3.2%	1	0.0%	0	5.8%	8	0.0%	0	1.0%	2	6.3%	1	1.2%	0	1.8%	1	0.0%	0	1.2%	1
Enhance shophmobility service	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Improve directional signs to town centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	1.2%	8	9.5%	4	0.0%	0	11.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.8%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.6%	4	1.8%	1	5.9%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Improve pavements	0.3%	2	0.0%	0	0.0%	0	11.9%	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
Improve public transport links	3.0%	19	0.0%	0	4.2%	1	1.6%	0	1.0%	1	1.7%	1	5.8%	10	7.5%	2	10.4%	2	0.0%	0	0.0%	0	2.4%	2
Improve safety of 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 signage / routeways within centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.0%	0	0.0%	0	0.0%	0	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
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	5.5%	35	0.0%	0	3.4%	1	0.0%	0	1.6%	2	0.0%	0	14.9%	27	0.0%	0	1.2%	0	9.4%	4	0.0%	0	1.2%	1
More parking spaces - short stay	2.8%	18	0.0%	0	4.5%	1	0.0%	0	2.2%	3	0.0%	0	3.6%	6	2.1%	0	3.4%	1	9.4%	4	0.0%	0	2.4%	2

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	5.9%	37	3.5%	2	4.6%	1	8.9%	1	5.9%	8	3.4%	2	5.7%	10	5.3%	1	10.1%	2	11.1%	5	3.9%	1	6.3%	4
Reduce cost of parking	7.5%	47	0.0%	0	8.3%	2	8.9%	1	11.3%	15	3.3%	2	11.3%	20	3.3%	1	9.1%	1	1.8%	1	6.9%	1	3.3%	2
Offer free parking	5.1%	32	0.0%	0	3.5%	1	4.5%	1	4.8%	6	8.1%	5	6.8%	12	1.2%	0	0.0%	0	9.4%	4	6.9%	1	1.2%	1
More pedestrianisation	0.5%	3	0.0%	0	0.7%	0	0.0%	0	1.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	2.8%	18	0.0%	0	2.7%	1	0.0%	0	2.9%	4	0.9%	1	1.7%	3	0.0%	0	1.2%	0	17.7%	8	0.0%	0	1.2%	1
Improve road surfaces	0.5%	3	0.0%	0	1.4%	0	0.0%	0	1.1%	2	0.0%	0	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	10.7%	68	30.0%	14	6.1%	2	7.6%	1	4.8%	6	14.6%	10	5.3%	9	26.7%	6	20.2%	3	15.8%	8	36.8%	6	5.3%	4
(Nothing in particular)	33.7%	213	40.4%	19	34.2%	8	36.4%	5	26.2%	35	22.8%	15	41.5%	74	28.9%	6	22.2%	4	30.6%	15	52.3%	8	35.6%	24
(Don't know)	6.1%	39	11.3%	5	5.9%	1	4.8%	1	5.4%	7	6.4%	4	4.1%	7	3.3%	1	20.6%	3	3.5%	2	0.0%	0	9.9%	7
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	12.2%	3	13.9%	3
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.2%	14	1.5%	1	0.0%	0	0.0%	0	8.2%	2	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	25.1%	84	0.0%	0	0.0%	0	71.2%	6	0.0%	0	57.2%	9
Brookwood Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	6
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.9%	13	0.0%	0	0.0%	0	1.5%	0	9.7%	1	20.7%	6
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.0%	40	12.1%	12	88.0%	3	28.0%	4	9.5%	1	52.9%	15
Kingston upon Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.6%	2	1.5%	1	0.0%	0	1.4%	0	0.0%	0	1.6%	0
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.6%	29	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.3%	2
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weybridge Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Woking Town Centre	26.6%	89	81.4%	77	6.0%	0	59.8%	9	0.0%	0	4.1%	1
Wokingham Town Centre	4.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.3%	2
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City 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
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central 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
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	0	0.0%	0	0.0%	0	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
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
9DG																								
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	333	95	3	15	8	28	22	16	17	25	34	70
Sample:	379	68	5	52	4	28	20	44	53	19	33	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	64.0%	226	79.6%	81	23.6%	1	49.8%	9	90.5%	7	33.9%	11	51.1%	11	47.0%	8	44.9%	9	66.6%	17	65.5%	22	71.0%	50
Accessibility - easier to access	9.2%	32	6.7%	7	0.0%	0	6.2%	1	0.0%	0	13.1%	4	17.5%	4	6.7%	1	21.6%	4	16.8%	4	12.9%	4	3.4%	2
Better facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	10.0%	2	0.0%	0	1.1%	1
Better choice of retailers	17.2%	61	11.4%	12	5.7%	0	9.1%	2	9.5%	1	24.4%	8	31.4%	7	29.9%	5	14.2%	3	16.8%	4	1.8%	1	26.8%	19
Better choice of independent shops	10.0%	35	2.2%	2	17.1%	1	8.8%	2	9.5%	1	18.0%	6	12.8%	3	28.5%	5	8.4%	2	6.7%	2	9.4%	3	13.7%	10
Better choice of leisure facilities	1.4%	5	0.8%	1	17.1%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Car parking costs	2.9%	10	1.6%	2	0.0%	0	1.3%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	14.6%	5	2.3%	2
Cheaper	0.5%	2	0.0%	0	17.1%	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
More attractive environment	5.0%	18	0.8%	1	0.0%	0	2.6%	0	9.5%	1	3.5%	1	4.7%	1	16.4%	3	6.8%	1	10.1%	2	4.8%	2	7.4%	5
Safer shopping environment	2.2%	8	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.0%	0	3.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.3%	1	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	1.1%	1
Easier to park	2.3%	8	2.4%	2	3.2%	0	0.0%	0	0.0%	0	12.8%	3	1.4%	0	2.0%	0	3.4%	1	1.7%	1	1.7%	1	1.1%	1
Familiarity	4.2%	15	3.0%	3	0.0%	0	12.1%	2	0.0%	0	5.3%	2	4.7%	1	10.5%	2	8.2%	2	0.0%	0	1.8%	1	4.3%	3
To support local traders	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
(No particular reason - I just prefer it)	10.0%	35	10.6%	11	50.4%	3	23.2%	4	0.0%	0	14.9%	5	4.7%	1	18.8%	3	25.1%	5	3.3%	1	3.5%	1	2.3%	2
Weighted base:	353	101	5	17	8	33	22	18	20	25	34	70												
Sample:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	34.5%	346	29.0%	43	30.2%	9	31.8%	10	32.1%	46	32.6%	33	37.7%	78	28.1%	12	49.8%	19	54.5%	40	31.9%	16	29.5%	41
Female	65.5%	655	71.0%	106	69.9%	21	68.2%	22	67.9%	98	67.4%	67	62.3%	128	71.9%	30	50.2%	19	45.5%	33	68.1%	34	70.5%	97
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

AGE Could I ask how old you are please?

18 to 24	12.1%	121	20.3%	30	12.7%	4	5.2%	2	15.9%	23	8.6%	9	7.2%	15	8.8%	4	19.5%	7	0.0%	0	8.9%	4	17.0%	24
25 to 34	9.3%	93	4.1%	6	16.9%	5	10.4%	3	8.0%	11	17.2%	17	18.1%	37	8.8%	4	7.8%	3	8.4%	6	0.0%	0	0.0%	0
35 to 44	24.3%	243	23.5%	35	12.3%	4	7.6%	2	23.1%	33	15.6%	16	31.5%	65	12.8%	5	17.0%	6	36.6%	27	32.1%	16	24.7%	34
45 to 54	22.2%	222	23.7%	35	13.8%	4	14.2%	4	23.3%	34	21.0%	21	29.5%	61	6.6%	3	10.1%	4	22.9%	17	21.7%	11	20.9%	29
55 to 64	14.7%	147	11.6%	17	17.2%	5	23.6%	7	15.2%	22	16.4%	16	6.9%	14	34.7%	14	22.4%	8	14.1%	10	14.8%	7	17.3%	24
65 +	17.4%	174	16.8%	25	27.2%	8	39.0%	12	14.4%	21	21.3%	21	6.8%	14	28.3%	12	23.1%	9	18.0%	13	22.5%	11	20.0%	28
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

QUOTA Zone:

Zone 1	14.9%	149	100.0%	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
Zone 2	3.0%	30	0.0%	0	100.0%	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	0.0%	0
Zone 3	3.2%	32	0.0%	0	0.0%	0	100.0%	32	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 4	14.4%	144	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	20.5%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0
Zone 9A	7.3%	73	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%	73	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	13.8%	138	0.0%	0	0.0%	0	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%	138
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 6	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 7	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU15 1	1.5%	15	0.0%	0	0.0%	0	10.5%	15	0.0%	0	0.0%	0
GU15 2	0.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
GU15 3	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU15 4	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU16 6	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
GU16 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
GU16 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.7%	13	0.0%	0
GU16 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
GU17 0	0.8%	8	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
GU18 5	1.5%	15	0.0%	0	48.5%	15	0.0%	0	0.0%	0	0.0%	0
GU19 5	0.6%	6	0.0%	0	19.4%	6	0.0%	0	0.0%	0	0.0%	0
GU20 6	1.0%	10	0.0%	0	32.1%	10	0.0%	0	0.0%	0	0.0%	0
GU21 2	3.7%	37	24.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	2.0%	20	13.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	1.4%	14	9.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.8%	8	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.2%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.4%	14	9.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	2.2%	22	15.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.8%	18	11.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	0.5%	5	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0
GU24 8	0.9%	9	0.0%	0	0.0%	0	27.2%	9	0.0%	0	0.0%	0
GU24 9	1.8%	18	0.0%	0	0.0%	0	57.7%	18	0.0%	0	0.0%	0
GU46 6	3.2%	32	0.0%	0	0.0%	0	22.3%	32	0.0%	0	0.0%	0
GU46 7	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
GU47 0	3.7%	37	0.0%	0	0.0%	0	25.6%	37	0.0%	0	0.0%	0
GU47 8	1.6%	16	0.0%	0	0.0%	0	11.1%	16	0.0%	0	0.0%	0
GU47 9	1.2%	12	0.0%	0	0.0%	0	8.5%	12	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
GU51 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 7	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 0	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 5	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 1	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 3	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 6	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 5:

Data Tabulations

By Zone – Filtered Nulls & SFT

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	1.5%	14	0.0%	0	4.4%	4	0.0%	0	7.8%	7	1.1%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	0.7%	6	6.8%	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
Asda, Lower Earley, Chalfont Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Asda, West Meade, Farnborough	2.7%	25	0.0%	0	2.2%	2	0.0%	0	1.1%	1	7.4%	7	16.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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	2.2%	1	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.1%	1	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	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	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
Co-op, Yorktown Road, Sandhurst	0.1%	1	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	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	0.8%	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	2.2%	1	13.3%	6	0.0%	0
Lidl, High Street, Crowthorne	1.0%	9	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.2%	20	0.0%	0	5.6%	5	1.1%	1	7.8%	7	2.1%	2	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.0%	9	0.0%	0	0.0%	0	1.1%	1	3.3%	3	1.1%	1	0.0%	0	2.1%	2	1.1%	1	2.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0
Morrisons, Elvetham Heath, Fleet	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	20.4%	19	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	3.4%	31	26.1%	23	1.1%	1	7.6%	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
Morrisons, Summit Avenue, Farnborough	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	15	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	8.7%	4	0.0%	0	6.2%	6
Morrisons, Thorneycroft Industrial Estate,	0.2%	2	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	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke												
Morrisons, Woosehill Shopping Centre, Wokingham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	3.9%	36	0.0%	0	1.1%	1	2.2%	2	16.7%	15	10.6%	10
Sainsbury's, Cambridge Walk, Camberley	0.9%	8	0.0%	0	2.2%	2	0.0%	0	3.3%	3	1.1%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.5%	5	4.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Fleet Road, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Sainsbury's, King Street Lane, Winnersh	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, Queensmead, Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Redding Way, Knaphill, Woking	9.6%	88	25.0%	22	15.6%	14	54.3%	50	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.5%	32	0.0%	0	3.3%	3	1.1%	1	0.0%	0	2.1%	2
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, Station Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10
Sainsbury's, Wolsey Walk, Woking	0.4%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	5	3.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	4.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	13
Tesco Extra, Finchampstead Road, Wokingham	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Tesco Extra, Station Road, Addlestone	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0												
Tesco Extra, Station Road, Hook	3.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.6%	61	0.0%	0	12.2%	11	0.0%	0	32.2%	29	5.3%	5	3.5%	3	0.0%	0	3.2%	3	19.6%	9	0.0%	0	1.0%	1
Tesco Extra, Wellington Avenue, Aldershot	4.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	27	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	3.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	21	0.0%	0	0.0%	0	0.0%	0	11.3%	11
Tesco, District Shopping Centre, Chineham, Basingstoke	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	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	0.0%	0
Waitrose, Bond Way, Bracknell	2.1%	19	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	12.4%	12
Waitrose, Goldsworth Park Centre, Woking	2.1%	19	9.1%	8	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.9%	8	0.0%	0	1.1%	1	0.0%	0	2.2%	2	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	5.1%	47	0.0%	0	11.1%	10	3.3%	3	0.0%	0	1.1%	1	0.0%	0	34.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.1%	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	10.9%	5	11.1%	5	0.0%	0
Waitrose, Station Approach, West Byfleet	0.7%	6	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	2.1%	19	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	8.6%	8	4.3%	2	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.8%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.7%	16	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	11.3%	11
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.2%	2	1.1%	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
Aldi, London Road, Guildford, GU1 1YT	0.7%	6	4.5%	4	0.0%	0	2.2%	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
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	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
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	4	3.4%	3	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Guildford Road, Lightwater, GU18 5SA	1.0%	9	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Camberley Town Centre, GU47 0FD	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	1.0%	9	0.0%	0	0.0%	0	0.0%	0	8.5%	8	1.2%	1
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	3	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barm, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	1.0%	9	0.0%	0	3.3%	3	0.0%	0	0.0%	0	2.3%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke, RG21 4YY												
Waitrose, Bridge Street, Godalming, GU7 1HY	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.6%	24	0.0%	0	20.0%	18	3.3%	3	2.2%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Base:	918	88	90	92	90	94	86	97	93	46	45	97
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?												
<i>Internet / delivered at Q01</i>												
Asda	7.7%	6	16.7%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Iceland	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1
Morrisons	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	17.9%	14	33.3%	4	12.5%	1	12.5%	1	22.2%	2	0.0%	0
Sainsbury's	28.2%	22	16.7%	2	62.5%	5	12.5%	1	33.3%	3	16.7%	1
Tesco	35.9%	28	16.7%	2	25.0%	2	50.0%	4	33.3%	3	66.7%	4
Waitrose	6.4%	5	8.3%	1	0.0%	0	12.5%	1	11.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	78	12	8	8	9	6	15	3	5	4	5	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	2.4%	16	1.6%	1	5.6%	4	4.8%	3	7.4%	5	1.5%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.5%	10	12.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.8%	1	0.0%	0
Asda, West Meade, Farnborough	2.7%	18	0.0%	0	1.4%	1	1.6%	1	1.5%	1	4.6%	3	15.4%	10	0.0%	0	1.4%	1	2.9%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.2%	1	0.0%	0	1.4%	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	0.0%	0
Budgens, High Street, Ascot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.2%	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
Co-op, The Square, Bagshot	0.3%	2	0.0%	0	2.8%	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, Yorktown Road, Sandhurst	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	0.2%	1	0.0%	0	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
Iceland, Victoria Road, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	0.8%	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	2.9%	1	8.3%	3	1.6%	1
Lidl, High Street, Crowthorne	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	1.6%	1
Lidl, London Road, Camberley, Blackwater	2.4%	16	0.0%	0	4.2%	3	3.2%	2	4.4%	3	4.6%	3	4.6%	3	0.0%	0	1.4%	1	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.3%	2	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.2%	1	1.6%	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
Marks & Spencer, Fleet Road, Fleet	0.2%	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
Marks & Spencer, High Street, Guildford	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	3.5%	23	0.0%	0	4.2%	3	6.3%	4	5.9%	4	3.1%	2	0.0%	0	7.8%	5	5.7%	4	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer, Wokingham Road, Bracknell	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	1.6%	1
Morrisons, Elvetham Heath, Fleet	2.4%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	21.4%	15	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Morrisons, Goldsworth Road, Woking	3.2%	21	21.9%	14	2.8%	2	7.9%	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
Morrisons, Summit Avenue, Farnborough	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.8%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.9%	1	0.0%	0	1.6%	1
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.6%	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	11.1%	4	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.2%	1	1.6%	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
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.9%	6	0.0%	0	1.4%	1	0.0%	0	1.5%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	3.0%	20	0.0%	0	4.2%	3	0.0%	0	11.8%	8	7.7%	5	4.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Way, Cobham	0.2%	1	0.0%	0	1.4%	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	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.5%	3	0.0%	0	1.4%	1	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
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.2%	1	1.6%	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
Sainsbury's, Fleet Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Guildford	0.5%	3	3.1%	2	0.0%	0	1.6%	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
Sainsbury's, King Street Lane, Winnersh	0.9%	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	0.0%	0	16.7%	6	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.5%	3	0.0%	0	1.4%	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	3.1%	2
Sainsbury's, Queensmead, Farnborough	1.5%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	2	10.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	5.6%	37	12.5%	8	12.7%	9	28.6%	18	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's, Ringmead, Bracknell	3.5%	23	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	5.9%	2	0.0%	0	18.8%	12
Sainsbury's, South Street, Farnham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.2%	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	3.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood	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	2.9%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Crowthorne												
Tesco Express, High Street, Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	3	3.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.6%	44	1.6%	1	7.0%	5	1.6%	1	27.9%	19	4.6%	3
Tesco Extra, Wellington Avenue, Aldershot	3.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9
Tesco Extra, Whitton Road, Bracknell	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	3.5%	23	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	3.2%	21	15.6%	10	0.0%	0	17.5%	11	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.1%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.2%	4
Waitrose, London Road, Sunningdale	3.0%	20	0.0%	0	2.8%	2	4.8%	3	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	1.2%	8	9.4%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, The Hart, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, Tresham Crescent, Yateley	1.5%	10	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.8%	12	1.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Co-op, Guildford Road, Lightwater, GU18 5SA	1.2%	8	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.8%	5	0.0%	0	0.0%	0	3.2%	2	1.5%	1	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Lidl, Gastons Wood, Chineham, RG24 8TW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Badshot Lea Village Centre, GU9 9LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Farnborough Town Centre, GU14 7BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local shops, Lightwater Town Centre, GU18 5TS	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local shops, Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West End Village Centre, GU24 9LH	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, Alexandra Road,	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot, GU11 1NX																								
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.2%	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
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.5%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	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	1.6%	1
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	1.6%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.2%	1	1.6%	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
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.6%	4	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	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	2.8%	1	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	3.9%	26	0.0%	0	25.4%	18	6.3%	4	1.5%	1	1.5%	1	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:	664	64		71		63		68		65		65		64		70		34		36		64		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
<i>Ex. Nulls & SFT</i>												
Aldi, London Road, Camberley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Asda, Lion Retail Park, Oriental Road, Woking	1.4%	10	13.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.0%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	16.2%	6
Co-op, High Street, Horsell, Woking	0.8%	6	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.5%	4	2.6%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Co-op, North Lane, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7
Co-op, The Square, Bagshot	1.6%	12	0.0%	0	14.7%	11	1.4%	1	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-op, Yorktown Road, Sandhurst	1.1%	8	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Ashville Way, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Lidl, London Road, Camberley, Blackwater	1.2%	9	0.0%	0	2.7%	2	2.9%	2	1.3%	1	1.4%	1
Londis, New Road, North Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Oriental Road, Woking	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	1.4%	10	1.3%	1	2.7%	2	10.1%	7	0.0%	0	0.0%	0
Marks & Spencer, Barnes	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wallace Drive, Brooklands, Weybridge	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.8%	6	0.0%	0	1.3%	1	2.9%	2	1.3%	1	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Morrisons, Elvetham Heath, Fleet	1.2%	9	9.1%	7	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	1.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Summit Avenue, Farnborough	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.8%	6	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	1.6%	12	0.0%	0	0.0%	0	4.3%	3	7.8%	6	4.2%	3
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.4%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Sainsbury's, Fleet Road, Fleet	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, Queensmead, Farnborough	2.3%	17	3.9%	3	2.7%	2	17.4%	12	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.1%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, South Street, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.7%	5	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk,												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking												
Spar, High Street, Horsell, Woking	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Express, Balmoral Drive, Frimley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Tesco Express, Falkner Close, Ancells Farm, Fleet	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tesco Express, Greenwood Road, Crowthorne	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	8
Tesco Express, Lysons Avenue, Ash Vale	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10
Tesco Express, Reading Road, Yateley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.5%	4	1.3%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	4.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	9	0.0%	0	2.7%	2	0.0%	0	6.5%	5	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.5%	3
Tesco Extra, Whitton Road, Bracknell	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5
Tesco, District Shopping Centre, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	1.6%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.9%	14	14.3%	11	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.1%	8
Waitrose, London Road, Sunningdale	2.5%	18	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	1
Waitrose, Rectory Road, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.7%	5	3.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Waitrose, Tresham Crescent, Yateley	2.5%	18	0.0%	0	0.0%	0	0.0%	0	18.2%	14	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.0%	7	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Aldi, London Road, Guildford, GU1 1YT	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Hook, RG27 9DY	0.3%	2	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	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	0.1%	1	0.0%	0	0.0%	0	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
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	1.2%	9	0.0%	0	0.0%	0	11.6%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Addlestone, KT15 1SG	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Farnborough Road, Farnham, GU9 9AJ	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	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	2.7%	1	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	1	0.0%	0	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
Co-op, Guildford Road, Lightwater, GU18 5SA	3.6%	26	0.0%	0	30.7%	23	4.3%	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
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, RG12 7BN	0.3%	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	3.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, St Johns Road, Woking, GU21 7SE	0.4%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Knaphill, GU21 2AW	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldershot Town Centre, GU11 1JW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ascot Town Centre, SL5 7HE	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bagshot Village Centre, GU19 5EQ	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.4%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre, RG27 9DG												
Local shops, Lightwater Town Centre, GU18 5TS	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre, SL1 1PG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Local shops, Windlesham Village Centre, GU20 6BN	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.5%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nisa, Sunwood Drive, Sherfield on Loddon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG27 0BF												
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	1.2%	9	2.6%	2	0.0%	0	10.1%	7	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	12
Spar, Chertsey Road, Chobham, GU24 8PQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.7%	5	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU17 0LL												
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.8%	6	0.0%	0	0.0%	0	3.9%	3	1.4%	1	1.2%	1
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.5%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Waitrose, Chapel Street, Marlow SL7 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.7%	20	0.0%	0	18.7%	14	0.0%	0	7.8%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Sheen Road, Richmond, TW9 1AE	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Base:	728	77	75	69	77	72	85	65	77	37	32	62

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q05 Where else do you do your household's top-up food shopping?																								
<i>Not Don't do and not Don't know at Q04 AND Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	1.3%	4	0.0%	0	3.1%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Lion Retail Park, Oriental Road, Woking	2.3%	7	15.8%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.9%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0	3.8%	1
Co-op, High Street, Horsell, Woking	1.3%	4	10.5%	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
Co-op, High Street, Knaphill	1.6%	5	7.9%	3	0.0%	0	7.7%	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
Co-op, North Lane, Aldershot	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.6%	2	0.0%	0	6.3%	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, Upper College Ride, Camberley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	0.3%	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	0.0%	0	5.9%	1	0.0%	0
Lidl, High Street, Crowthorne	1.3%	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	20.0%	3	0.0%	0	3.8%	1
Lidl, London Road, Camberley, Blackwater	0.6%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	1.3%	4	0.0%	0	0.0%	0	15.4%	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
Marks & Spencer, Fleet Road, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	2.3%	7	0.0%	0	0.0%	0	0.0%	0	9.1%	3	3.6%	1	0.0%	0	4.0%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Marks & Spencer,	0.3%	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	6.7%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	1.3%	4	5.3%	2	0.0%	0	3.8%	1	0.0%	0	3.6%	1
Morrisons, Summit Avenue, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Morrisons, Wooschill Shopping Centre, Wokingham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.6%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.0%	3	0.0%	0	3.1%	1	0.0%	0	3.0%	1	3.6%	1
Sainsbury's, Blackwater Valley Road, Camberley	1.3%	4	0.0%	0	3.1%	1	0.0%	0	3.0%	1	7.1%	2
Sainsbury's, Cambridge Walk, Camberley	0.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5
Sainsbury's, King Street Lane, Winnersh	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	1.0%	3	0.0%	0	6.3%	2	0.0%	0	0.0%	0	4.0%	1
Sainsbury's, Queensmead, Farnborough	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3
Sainsbury's, Redding Way, Knaphill, Woking	2.6%	8	5.3%	2	9.4%	3	3.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's, Wolsey Walk, Woking	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Express, Balmoral Drive, Frimley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4
Tesco Express, Greenwood Road, Crowthorne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Tesco Express, High Street,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.3%	1	0.0%	0	0.0%	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
Tesco Express, Reading Road, Yateley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	1.3%	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	0.0%	0	5.9%	1	11.5%	3
Tesco Extra, Finchampstead Road, Wokingham	1.3%	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	0.0%	0	23.5%	4	0.0%	0
Tesco Extra, Station Road, Hook	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.9%	9	0.0%	0	9.4%	3	0.0%	0	12.1%	4	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Tesco, District Shopping Centre, Chineham, Basingstoke	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.3%	1	2.6%	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
Waitrose, Bond Way, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Waitrose, Goldsworth Park Centre, Woking	1.3%	4	7.9%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	1.0%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.6%	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	23.5%	4	3.8%	1
Waitrose, Station Approach, West Byfleet	2.3%	7	10.5%	4	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	0.3%	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	0.0%	0	5.9%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	1.6%	5	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	3.5%	11	0.0%	0	25.0%	8	7.7%	2	3.0%	1	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Costco, South Oak Way, Reading, RG2 6UE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Iceland, Festival Way, Basingstoke, RG21 7JR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Chineham, RG24 8TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldershot Town Centre, GU11 1JW	1.0%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	2.6%	1
Local shops, Ascot Town Centre, SL5 7HE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horsell Village Centre, GU21 4SS	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	1.3%	4	10.5%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.6%	2	0.0%	0	6.3%	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
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	1.0%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	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	0.0%	0	11.8%	2	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	0.3%	1	0.0%	0	0.0%	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
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	0.3%	1	0.0%	0	0.0%	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
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	1	2.6%	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
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.3%	1	0.0%	0	0.0%	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
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	1.0%	3	7.9%	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
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.3%	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	0.0%	0	0.0%	0	3.8%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	1.0%	3	0.0%	0	0.0%	0	11.5%	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
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	1.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.9%	6	0.0%	0	15.6%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:	310	38	32	26	33	28	39	25	31	15	17	26												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	96.5%	966	99.0%	99	97.0%	97	92.0%	92	96.0%	96	94.0%	94	100.0%	101	93.0%	93	98.0%	98	98.0%	49	98.0%	49	98.0%	98
Furniture and floor coverings	71.2%	713	76.0%	76	71.0%	71	61.0%	61	74.0%	74	61.0%	61	83.2%	84	62.0%	62	78.0%	78	76.0%	38	76.0%	38	70.0%	70
Household textiles and soft furnishings	72.3%	724	72.0%	72	72.0%	72	64.0%	64	77.0%	77	77.0%	77	80.2%	81	66.0%	66	69.0%	69	76.0%	38	70.0%	35	73.0%	73
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	79.6%	797	81.0%	81	85.0%	85	72.0%	72	81.0%	81	82.0%	82	80.2%	81	79.0%	79	79.0%	79	86.0%	43	68.0%	34	80.0%	80
Audio-visual electrical goods such as TVs, computers and cameras	77.6%	777	85.0%	85	83.0%	83	66.0%	66	85.0%	85	75.0%	75	78.2%	79	61.0%	61	80.0%	80	92.0%	46	78.0%	39	78.0%	78
Glassware, china, tableware and kitchen utensils	56.1%	562	62.0%	62	57.0%	57	43.0%	43	64.0%	64	51.0%	51	62.4%	63	47.0%	47	63.0%	63	62.0%	31	50.0%	25	56.0%	56
DIY and decorating goods	75.9%	760	74.0%	74	72.0%	72	75.0%	75	78.0%	78	71.0%	71	89.1%	90	67.0%	67	75.0%	75	84.0%	42	76.0%	38	78.0%	78
Jewellery, watches and clocks	51.6%	517	56.0%	56	50.0%	50	41.0%	41	61.0%	61	51.0%	51	55.4%	56	46.0%	46	48.0%	48	62.0%	31	44.0%	22	55.0%	55
Books, CDs and DVDs	74.2%	743	84.0%	84	78.0%	78	70.0%	70	78.0%	78	70.0%	70	81.2%	82	63.0%	63	73.0%	73	70.0%	35	72.0%	36	74.0%	74
Chemist goods including health and beauty products	87.2%	873	88.0%	88	91.0%	91	80.0%	80	90.0%	90	89.0%	89	90.1%	91	81.0%	81	89.0%	89	82.0%	41	90.0%	45	88.0%	88
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	60.0%	601	65.0%	65	48.0%	48	55.0%	55	75.0%	75	56.0%	56	70.3%	71	48.0%	48	62.0%	62	66.0%	33	56.0%	28	60.0%	60
Garden products, plants and flowers	88.0%	881	81.0%	81	95.0%	95	82.0%	82	88.0%	88	85.0%	85	91.1%	92	87.0%	87	95.0%	95	90.0%	45	88.0%	44	87.0%	87
(Haven't bought any of these goods within the last 10 years)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?																									
<i>Clothes, footwear, fashion goods at Q06 AND Ex. Nulls & SFT</i>																									
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costco Wholesale, Green Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer (Camberley), The Meadows, Sandhurst	8.3%	57	2.7%	2	17.8%	13	10.6%	7	18.8%	13	4.7%	3	3.1%	2	10.8%	7	5.5%	4	6.5%	2	5.7%	2	2.8%	2	2.8%
Marks & Spencer, High Street, Guildford	0.1%	1	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	0.0%	0	0.0%	0	0.0%
Sainsbury's, King Street Lane, Winnersh	0.3%	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	5.7%	2	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	6	2.7%	2	1.4%	1	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ringmead, Bracknell	0.4%	3	0.0%	0	1.4%	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	2.8%	2	2.8%
Sainsbury's, South Street, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	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 Trading Estate, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	8	0.0%	0	4.1%	3	1.5%	1	2.9%	2	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	1.4%	1	1.4%
Aldershot Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	7.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	15.4%	10	0.0%	0	53.4%	39	0.0%	0	0.0%	0	1.4%	1	1.4%
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	13.6%	93	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	32.3%	21	0.0%	0	58.1%	18	22.9%	8	62.0%	44	62.0%
Camberley Town Centre	13.4%	92	0.0%	0	41.1%	30	7.6%	5	37.7%	26	23.4%	15	21.5%	14	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Chobham Village Centre	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.3%	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	6.5%	2	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	3.5%	24	0.0%	0	0.0%	0	0.0%	0	2.9%	2	15.6%	10	16.9%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.6%	4	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	8.6%	59	18.9%	14	5.5%	4	18.2%	12	2.9%	2	25.0%	16	10.8%	7	1.5%	1	1.4%	1	6.5%	2	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	1.2%	8	4.1%	3	2.7%	2	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre	1.5%	10	0.0%	0	0.0%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0	3.1%	2	4.1%	3	3.2%	1	0.0%	0	1.4%	1	1.4%
Northampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	7.7%	53	0.0%	0	4.1%	3	0.0%	0	8.7%	6	4.7%	3	6.2%	4	4.6%	3	8.2%	6	9.7%	3	45.7%	16	12.7%	9	12.7%
Staines-upon-Thames Town Centre	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.3%	2	2.7%	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%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	3.2%	22	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	17	0.0%	0	3.2%	1	0.0%	0	4.2%	3
Woking Town Centre	10.5%	72	59.5%	44	2.7%	2	37.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wokingham Town Centre	0.3%	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	5.7%	2	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	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
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	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
The Meadows, Sandhurst (Camberley)	3.1%	21	0.0%	0	5.5%	4	4.5%	3	10.1%	7	0.0%	0	3.1%	2	1.5%	1	1.4%	1	6.5%	2	0.0%	0	1.4%	1
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	1.4%	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	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	0.0%	0	1.4%	1
Brighton City Centre, BN1 1RE	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	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	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	1	1.4%	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	1.4%	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	1.4%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	4	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.1%	1	0.0%	0	0.0%	0	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	1	1.4%	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	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	1.4%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.7%	5	4.1%	3	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	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
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	0.1%	1	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	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.4%	3	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	1.4%	1
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	1.4%	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Winchester City Centre, SO23 9LQ	0.3% 2	0.0% 0	2.7% 2	0.0% 0	0.0% 0	0.0% 0						
Base:	686	74	73	66	69	64	65	65	73	31	35	71

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	7.2%	40	1.9%	1	8.5%	4	5.8%	3	15.8%	9	3.3%	2	5.7%	4	11.8%	6	14.0%	7	3.0%	1	3.0%	1	4.1%	2
Marks & Spencer, High Street, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	3.0%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.1%	6	3.7%	2	2.1%	1	3.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.2%	1	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	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	3	5.6%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	2.0%	1
Aldershot Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	1	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	0.0%	0	0.0%	0
Basingstoke Town Centre	5.4%	30	0.0%	0	0.0%	0	1.9%	1	1.8%	1	8.2%	5	18.6%	13	0.0%	0	20.0%	10	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	10.6%	59	1.9%	1	6.4%	3	0.0%	0	7.0%	4	0.0%	0	0.0%	0	27.5%	14	0.0%	0	21.2%	7	24.2%	8	44.9%	22
Camberley Town Centre	11.1%	62	3.7%	2	23.4%	11	5.8%	3	21.1%	12	16.4%	10	14.3%	10	5.9%	3	8.0%	4	15.2%	5	3.0%	1	2.0%	1
Crowthorne Village Centre	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	3.0%	1	0.0%	0	0.0%	0
Farnborough Town Centre	2.9%	16	1.9%	1	4.3%	2	1.9%	1	1.8%	1	9.8%	6	5.7%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.3%	2	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	5.7%	4	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.4%	69	33.3%	18	12.8%	6	28.8%	15	14.0%	8	11.5%	7	12.9%	9	2.0%	1	6.0%	3	0.0%	0	6.1%	2	0.0%	0
Kingston upon Thames Town Centre	1.8%	10	1.9%	1	4.3%	2	3.8%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.0%	1	2.0%	1
London City Centre	2.2%	12	3.7%	2	2.1%	1	0.0%	0	1.8%	1	3.3%	2	0.0%	0	3.9%	2	2.0%	1	6.1%	2	0.0%	0	2.0%	1
Newbury Town Centre	0.2%	1	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	0.0%	0
Reading Town Centre	9.7%	54	0.0%	0	2.1%	1	0.0%	0	12.3%	7	1.6%	1	5.7%	4	3.9%	2	12.0%	6	45.5%	15	27.3%	9	18.4%	9
Richmond Town Centre	0.4%	2	1.9%	1	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	0.0%	0
Sandhurst Town Centre	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	3.0%	1	0.0%	0
Staines-upon-Thames Town Centre	0.7%	4	1.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	3.2%	18	1.9%	1	4.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	19.6%	10	0.0%	0	0.0%	0	3.0%	1	6.1%	3
Woking Town Centre	8.3%	46	31.5%	17	14.9%	7	38.5%	20	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	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	18.2%	6	0.0%	0
Yeovil Town Centre	0.2%	1	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	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	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	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.6%	9	0.0%	0	2.1%	1	0.0%	0	1.8%	1	1.6%	1	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.2%	1	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	0.0%	0
The Meadows, Sandhurst (Camberley)	2.7%	15	0.0%	0	6.4%	3	0.0%	0	5.3%	3	3.3%	2	2.9%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	6.1%	3
The Peel Centre, Bracknell	1.8%	10	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	3.0%	1	8.2%	4
Asda, Chalfont Way, Earley, RG6 5TT	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	3.0%	1	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 2DX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.2%	1	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	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	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	0.0%	0
College Town Village Centre, GU47 0PU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre, RG6 5QX	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	3.0%	1	0.0%	0
Edinburgh City Centre, EH2 4AD	0.2%	1	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hartley Wintney Village Centre, RG27 8PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.2%	1	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	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.2%	1	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	0.0%	0	0.0%	0
Lidl, London Road,	0.2%	1	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Blackwater, Camberley, GU17 9AP																								
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.4%	2	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	0.0%	0	2.0%	1
Matalan, Frimley Road, Camberley, GU16 7PN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	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
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	0.2%	1	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	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	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	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.2%	1	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	0.0%	0	0.0%	0
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	557	54	47	52	57	61	70	51	50	33	33	49												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.8%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
B&Q, Reading Gate Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.4%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.8%	4	0.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Aldershot Town Centre	2.8%	15	0.0%	0	0.0%	0	2.3%	1	0.0%	0	11.1%	5
Ascot Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4
Ashford Town Centre	0.4%	2	0.0%	0	1.9%	1	2.3%	1	0.0%	0	0.0%	0
Bagshot Town Centre	1.7%	9	0.0%	0	15.4%	8	2.3%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.6%	19	0.0%	0	3.8%	2	0.0%	0	1.8%	1	0.0%	0
Camberley Town Centre	3.4%	18	1.8%	1	9.6%	5	9.1%	4	5.3%	3	4.4%	2
Chobham Village Centre	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	2.1%	11	0.0%	0	1.9%	1	0.0%	0	5.3%	3	0.0%	0
Farnborough Town Centre	7.4%	39	7.0%	4	5.8%	3	2.3%	1	15.8%	9	13.3%	6
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	2.3%	1	3.5%	2	2.2%	1
Fleet Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	1
Frimley Town Centre	0.8%	4	0.0%	0	1.9%	1	2.3%	1	1.8%	1	0.0%	0
Guildford Town Centre	4.3%	23	14.0%	8	1.9%	1	20.5%	9	3.5%	2	0.0%	0
Kingston upon Thames Town Centre	1.3%	7	3.5%	2	5.8%	3	0.0%	0	0.0%	0	2.2%	1
Knaphill Village Centre	0.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
London City Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Reading Town Centre	7.4%	39	0.0%	0	0.0%	0	0.0%	0	5.3%	3	6.7%	3
Sandhurst Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Slough Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Staines-upon-Thames Town	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.8%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	5.5%	29	24.6%	14	5.8%	3	22.7%	10	0.0%	0	0.0%	1
Wokingham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Brighton Hill Retail Park, Basingstoke	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	8.3%	44	5.3%	3	11.5%	6	2.3%	1	15.8%	9	15.6%	7
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Ladymead Retail Park, Guildford	2.5%	13	10.5%	6	0.0%	0	11.4%	5	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.5%	8	10.5%	6	1.9%	1	2.3%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Reading Link Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	7.4%	39	1.8%	1	7.7%	4	4.5%	2	12.3%	7	15.6%	7
The Meadows, Sandhurst (Camberley)	1.5%	8	0.0%	0	1.9%	1	0.0%	0	7.0%	4	0.0%	0
The Peel Centre, Bracknell	2.6%	14	0.0%	0	0.0%	0	0.0%	1	1.8%	1	0.0%	0
Ash Vale Village Centre, GU12 5JE	2.5%	13	1.8%	1	5.8%	3	2.3%	1	0.0%	0	11.1%	5
Ash Village Centre, GU12 6LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Ashtead Village Centre, KT21 1AL	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	3.2%	17	3.5%	2	1.9%	1	0.0%	0	1.8%	1	2.2%	1	5.7%	4	0.0%	0	6.9%	4	3.7%	1	0.0%	0	6.0%	3
IKEA, West Quay Road, Southampton, SO15 1GY	0.4%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.3%	12	0.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	5	11.1%	3	3.2%	1	2.0%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.9%	5	0.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	2	3.5%	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	0.0%	0
Lancaster City Centre, LA1 1RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Norwich City Centre, NR1 1EA	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	3.2%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	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	0.0%	0
South Ruislip Local Centre, HA4 6TP	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	2.0%	1
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.2%	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	0.0%	0
Thame Town Centre, OX9 2BW	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	2.0%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	2.0%	1
White Waltham Village Centre, SL6 3SG	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	2.0%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.2%	1	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	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.4%	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	6.5%	2	0.0%	0
Woodley Town Centre, RG5	0.4%	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	6.5%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
4JA												
Base:	529	57	52	44	57	45	70	38	58	27	31	50

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09 AND Ex. Nulls & SFT</i>												
B&Q, Invincible Road, Farnborough	1.8%	4	0.0%	0	11.1%	3	5.0%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Homebase (Brookwood) Knaphill, Woking	0.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.0%	9	0.0%	0	3.7%	1	5.0%	1	11.1%	3	9.1%	2
Sainsbury's, Ringmead, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Aldershot Town Centre	3.1%	7	0.0%	0	3.7%	1	0.0%	0	0.0%	0	13.6%	3
Ascot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Blackwater Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Bracknell Town Centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	2.6%	6	0.0%	0	3.7%	1	0.0%	0	3.7%	1	4.5%	1
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Farnborough Town Centre	4.8%	11	3.8%	1	3.7%	1	10.0%	2	14.8%	4	13.6%	3
Farnham Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	5.3%	12	11.5%	3	11.1%	3	5.0%	1	11.1%	3	0.0%	0
Kingston upon Thames Town Centre	1.3%	3	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	2.2%	5	7.7%	2	3.7%	1	5.0%	1	3.7%	1	0.0%	0
Reading Town Centre	8.4%	19	3.8%	1	3.7%	1	10.0%	2	3.7%	1	0.0%	0
Sandhurst Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Slough Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	1.3%	3	0.0%	0	7.4%	2	0.0%	0	0.0%	0	6.3%	1
West Byfleet Village Centre	0.4%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Windsor Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Woking Town Centre	2.2%	5	3.8%	1	0.0%	0	20.0%	4	0.0%	0	0.0%	0
Wokingham Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	8.8%	20	3.8%	1	22.2%	6	0.0%	0	7.4%	2	9.1%	2	20.0%	4	6.3%	1	6.9%	2	9.1%	1	0.0%	0	6.3%	1
Forbury Retail Park, Reading	2.2%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	6.3%	1	3.4%	1	0.0%	0	0.0%	0	6.3%	1
Ladymead Retail Park, Guildford	4.0%	9	23.1%	6	0.0%	0	15.0%	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
Lion Retail Park, Oriental Road, Woking	1.8%	4	7.7%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Solartron Retail Park, Farnborough	1.8%	4	0.0%	0	0.0%	0	5.0%	1	3.7%	1	4.5%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	6.3%	1	3.4%	1	9.1%	1	15.4%	2	0.0%	0
The Peel Centre, Bracknell	0.4%	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	0.0%	0	0.0%	0	6.3%	1
Ash Vale Village Centre, GU12 5JE	3.1%	7	3.8%	1	3.7%	1	0.0%	0	3.7%	1	9.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.4%	1	0.0%	0	3.7%	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	0.0%	0
Bath City Centre, BA1 1JT	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	0.4%	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	0.0%	0	7.7%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	0.4%	1	0.0%	0	0.0%	0	5.0%	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
High Wycombe Town Centre, HP11 2DQ	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Hook Town Centre, RG27 9DG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	0.4%	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	0.0%	0	7.7%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.8%	11	0.0%	0	3.7%	1	0.0%	0	7.4%	2	9.1%	2	5.0%	1	0.0%	0	10.3%	3	0.0%	0	15.4%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
IKEA, West Quay Road, Southampton, SO15 1GY	0.9%	2	0.0%	0	3.7%	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	6.3%	1
John Lewis, Broad Street, Reading, RG1 2BB	1.8%	4	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	7.7%	1	6.3%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	9.1%	1	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.4%	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	0.0%	0	7.7%	1	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre, OX1 3DZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.4%	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	0.0%	0	0.0%	0	6.3%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.4%	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	0.0%	0	7.7%	1	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.4%	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	9.1%	1	0.0%	0	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.4%	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	0.0%	0	7.7%	1	0.0%	0
Base:	227	26	27	20	27	22	20	16	29	11	13	16												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	1.0%	5	2.2%	1	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	3.8%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	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
Homebase, Kenavon Drive, Reading	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	3.8%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	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	3.8%	1	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	7.0%	35	2.2%	1	17.0%	8	7.1%	3	19.0%	11	3.7%	2	0.0%	0	2.3%	1	4.2%	2	7.7%	2	7.7%	2	5.8%	3
Sainsbury's, King Street Lane, Winnersh	0.4%	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	3.8%	1	3.8%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	3	4.4%	2	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
Sainsbury's, Ringmead, Bracknell	0.2%	1	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	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	0.0%	0	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
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	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%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.8%	4	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	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
Wickes, Western Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	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
Aldershot Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.3%	2	2.3%	1	27.1%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	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
Bracknell Town Centre	8.2%	41	0.0%	0	4.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	23.3%	10	0.0%	0	11.5%	3	3.8%	1	44.2%	23
Camberley Town Centre	6.4%	32	0.0%	0	25.5%	12	11.9%	5	13.8%	8	3.7%	2	5.0%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.9%	1
Chobham Village Centre	0.2%	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
Crowthorne Village Centre	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	3.8%	1	0.0%	0	0.0%	0
Farnborough Town Centre	7.4%	37	2.2%	1	4.3%	2	2.4%	1	17.2%	10	16.7%	9	20.0%	12	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.8%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Fleet Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.8%	14	4.4%	2	6.4%	3	7.1%	3	0.0%	0	7.4%	4
Kingston upon Thames Town Centre	1.8%	9	6.7%	3	2.1%	1	4.8%	2	0.0%	0	1.9%	1
London City Centre	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Reading Town Centre	9.2%	46	0.0%	0	2.1%	1	7.1%	3	6.9%	4	1.9%	1
Sandhurst Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Staines-upon-Thames Town Centre	0.4%	2	2.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
West Byfleet Village Centre	0.4%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Windsor Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	9
Woking Town Centre	5.2%	26	40.0%	18	4.3%	2	14.3%	6	0.0%	0	0.0%	0
Wokingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.6%	23	2.2%	1	6.4%	3	4.8%	2	5.2%	3	16.7%	9
Festival Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Ladymead Retail Park, Guildford	1.4%	7	4.4%	2	0.0%	0	9.5%	4	0.0%	0	1.9%	1
Lion Retail Park, Oriental Road, Woking	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Solartron Retail Park, Farnborough	3.2%	16	0.0%	0	4.3%	2	0.0%	0	3.4%	2	3.7%	2
The Meadows, Sandhurst (Camberley)	3.0%	15	0.0%	0	2.1%	1	9.5%	4	8.6%	5	1.9%	1
The Peel Centre, Bracknell	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.3%	2
Ash Vale Village Centre, GU12 5JE	0.8%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bristol City Centre, BS1 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Chineham Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG24 8TR												
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.6%	8	0.0%	0	2.1%	1	0.0%	0	1.7%	1	3.7%	2
Dunelm, Pincents Lane, Reading RG31 7SD	1.4%	7	0.0%	0	0.0%	0	2.4%	1	3.4%	2	0.0%	0
Havant Town Centre, PO9 1ND	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	3.0%	15	4.4%	2	4.3%	2	0.0%	0	1.7%	1	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	3.2%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	2.0%	10	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.0%	5	6.7%	3	0.0%	0	2.4%	1	0.0%	0	1.9%	1
London Road Retail Park, London Road, Newbury, RG14 2BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marlborough Town Centre, SN8 1NE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's, Blackwater	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.6%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading RG1 8AL	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames Town Centre, KT12 1GH	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Base:	501	45	47	42	58	54	60	43	48	26	26	52

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Homebase (Brookwood) Knaphill, Woking	0.8%	2	4.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.7%	15	4.3%	1	10.0%	3	0.0%	0	6.1%	2	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.1%	3	4.3%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.3%	6	0.0%	0	0.0%	0	0.0%	0	15.2%	5	3.7%	1
Tesco Extra, Wellington Avenue, Aldershot	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Tesco Extra, Whitton Road, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Ascot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Bagshot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Basingstoke Town Centre	3.4%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.7%	1
Blackwater Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	8.0%	21	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Camberley Town Centre	8.7%	23	4.3%	1	26.7%	8	0.0%	0	18.2%	6	3.7%	1
Farnborough Town Centre	4.9%	13	0.0%	0	10.0%	3	5.6%	1	3.0%	1	18.5%	5
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Guildford Town Centre	7.2%	19	26.1%	6	6.7%	2	33.3%	6	9.1%	3	3.7%	1
Kingston upon Thames Town Centre	1.9%	5	0.0%	0	0.0%	0	5.6%	1	3.0%	1	3.7%	1
London City Centre	1.1%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Reading Town Centre	6.8%	18	0.0%	0	6.7%	2	0.0%	0	3.0%	1	3.7%	1
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.1%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Woking Town Centre	4.2%	11	30.4%	7	6.7%	2	11.1%	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
Wokingham Town Centre	0.8%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.4%	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	0.0%	0	0.0%	0	2.9%	1
Brighton Hill Retail Park, Basingstoke	1.9%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.4%	9	0.0%	0	6.7%	2	0.0%	0	3.0%	1	11.1%	3	6.7%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.1%	3	4.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	3.8%	10	0.0%	0	10.0%	3	0.0%	0	3.0%	1	11.1%	3	3.3%	1	0.0%	0	3.8%	1	7.7%	1	0.0%	0	0.0%	0
The Peel Centre, Bracknell	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	17.6%	6
Asda, Chalfont Way, Earley, RG6 5TT	0.4%	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	0.0%	0	12.5%	1	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	1.5%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.5%	4	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pincents Lane, Reading RG31 7SD	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.8%	2	4.3%	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	0.0%	0	2.9%	1
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	2.7%	7	0.0%	0	3.3%	1	0.0%	0	3.0%	1	3.7%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	2.9%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.4%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	2	0.0%	0	0.0%	0	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
John Lewis, Broad Street, Reading, RG1 2BB	2.3%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	4.5%	1	3.8%	1	15.4%	2	12.5%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	12.5%	1	5.9%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.1%	3	4.3%	1	0.0%	0	5.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.8%	2	0.0%	0	3.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WestQuay Shopping Centre, Southampton, SO15 1QA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	264	23	30	18	33	27	30	22	26	13	8	34												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																								
<i>Domestic electrical appliances at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.2%	1	2.1%	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		
Costco Wholesale, Green Park, Reading	0.2%	1	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		
Currys, Brighton Hill Retail Park, Basingstoke	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	10	0.0%	0	0.0%	0	0.0%	0		
Currys, Brunel Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	0.0%	0	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	17.4%	79	0.0%	0	22.0%	9	11.1%	5	22.0%	9	44.9%	22	60.0%	27	0.0%	0	14.9%	7	0.0%	0	0.0%	0		
Currys, Lion Retail Park, Woking	5.7%	26	29.8%	14	2.4%	1	24.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, Reading Gate, Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	5.0%	1	0.0%	0		
Currys, The Peel Centre, Bracknell	9.9%	45	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	37.0%	17	0.0%	0	5.0%	1	5.0%	1	46.2%	24
Currys, Westgate Retail Park, Slough	0.4%	2	0.0%	0	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
Sainsbury's, King Street Lane, Winnersh	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	5.0%	1	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	2.1%	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	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.2%	1	0.0%	0	0.0%	0	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
Wickes, Invincible Road, Farnborough	0.4%	2	0.0%	0	2.4%	1	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
Wickes, Western Road, Bracknell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Addlestone Town Centre	0.4%	2	0.0%	0	2.4%	1	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
Aldershot Town Centre	0.4%	2	2.1%	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
Ascot Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	8	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.3%	15	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	10.0%	2	0.0%	0	15.4%	8
Camberley Town Centre	1.8%	8	0.0%	0	7.3%	3	0.0%	0	7.3%	3	2.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	4.2%	19	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	55.0%	11	5.0%	1	5.8%	3
Farnborough Town Centre	3.1%	14	0.0%	0	7.3%	3	0.0%	0	14.6%	6	4.1%	2	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	15.6%	7	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.4%	2	0.0%	0	4.9%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10		
Guildford Town Centre	0.9%	4	2.1%	1	2.4%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.4%	2	2.1%	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
Knaphill Village Centre	4.2%	19	8.5%	4	4.9%	2	28.9%	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
London City Centre	0.7%	3	4.3%	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	0.0%	0
Reading Town Centre	5.1%	23	0.0%	0	2.4%	1	2.2%	1	4.9%	2	0.0%	0	2.2%	1	6.5%	3	2.1%	1	15.0%	3	25.0%	5	11.5%	6
Weybridge Town Centre	0.2%	1	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	0.0%	0	0.0%	0
Windlesham Village Centre	0.4%	2	0.0%	0	4.9%	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
Woking Town Centre	2.0%	9	10.6%	5	2.4%	1	4.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.4%	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	10.0%	2	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	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
Brighton Hill Retail Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	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
Farnborough Gate Retail Park, Farnborough	6.8%	31	0.0%	0	12.2%	5	0.0%	0	22.0%	9	22.4%	11	8.9%	4	2.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	2.2%	10	6.4%	3	0.0%	0	13.3%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.8%	8	14.9%	7	0.0%	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
Reading Gate Retail Park, Reading	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	5.0%	1	0.0%	0
Solartron Retail Park, Farnborough	0.2%	1	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	0.0%	0
The Meadows, Sandhurst (Camberley)	0.2%	1	0.0%	0	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
The Peel Centre, Bracknell	1.1%	5	0.0%	0	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	5.8%	3
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	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	0.0%	0
Cardiff City Centre, CF10 2DX	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	1.9%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	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	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.9%	4	2.1%	1	0.0%	0	4.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	2.1%	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	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road,	0.2%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Southampton, SO15 1GY																								
John Lewis, Basing View, Basingstoke, RG21 4BF	1.3%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	4.0%	18	0.0%	0	2.4%	1	0.0%	0	2.4%	1	2.0%	1	2.2%	1	2.2%	1	12.8%	6	0.0%	0	15.0%	3	7.7%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	2.6%	12	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	7	0.0%	0	0.0%	0	5.0%	1	5.8%	3
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.4%	2	2.1%	1	0.0%	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
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	5.0%	1	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	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	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.2%	1	2.1%	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	0.0%	0
West End Village Centre, GU24 9LH	0.2%	1	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	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.2%	1	2.1%	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	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.2%	1	2.1%	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	0.0%	0
Woodley Town Centre, RG5 4JA	0.4%	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	10.0%	2	0.0%	0
Base:		453		47		41		45		41		49		45		46		47		20		20		52

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13 AND Ex. Nulls & SFT</i>												
B&Q, Reading Gate Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	11.7%	21	0.0%	0	23.8%	5	0.0%	0	27.8%	5	36.8%	7
Currys, Lion Retail Park, Woking	5.0%	9	21.4%	6	4.8%	1	11.1%	2	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	8.9%	16	0.0%	0	4.8%	1	0.0%	0	5.6%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Sainsbury's, Redding Way, Knaphill, Woking	1.7%	3	3.6%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Addlestone Town Centre	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Basingstoke Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Bracknell Town Centre	3.4%	6	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	4.5%	8	0.0%	0	23.8%	5	5.6%	1	11.1%	2	0.0%	0
Crowthorne Village Centre	2.2%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Farnborough Town Centre	3.9%	7	3.6%	1	9.5%	2	0.0%	0	5.6%	1	5.3%	1
Fleet Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Guildford Town Centre	3.9%	7	3.6%	1	4.8%	1	0.0%	0	5.6%	1	15.8%	3
Kingston upon Thames Town Centre	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.2%	4	10.7%	3	0.0%	0	5.6%	1	0.0%	0	0.0%	0
London City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Reading Town Centre	5.6%	10	0.0%	0	0.0%	0	0.0%	0	11.1%	2	5.3%	1
Staines-upon-Thames Town Centre	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.7%	3	3.6%	1	4.8%	1	5.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.5%	8	0.0%	0	0.0%	0	5.6%	1	5.6%	1	10.5%	2
Ladymead Retail Park, Guildford	5.0%	9	10.7%	3	0.0%	0	33.3%	6	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	1.7%	3	7.1%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
The Peel Centre, Bracknell	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	2.8%	5	0.0%	0	9.5%	2	0.0%	0	5.6%	1	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	3.9%	7	14.3%	4	0.0%	0	11.1%	2	0.0%	0	10.0%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	5.6%	10	0.0%	0	9.5%	2	0.0%	0	5.6%	1	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.7%	3	3.6%	1	0.0%	0	0.0%	0	5.3%	1	10.0%	1
Reigate Town Centre, RH2 9AY	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.1%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0	10.0%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	179	28	21	18	18	19	10	10	18	8	10	19

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06 AND Ex. Nulls & SFT</i>																								
Costco Wholesale, Green Park, Reading	0.6%	3	0.0%	0	0.0%	0	2.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Currys, Brighton Hill Retail Park, Basingstoke	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	10	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.8%	4	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	7.7%	2	1.9%	1
Currys, Farnborough Gate Retail Park, Farnborough	16.9%	82	0.0%	0	20.5%	9	17.1%	7	39.6%	19	39.2%	20	42.6%	20	0.0%	0	10.5%	6	4.0%	1	0.0%	0	0.0%	0
Currys, Lion Retail Park, Woking	6.0%	29	33.3%	18	4.5%	2	22.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.4%	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	7.7%	2	0.0%	0
Currys, The Peel Centre, Bracknell	7.4%	36	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	12	0.0%	0	16.0%	4	3.8%	1	33.3%	18
Currys, Westgate Retail Park, Slough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	0.0%	0	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
Sainsbury's, King Street Lane, Winnersh	0.4%	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	4.0%	1	3.8%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	2	3.7%	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
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	1	2.6%	1	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.2%	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
Aldershot Town Centre	0.8%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.9%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.4%	3	0.0%	0	14.0%	8	0.0%	0	0.0%	0	1.9%	1
Bracknell Town Centre	3.5%	17	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	12.0%	3	7.7%	2	16.7%	9
Camberley Town Centre	3.5%	17	0.0%	0	20.5%	9	2.4%	1	6.3%	3	3.9%	2	2.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	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	12.0%	3	0.0%	0	0.0%	0
Farnborough Town Centre	1.4%	7	0.0%	0	2.3%	1	0.0%	0	4.2%	2	2.0%	1	4.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	4.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	2.3%	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	0.0%	0
Guildford Town Centre	2.7%	13	5.6%	3	6.8%	3	4.9%	2	0.0%	0	7.8%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.8%	4	5.6%	3	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
Knaphill Village Centre	0.6%	3	0.0%	0	0.0%	0	7.3%	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
London City Centre	0.4%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.8%	38	0.0%	0	6.8%	3	4.9%	2	4.2%	2	2.0%	1	4.3%	2	2.6%	1	7.0%	4	24.0%	6	26.9%	7	18.5%	10

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	1.2%	6	3.7%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Woking Town Centre	2.7%	13	14.8%	8	0.0%	0	9.8%	4	0.0%	0	2.0%	1
Wokingham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.0%	34	0.0%	0	9.1%	4	0.0%	0	14.6%	7	17.6%	9
Festival Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	2.3%	11	7.4%	4	2.3%	1	14.6%	6	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.0%	5	7.4%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
The Peel Centre, Bracknell	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.6%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	2.1%	10	5.6%	3	2.3%	1	4.9%	2	0.0%	0	5.9%	3
Datchet Village Centre, SL3 9EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Town Centre, SL4 6AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.4%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	5.2%	25	0.0%	0	6.8%	3	0.0%	0	10.4%	5	0.0%	0	0.0%	0	2.6%	1	10.5%	6	4.0%	1	19.2%	5	7.4%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	2.5%	12	1.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	15.8%	6	0.0%	0	4.0%	1	3.8%	1	3.7%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.8%	4	1.9%	1	0.0%	0	2.4%	1	0.0%	0	2.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.8%	4	0.0%	0	2.3%	1	0.0%	0	2.1%	1	2.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	0.2%	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
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	3.8%	1	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.2%	1	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	0.0%	0	0.0%	0
Base:	485	54	44	41	48	51	47	38	57	25	26	54												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15 AND Ex. Nulls & SFT</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Currys, Farnborough Gate Retail Park, Farnborough	8.8%	15	0.0%	0	31.6%	6	0.0%	0	21.4%	3	5.3%	1
Currys, Lion Retail Park, Woking	5.9%	10	25.0%	6	5.3%	1	16.7%	3	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	5.3%	9	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.4%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	1	5.3%	1
Bagshot Town Centre	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.1%	7	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	1.2%	2	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.9%	5	0.0%	0	0.0%	0	0.0%	0	15.8%	3	12.5%	2
Fleet Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Guildford Town Centre	2.4%	4	0.0%	0	0.0%	0	5.6%	1	0.0%	0	15.8%	3
Kingston upon Thames Town Centre	1.8%	3	4.2%	1	0.0%	0	0.0%	0	7.1%	1	5.3%	1
London City Centre	2.9%	5	4.2%	1	0.0%	0	5.6%	1	0.0%	0	5.3%	1
Reading Town Centre	9.4%	16	0.0%	0	5.3%	1	0.0%	0	7.1%	1	5.3%	1
Richmond Town Centre	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.7%	8	16.7%	4	5.3%	1	16.7%	3	0.0%	0	0.0%	0
Wokingham Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	9.4%	16	0.0%	0	21.1%	4	0.0%	0	28.6%	4	15.8%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	5.9%	10	12.5%	3	0.0%	0	33.3%	6	0.0%	0	5.3%	1
Lion Retail Park, Oriental Road, Woking	2.9%	5	16.7%	4	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	1.8%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	6.3%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	1.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	2.4%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimmed Hill Lane, Bracknell, RG12 1EN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
The Range, Ivy Road, Aldershot, GU12 4TX	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Base:	170	24	19	18	14	19	16	11	16	7	10	16

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Glassware, china, tableware, kitchen utensils at Q06 AND Ex. Nulls & SFT</i>												
Costco Wholesale, Green Park, Reading	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.5%	28	3.7%	2	9.3%	4	0.0%	0	20.4%	10	5.7%	2
Marks & Spencer, Broad Street, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	2.3%	10	7.4%	4	4.7%	2	13.8%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.7%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Sainsbury's, Wolsey Walk, Woking	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.8%	12	0.0%	0	4.7%	2	0.0%	0	10.2%	5	2.9%	1
Tesco Extra, Wellington Avenue, Aldershot	0.9%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	2	4.2%	2
Tesco Extra, Whitton Road, Bracknell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	5.4%	23	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Bracknell Town Centre	6.8%	29	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Camberley Town Centre	7.5%	32	1.9%	1	27.9%	12	6.9%	2	22.4%	11	0.0%	0
Farnborough Town Centre	4.0%	17	1.9%	1	0.0%	0	0.0%	0	6.1%	3	2.9%	1
Farnham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Fleet Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Guildford Town Centre	4.0%	17	5.6%	3	2.3%	1	24.1%	7	2.0%	1	11.4%	4
Kingston upon Thames	0.9%	4	1.9%	1	4.7%	2	0.0%	0	0.0%	0	2.9%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.7%	33	0.0%	0	4.7%	2	6.9%	2	4.1%	2	2.9%	1
Staines-upon-Thames Town Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.6%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	8.9%	38	50.0%	27	4.7%	2	31.0%	9	0.0%	0	0.0%	0
Wokingham Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.2%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	8.6%	3
Slough Estate Retail Park, Bath Road, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.9%	8	0.0%	0	2.3%	1	0.0%	0	4.1%	2	2.9%	1
The Peel Centre, Bracknell	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.9%	4	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.2%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.1%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.9%	4	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
IKEA, Pincent's Kiln Industrial Park, Theale, Reading, RG31 7SD	6.5%	28	3.7%	2	4.7%	2	0.0%	0	8.2%	4	5.7%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	3.7%	16	0.0%	0	2.3%	1	0.0%	0	4.1%	2	0.0%	0	4.2%	2	0.0%	0	10.2%	5	4.2%	1	12.5%	3	4.4%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.9%	8	1.9%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.2%	1	0.0%	0	2.2%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.4%	6	3.7%	2	2.3%	1	0.0%	0	2.0%	1	2.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.2%	1	0.0%	0	2.3%	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	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	1	0.0%	0	0.0%	0	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
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.7%	3	3.7%	2	0.0%	0	3.4%	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
Morrisons, The Peel Centre, Bracknell, RG12 1EN	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	0.0%	0	4.4%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	4.2%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	2.3%	10	0.0%	0	0.0%	0	3.4%	1	8.2%	4	8.6%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.2%	1	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	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre, TA1 4AJU	0.2%	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
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	4.2%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.2%	1	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	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	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	2.2%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
OHD																								
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.2%	1	0.0%	0	0.0%	0	3.4%	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
Base:	428	54	43	29	49	35	48	28	49	24	24	45												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17 AND Ex. Nulls & SFT</i>												
B&Q, Invincible Road, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	9.4%	18	0.0%	0	22.2%	4	14.3%	2	14.3%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.6%	3	9.5%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	6.8%	13	4.8%	1	16.7%	3	0.0%	0	23.8%	5	6.3%	1
Tesco Extra, Wellington Avenue, Aldershot	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Tesco Extra, Whitton Road, Bracknell	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Basingstoke Town Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Bracknell Town Centre	7.3%	14	0.0%	0	5.6%	1	0.0%	0	4.8%	1	0.0%	0
Camberley Town Centre	4.2%	8	0.0%	0	11.1%	2	7.1%	1	4.8%	1	6.3%	1
Farnborough Town Centre	2.1%	4	4.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Fleet Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Guildford Town Centre	10.5%	20	38.1%	8	11.1%	2	21.4%	3	14.3%	3	12.5%	2
Kingston upon Thames Town Centre	1.0%	2	0.0%	0	0.0%	0	7.1%	1	0.0%	0	3.7%	1
London City Centre	1.6%	3	0.0%	0	0.0%	0	7.1%	1	0.0%	0	7.1%	1
Reading Town Centre	9.4%	18	0.0%	0	0.0%	0	7.1%	1	9.5%	2	6.3%	1
Sandhurst Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	5.8%	11	23.8%	5	11.1%	2	28.6%	4	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.6%	5	0.0%	0	5.6%	1	0.0%	0	0.0%	0	12.5%	2
Solartron Retail Park, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
The Peel Centre, Bracknell	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Asda, West Meade, Farnborough, GU14 7LT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.6%	3	0.0%	0	5.6%	1	0.0%	0	0.0%	0	7.4%	2
Dorking Town Centre, RH4 1UX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.0%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	6.3%	1
High Wycombe Town Centre, HP11 2DQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	7.3%	14	0.0%	0	5.6%	1	0.0%	0	4.8%	1	12.5%	2
IKEA, West Quay Road, Southampton, SO15 1GY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Oxford City Centre, OX1 3DZ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.6%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.5%	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	6.3%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	1.0%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	191	21	18	14	21	16	27	14	27	10	7	16												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	30.3%	213	0.0%	0	45.5%	30	5.8%	4	57.5%	42	70.6%	48
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.6%	18	11.6%	8	0.0%	0	13.0%	9	0.0%	0	1.5%	1
B&Q, Lister Road, Basingstoke	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.7%	26	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	9.3%	65	33.3%	23	12.1%	8	49.3%	34	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.9%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	6
Homebase, Winchester Road, Basingstoke	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	9.5%	67	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.9%	13	1.4%	1	1.5%	1	1.4%	1	2.7%	2	5.9%	4
Wickes, Millenium Court, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.7%	33	0.0%	0	3.0%	2	0.0%	0	1.4%	1	0.0%	0
Aldershot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.7%	33	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.3%	2	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.7%	5	0.0%	0	3.0%	2	2.9%	2	1.4%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnborough Town Centre	4.3%	30	0.0%	0	12.1%	8	1.4%	1	9.6%	7	4.4%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sandhurst Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0
Staines-upon-Thames Town Centre	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sunninghill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Windlesham Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.9%	6	4.3%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.9%	13	0.0%	0	9.1%	6	0.0%	0	4.1%	3	2.9%	2
Festival Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.4%	3	2.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Peel Centre, Bracknell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.4%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines, TW18 3AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	3	0.0%	0	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.1%	1	0.0%	0	1.5%	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%
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherfield on Loddon Town Centre, RG27 0EZ	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	0.0%
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	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	0.0%
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	1.4%	1	0.0%
The Range, Ivy Road, Aldershot, GU12 4TX	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	0.0%
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	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	0.0%
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	1.4%	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	0.0%	0	0.0%	0	0.0%
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.9%	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	0.0%	0	17.1%	6	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.4%	31	26.1%	18	3.0%	2	15.9%	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
Base:		702		69		66		69		73		68		85		57		70		39		35		71

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q20 Where else do you do your household's shopping for DIT & decorating goods?												
<i>Not DK / varies at Q19 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	1.1%	4	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	11.4%	40	4.4%	2	7.4%	2	11.4%	4	26.8%	11	20.7%	6
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	5.4%	19	28.9%	13	3.7%	1	11.4%	4	0.0%	0	3.4%	1
B&Q, Lister Road, Basingstoke	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	4.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Homebase (Brookwood) Knaphill, Woking	6.9%	24	15.6%	7	25.9%	7	25.7%	9	2.4%	1	0.0%	0
Homebase, Europa Park Road, Guildford	2.0%	7	8.9%	4	0.0%	0	5.7%	2	0.0%	0	3.4%	1
Homebase, Farnham Retail Park, Guildford Road, Farnham	3.1%	11	0.0%	0	0.0%	0	0.0%	0	2.4%	1	13.8%	4
Homebase, Kenavon Drive, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	7.1%	25	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	10.0%	35	0.0%	0	22.2%	6	5.7%	2	4.9%	2	41.4%	12
Wickes, Millenium Court, Basingstoke	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	9.1%	32	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Ascot Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Camberley Town Centre	1.1%	4	0.0%	0	0.0%	0	2.9%	1	7.3%	3	0.0%	0
Farnborough Town Centre	1.7%	6	0.0%	0	3.7%	1	0.0%	0	2.4%	1	3.4%	1
Farnham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Fleet Town Centre	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5
Guildford Town Centre	0.9%	3	4.4%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	2.9%	10	0.0%	0	0.0%	0	0.0%	0	17.1%	7	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.9%	3	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.6%	9	6.7%	3	14.8%	4	5.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ladymead Retail Park, Guildford	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
The Peel Centre, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.6%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.6%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	1.1%	4	0.0%	0	3.7%	1	0.0%	0	7.3%	3	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9UT												
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Industrial Estate, Egham Business Park, Egham, TW20 8RJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.6%	16	22.2%	10	0.0%	0	17.1%	6	0.0%	0	0.0%	0
Wickes, Woodbridge Business Park, Woodbridge Road, Guildford GU1 1EH	0.6%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	350	45	27	35	41	29	37	32	33	15	20	36

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?																								
<i>Jewellery, watches, clocks at Q06 AND Ex. Nulls & SFT</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	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	6.3%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.3%	1	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	0.0%	0	0.0%	0
Basingstoke Town Centre	6.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	7.7%	3	0.0%	0	48.5%	16	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	12.3%	41	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	21.9%	7	0.0%	0	35.3%	6	6.3%	1	69.4%	25
Camberley Town Centre	13.6%	45	2.8%	1	42.9%	12	0.0%	0	51.3%	20	10.3%	3	20.5%	8	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.4%	8	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.9%	2	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.4%	1	7.7%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.3%	11	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	15.4%	6	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	9.0%	30	8.3%	3	10.7%	3	18.5%	5	7.7%	3	44.8%	13	5.1%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.9%	3	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Knaphill Village Centre	1.2%	4	2.8%	1	0.0%	0	11.1%	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
Leatherhead Town Centre	0.3%	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	0.0%	0	0.0%	0	2.8%	1
Lightwater Town Centre	2.7%	9	0.0%	0	25.0%	7	3.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	7.2%	24	5.6%	2	7.1%	2	14.8%	4	2.6%	1	6.9%	2	2.6%	1	18.8%	6	9.1%	3	11.8%	2	6.3%	1	0.0%	0
Reading Town Centre	7.2%	24	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	10.3%	4	6.3%	2	3.0%	1	35.3%	6	37.5%	6	8.3%	3
Southampton City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.7%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Woking Town Centre	9.9%	33	63.9%	23	3.6%	1	33.3%	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
Wokingham Town Centre	2.1%	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	25.0%	4	8.3%	3	0.0%	3
Yateley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.3%	1	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	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.2%	4	8.3%	3	0.0%	0	3.7%	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
The Meadows, Sandhurst (Camberley)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.3%	1	0.0%	0	0.0%	0	3.7%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU21 2QT												
Ashbourne Town Centre, DE6 1DA	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Glastonbury Town Centre, BA6 9EJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.6%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Henley-in-Arden Town Centre, B95 5BY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Marlow Town Centre, SL7 1DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montrose Town Centre, DD10 8DA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Norwich City Centre, NR1 1EA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Oxted Town Centre, RH8 0BD	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
St Ives Town Centre, TR26 1DB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Base:	332	36	28	27	39	29	39	32	33	17	16	36

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																								
<i>Not DK / varies at Q21 AND Ex. Nulls & SFT</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.5%	2	0.0%	0	6.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.4%	6	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	11.1%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	7.3%	10	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	4	0.0%	0	12.5%	1	40.0%	2	28.6%	2
Camberley Town Centre	11.7%	16	0.0%	0	31.3%	5	10.0%	1	21.1%	4	7.1%	1	11.1%	2	8.3%	1	0.0%	0	25.0%	2	0.0%	0	0.0%	0
Farnborough Town Centre	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	33.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	2.9%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Fleet Town Centre	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	9.5%	13	29.4%	5	6.3%	1	30.0%	3	5.3%	1	14.3%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.7%	1	5.9%	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	0.0%	0	0.0%	0
Knaphill Village Centre	0.7%	1	0.0%	0	6.3%	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	0.0%	0
Lightwater Town Centre	1.5%	2	0.0%	0	12.5%	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
London City Centre	5.1%	7	0.0%	0	0.0%	0	0.0%	0	10.5%	2	7.1%	1	5.6%	1	0.0%	0	18.2%	2	0.0%	0	0.0%	0	14.3%	1
Reading Town Centre	11.7%	16	0.0%	0	0.0%	0	0.0%	0	10.5%	2	7.1%	1	5.6%	1	8.3%	1	27.3%	3	25.0%	2	60.0%	3	42.9%	3
Staines-upon-Thames Town Centre	2.2%	3	0.0%	0	6.3%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.7%	1	5.9%	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	0.0%	0	0.0%	0
Windsor Town Centre	2.9%	4	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Woking Town Centre	12.4%	17	47.1%	8	25.0%	4	30.0%	3	0.0%	0	7.1%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.5%	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	25.0%	2	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	1.5%	2	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2NU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.7%	1	5.9%	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	0.0%	0	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Hayes Town Centre, UB3 2PB	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.7%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	1.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	137	17	16	10	19	14	18	12	11	8	5	7												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06 AND Ex. Nulls & SFT</i>												
Sainsbury's, King Street Lane, Winnersh	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.6%	4	3.3%	1	0.0%	0	13.6%	3	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	5.1%	13	0.0%	0	18.2%	4	0.0%	0	26.9%	7	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	5
Tesco Extra, Whitton Road, Bracknell	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.0%
Addlestone Town Centre	0.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Aldershot Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	1	14.3%	4
Ascot Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Ashford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Bagshot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Basingstoke Town Centre	5.9%	15	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Bracknell Town Centre	9.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5
Camberley Town Centre	12.2%	31	0.0%	0	63.6%	14	0.0%	0	34.6%	9	16.7%	4
Chobham Village Centre	0.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	6.3%	16	0.0%	0	0.0%	0	0.0%	0	3.8%	1	25.0%	6
Farnham Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.1%	2
Fleet Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Frimley Town Centre	0.8%	2	0.0%	0	4.5%	1	0.0%	0	4.2%	1	0.0%	0
Guildford Town Centre	3.9%	10	3.3%	1	4.5%	1	13.6%	3	0.0%	0	16.7%	4
Knaphill Village Centre	0.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Reading Town Centre	5.5%	14	0.0%	0	0.0%	0	4.5%	1	3.8%	1	0.0%	0
Sandhurst Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Windsor Town Centre	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	7
Woking Town Centre	12.9%	33	80.0%	24	0.0%	0	40.9%	9	0.0%	0	0.0%	0
Wokingham Town Centre	5.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Festival Park, Basingstoke	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Lion Retail Park, Oriental Road, Woking	0.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.2%	3	0.0%	0	4.5%	1	0.0%	0	7.7%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.8%	2	3.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Asda, Lavender Hill, Battersea, London, SW11 1JG	0.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Birmingham City Centre, B1 3HS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Burpham Village Centre, BN18 9RJ	0.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
High Wycombe Town Centre, HP11 2DQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	4.2%	1
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Station, Lambeth, London, SE1 8SW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Base:	255	30	22	22	26	24	28	23	27	10	12	31

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23 AND Ex. Nulls & SFT</i>												
Sainsbury's, Redding Way, Knaphill, Woking	1.9%	4	6.7%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.9%	6	0.0%	0	14.3%	3	0.0%	0	9.1%	2	4.8%	1
Tesco Extra, Wellington Avenue, Aldershot	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Tesco Extra, Whitton Road, Bracknell	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4
Basingstoke Town Centre	6.7%	14	0.0%	0	0.0%	0	0.0%	0	4.8%	1	22.7%	5
Bracknell Town Centre	13.3%	28	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Camberley Town Centre	14.8%	31	0.0%	0	57.1%	12	0.0%	0	45.5%	10	9.5%	2
Crowthorne Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.3%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	1	4.8%	1
Farnham Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4
Fleet Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Frimley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Guildford Town Centre	9.0%	19	26.7%	8	9.5%	2	21.4%	3	4.5%	1	19.0%	4
London City Centre	0.5%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Reading Town Centre	3.8%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Richmond Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Sandhurst Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Staines-upon-Thames Town Centre	1.9%	4	3.3%	1	9.5%	2	7.1%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	1.0%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	4
Woking Town Centre	10.0%	21	46.7%	14	4.8%	1	42.9%	6	0.0%	0	0.0%	0
Wokingham Town Centre	3.8%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Yateley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Festival Park, Basingstoke	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.5%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Gatwick Airport, Horley, Gatwick, RH6 0NP	1.0%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre, GU7 1EB	0.5%	1	3.3%	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	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.5%	1	0.0%	0	0.0%	0	7.1%	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	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, Camberley, GU15 3YN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Airport, Southampton, SO18 2NL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre, TW11 0AB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.5%	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	9.1%	1	0.0%	0
Winchester City Centre, SO23 9LQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.5%	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	9.1%	1	0.0%	0
Base:		210		30		21		14		22		21		22		17		21		4		11		27

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?												
<i>Chemist goods, health and beauty products at Q06 AND Ex. Nulls & SFT</i>												
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Sainsbury's, Redding Way, Knaphill, Woking	2.8%	22	11.5%	9	2.4%	2	14.9%	11	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.7%	13	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, South Street, Farnham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.3%	26	0.0%	0	8.5%	7	0.0%	0	19.5%	16	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	11
Tesco Extra, Whitton Road, Bracknell	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	16
Ascot Town Centre	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	27
Bagshot Town Centre	1.1%	9	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Blackwater Town Centre	0.4%	3	0.0%	0	1.2%	1	0.0%	0	2.4%	2	0.0%	0
Bracknell Town Centre	7.5%	59	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.3%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Camberley Town Centre	6.4%	50	0.0%	0	17.1%	14	2.7%	2	29.3%	24	9.9%	8
Chobham Village Centre	1.1%	9	0.0%	0	0.0%	0	12.2%	9	0.0%	0	0.0%	0
Crowthorne Village Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Farnborough Town Centre	4.6%	36	0.0%	0	0.0%	0	0.0%	0	3.7%	3	6.2%	5
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Fleet Town Centre	4.8%	38	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Frimley Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.4%	6
Guildford Town Centre	0.9%	7	2.6%	2	1.2%	1	1.4%	1	1.2%	1	2.5%	2
Knaphill Village Centre	1.7%	13	5.1%	4	0.0%	0	12.2%	9	0.0%	0	0.0%	0
Lightwater Town Centre	5.1%	40	0.0%	0	43.9%	36	5.4%	4	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sandhurst Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0
Staines-upon-Thames Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.9%	15	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.5%	4	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.8%	6	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	9.5%	75	67.9%	53	1.2%	1	27.0%	20	0.0%	0	0.0%	1
Wokingham Town Centre	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Yateley Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.8%	14	0.0%	0	0.0%	0	0.0%	0	3.7%	3	7.4%	6
The Meadows, Sandhurst (Camberley)	0.5%	4	0.0%	0	0.0%	0	1.4%	1	2.4%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Ash Vale Village Centre, GU12 5JE	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Chineham Local Centre, RG24 8TR	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hook Town Centre, RG27 9DG	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Farnborough, GU14 0NA												
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.5%	4	0.0%	0	0.0%	0	0.0%	4	4.9%	4	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.9%	7	0.0%	0	0.0%	0	0.0%	2	2.4%	3	3.7%	3
Sainsbury's, Clay Lane, Jacobs Well, Guildford, GU4 7JU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sheerwater Local Centre, GU21 5QS	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.4%	3	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, London Road, Bagshot, GU19 5DG	0.3%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.8%	2
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Tresham Crescent,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.8%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Yateley, GU46 6FR												
West End Village Centre, GU24 9LH	1.4%	11	1.3%	1	0.0%	0	13.5%	10	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	787	78	82	74	82	81	83	71	82	36	41	77

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25 AND Ex. Nulls & SFT</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.8%	3	0.0%	0	2.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	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	0.0%	0	5.3%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	3.2%	12	6.9%	2	0.0%	0	33.3%	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
Sainsbury's, Ringmead, Bracknell	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.3%	1	3.4%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.3%	16	0.0%	0	5.3%	2	0.0%	0	17.4%	8	10.3%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.4%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	7.7%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Aldershot Town Centre	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.8%	3	0.0%	0	7.9%	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
Basingstoke Town Centre	3.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	27.1%	13	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.3%	1	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	0.0%	0
Bracknell Town Centre	5.9%	22	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.2%	1	9.5%	4	0.0%	0	21.1%	4	10.5%	2	34.5%	10
Camberley Town Centre	12.7%	47	0.0%	0	52.6%	20	3.3%	1	30.4%	14	12.8%	5	6.5%	2	4.8%	2	2.1%	1	5.3%	1	0.0%	0	3.4%	1
Chobham Village Centre	0.3%	1	0.0%	0	0.0%	0	3.3%	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
Egham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.3%	16	0.0%	0	2.6%	1	0.0%	0	2.2%	1	15.4%	6	25.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	4.1%	15	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.6%	1	16.1%	5	0.0%	0	16.7%	8	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.3%	1	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	0.0%	0
Guildford Town Centre	4.3%	16	13.8%	4	5.3%	2	13.3%	4	0.0%	0	12.8%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.1%	4	6.9%	2	0.0%	0	6.7%	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
Leatherhead Town Centre	0.5%	2	0.0%	0	2.6%	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	3.4%	1
Lightwater Town Centre	1.1%	4	0.0%	0	5.3%	2	6.7%	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
London City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Reading Town Centre	3.5%	13	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.4%	1	8.3%	4	15.8%	3	5.3%	1	6.9%	2
Richmond Town Centre	0.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.3%	1	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	0.0%	0
Staines-upon-Thames Town	0.3%	1	0.0%	0	2.6%	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6
Woking Town Centre	4.9%	18	37.9%	11	0.0%	0	20.0%	6	0.0%	0	0.0%	0
Wokingham Town Centre	3.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.5%	13	3.4%	1	5.3%	2	0.0%	0	6.5%	3	5.1%	2
Lion Retail Park, Oriental Road, Woking	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darby Green Village Centre, GU17 0DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Frimley Green Village Centre, GU16 6LA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Goldsworth Local Centre, GU21 3RW	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.5%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheerwater Local Centre, GU21 5QS	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Virginia Water Town Centre, GU25 4DW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.8%	3	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Base:	370	29	38	30	46	39	31	42	48	19	19	29

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	0.3%	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	0.0%	0	2.6%	1		
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.3%	1	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		
Sainsbury's, King Street Lane, Winnersh	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	13.3%	2	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	1.4%	5	0.0%	0	0.0%	0	16.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Ringmead, Bracknell	0.3%	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	0.0%	0	2.6%	1		
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.8%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	2	2.5%	1	0.0%	0	3.2%	1	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	2.4%	9	0.0%	0	2.9%	1	0.0%	0	9.3%	4	2.9%	1	3.5%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	0.8%	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	0.0%	0	7.7%	3		
Aldershot Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	2.2%	8	0.0%	0	14.3%	5	3.2%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	19.5%	8	0.0%	0	0.0%	0		
Bracknell Town Centre	7.6%	28	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	35.0%	7	0.0%	0	0.0%	0	6.7%	1	46.2%	18
Camberley Town Centre	6.5%	24	0.0%	0	17.1%	6	6.5%	2	20.9%	9	11.4%	4	1.8%	1	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.3%	1	2.5%	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		
Crowthorne Village Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	15.4%	2	0.0%	0	0.0%	0
Egham Town Centre	0.3%	1	0.0%	0	2.9%	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		
Farnborough Town Centre	12.2%	45	0.0%	0	2.9%	1	6.5%	2	23.3%	10	14.3%	5	45.6%	26	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.8%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0		
Fleet Town Centre	3.0%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	10.5%	6	0.0%	0	9.8%	4	0.0%	0	0.0%	0		
Frimley Town Centre	0.3%	1	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		
Guildford Town Centre	4.1%	15	7.5%	3	5.7%	2	3.2%	1	4.7%	2	14.3%	5	1.8%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	2.9%	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		

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Knaphill Village Centre	0.5%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Lightwater Town Centre	0.5%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	4.3%	16	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Windlesham Village Centre	0.8%	3	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4
Woking Town Centre	9.2%	34	52.5%	21	2.9%	1	35.5%	11	2.3%	1	0.0%	0
Wokingham Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Yateley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.4%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1
Festival Park, Basingstoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Hatch Warren Retail Park, Basingstoke	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ladymead Retail Park, Guildford	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	3.0%	11	22.5%	9	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.9%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	2	2.9%	1
The Peel Centre, Bracknell	2.7%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.5%	2
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	1.6%	6	0.0%	0	14.3%	5	3.2%	1	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Costco, Templer Avenue,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.3%	1	0.0%	0	0.0%	0	3.2%	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
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	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	0.0%	0	0.0%	0	2.6%	1
Hook Town Centre, RG27 9DG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.3%	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	0.0%	0	0.0%	0	2.6%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.8%	3	2.5%	1	5.7%	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
Maidenhead Town Centre, SL6 1LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	1	2.5%	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, The Peel Centre, Bracknell, RG12 1EN	0.3%	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	7.7%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	0.3%	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	0.0%	0	0.0%	0	2.6%	1
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.3%	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	0.0%	0	0.0%	0	2.6%	1
Pets at Home,	0.3%	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	7.7%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.3%	1	2.5%	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
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.3%	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	0.0%	0	0.0%	0	2.6%	1
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.3%	1	0.0%	0	2.9%	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	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre, PO8 8RY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	0.3%	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	7.7%	1	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.3%	1	2.5%	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
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	0.3%	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	6.7%	1	0.0%	0	0.0%	0
Base:	369	40	35	31	43	35	57	20	41	13	15	39												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																							
<i>Not DK / varies at Q27 AND Ex. Nulls & SFT</i>																							
B&Q, Invincible Road, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Reading Gate Retail Park, Reading	0.5%	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	10.0%	1	0.0%	0	
Currys, Farnborough Gate Retail Park, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, King Street Lane, Winnersh	0.5%	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	10.0%	1	0.0%	0	
Sainsbury's, Redding Way, Knaphill, Woking	1.0%	2	11.1%	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	
Tesco Extra, Barnes Wallis Drive, Weybridge	0.5%	1	0.0%	0	0.0%	0	6.7%	1	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	2.6%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.8%	1	0.0%	0	4.8%	1	11.1%	1	0.0%	0	5.6%	1	
Tesco Extra, Wellington Avenue, Aldershot	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Whitton Road, Bracknell	0.5%	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	5.6%	1	
Aldershot Town Centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ascot Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	
Bagshot Town Centre	2.6%	5	0.0%	0	15.8%	3	0.0%	0	4.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	8.3%	2	0.0%	0	28.6%	6	0.0%	0	0.0%	0	
Bracknell Town Centre	9.2%	18	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	22.2%	4	0.0%	0	55.6%	5	20.0%	2	33.3%
Camberley Town Centre	9.7%	19	0.0%	0	26.3%	5	6.7%	1	39.1%	9	9.5%	2	4.2%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	
Crowthorne Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	11.1%	1	0.0%	0	
Farnborough Town Centre	6.6%	13	0.0%	0	5.3%	1	0.0%	0	8.7%	2	4.8%	1	29.2%	7	0.0%	0	9.5%	2	0.0%	0	0.0%	0	
Farnham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fleet Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Guildford Town Centre	4.6%	9	5.6%	1	21.1%	4	13.3%	2	4.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	
Kingston upon Thames Town Centre	1.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Reading Town Centre	6.1%	12	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	8.3%	2	0.0%	0	4.8%	1	11.1%	1	20.0%	2	16.7%
Staines-upon-Thames Town Centre	1.5%	3	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	
West Byfleet Village Centre	0.5%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windlesham Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	
Windsor Town Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	4	0.0%	0	0.0%	0	0.0%	0	
Woking Town Centre	7.1%	14	50.0%	9	5.3%	1	26.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wokingham Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	5.6%	1	
Yateley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farnborough Gate Retail Park, Farnborough	4.1%	8	0.0%	0	10.5%	2	0.0%	0	0.0%	0	9.5%	2	4.2%	1	5.6%	1	9.5%	2	0.0%	0	0.0%	0	
Festival Park, Basingstoke	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	
Ladymead Retail Park,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	3.1%	6	22.2%	4	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
The Meadows, Sandhurst (Camberley)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
The Peel Centre, Bracknell	2.0%	4	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Ash Vale Village Centre, GU12 5JE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.0%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.5%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Tesco, Station Road, Hook, RG27 9JE	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Waitrose, Goldsworth Park Centre, Woking, GU21 3LG	0.5%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Horsley Village Centre, KT214 6BG	0.5%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worplesdon Village Centre, GU3 3RE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	196	18	19	15	23	21	24	18	21	9	10	18

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	9.5%	74	0.0%	0	7.0%	6	2.7%	2	13.3%	10	25.3%	20	39.3%	33	0.0%	0	2.5%	2	2.5%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.4%	3	2.7%	2	0.0%	0	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
B&Q, Lister Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	5.0%	2	10.3%	4	2.5%	2
Homebase (Brookwood) Knaphill, Woking	2.3%	18	12.3%	9	0.0%	0	12.3%	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
Homebase, Europa Park Road, Guildford	0.3%	2	2.7%	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
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	2.8%	22	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	2.5%	1	2.6%	1	15.0%	12
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	1.3%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	3	0.0%	0	2.3%	2	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
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	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
Tesco Extra, Whitton Road, Bracknell	0.3%	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	2.5%	2
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	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
Wickes, Western Road, Bracknell	0.6%	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	5.1%	2	3.8%	3		
Aldershot Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.9%	15	0.0%	0	5.8%	5	1.4%	1	6.7%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.3%	1
Bracknell Town Centre	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	10.0%	4	7.7%	3	13.8%	11
Camberley Town Centre	0.8%	6	0.0%	0	1.2%	1	0.0%	0	4.0%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Crowthorne Village Centre	0.3%	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
Farnborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	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
Fleet Town Centre	1.3%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10										
Guildford Town Centre	0.4%	3	1.4%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	2.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	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
Sunninghill Village Centre	0.4%	3	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.6%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Woking Town Centre	1.4%	11	12.3%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	17.9%	7	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	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
Bath Road Retail Park, Slough	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	2.6%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	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
Ladymead Retail Park, Guildford	0.1%	1	1.4%	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	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	1.4%	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	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.3%	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	5.1%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	6.3%	5
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	1.4%	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	0.0%	0
Binfield Village Centre, RG42 4JF	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
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.3%	2	2.7%	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
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	14	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	2.0%	16	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	2.0%	16	0.0%	0	4.7%	4	2.7%	2	1.3%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	30.6%	239	8.2%	6	72.1%	62	47.9%	35	46.7%	35	22.8%	18
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Newton Abbot Town Centre, TQ12 2DT	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	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
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.8%	22	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	9.7%	7	1.2%	1	0.0%	0	2.6%	1	15.0%	12
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	4.6%	36	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.5%	2	17.9%	15	0.0%	0	21.0%	17	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	1.4%	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	0.0%	0	0.0%	0
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	3.8%	30	1.4%	1	0.0%	0	2.7%	2	0.0%	0	19.0%	15	11.9%	10	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	2.9%	23	19.2%	14	0.0%	0	11.0%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.5%	4	1.4%	1	0.0%	0	4.1%	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
Tesco, Station Road, Hook, RG27 9JE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	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
Waitrose, High Street, Frimley, GU16 7JD	0.1%	1	0.0%	0	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	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
Wendover Town Centre, HP22 6DU	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
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	1.4%	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	0.0%	0	0.0%	0
White Waltham Village Centre, SL6 3SG	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	2.5%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Winnersh, Reading, RG41 5TU												
Wrecclesham Village Centre, GU10 4PY	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	3.3%	26	19.2%	14	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7
Wyevale Garden Centre, Winchester Road, North Waltham, Basingstoke, RG25 2DJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Base:	782	73	86	73	75	79	84	72	81	40	39	80

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	3.5%	11	0.0%	0	0.0%	0	3.8%	1	8.0%	2	15.2%	5
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.9%	3	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
B&Q, Reading Gate Retail Park, Reading	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	2.5%	8	12.2%	5	4.2%	1	7.7%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Tesco Extra, Whitton Road, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Wickes, Invincible Road, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Wickes, Western Road, Bracknell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Bagshot Town Centre	2.2%	7	0.0%	0	4.2%	1	3.8%	1	0.0%	0	6.1%	2
Basingstoke Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Chobham Village Centre	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Farnham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Fleet Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
London City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.6%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.9%	6	9.8%	4	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Lion Retail Park, Oriental Road, Woking	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
The Meadows, Sandhurst (Camberley)	0.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Alton Town Centre, GU34 1BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Arborfield Village Centre, RG2 9HP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badshot Lea Village Centre, GU9 9LU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.6%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	0.6%	2	0.0%	0	4.2%	1	0.0%	0	4.0%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	0.3%	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
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	1	0.0%	0	4.2%	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
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.3%	1	0.0%	0	2.5%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	6.0%	19	0.0%	0	25.0%	6	0.0%	0	8.0%	2	3.0%	1	0.0%	0	28.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.3%	1	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	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	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
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	20.2%	64	17.1%	7	25.0%	6	34.6%	9	24.0%	6	15.2%	5	20.0%	6	25.7%	9	6.5%	2	16.7%	2	5.0%	1	27.5%	11
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	1	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	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	4.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	6	0.0%	0	8.3%	1	0.0%	0	15.0%	6
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	4.7%	15	0.0%	0	0.0%	0	3.8%	1	8.0%	2	0.0%	0	13.3%	4	0.0%	0	22.6%	7	8.3%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	0.3%	1	0.0%	0	4.2%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.7%	15	2.4%	1	0.0%	0	0.0%	0	0.0%	0	27.3%	9	16.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	3.8%	12	17.1%	7	4.2%	1	15.4%	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
Sunningdale Village Centre, SL5 0DQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	1.3%	4	2.4%	1	4.2%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	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
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	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	0.0%	0	0.0%	0	2.5%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	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	0.0%	0	5.0%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.6%	2	0.0%	0	4.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.3%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.3%	1	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	0.0%	0	0.0%	0
World of Water Aquatic	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB	4.4%	14	19.5%	8	0.0%	0	3.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.3%	1	0.0%	0	5.0%	2
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	0.3%	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	0.0%	0	5.0%	1	0.0%	0
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	0.3%	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	0.0%	0	0.0%	0	2.5%	1
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	8.3%	1	0.0%	0	2.5%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.9%	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	15.0%	3	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL																								
Base:	317	41	24	26	25	33	30	35	31	12	20	40												
Q31 Do you take part in any of the following leisure activities? [MR/PR]																								
Cinema	60.8%	609	65.0%	65	53.0%	53	46.0%	46	70.0%	70	54.0%	54	79.2%	80	48.0%	48	60.0%	60	66.0%	33	60.0%	30	70.0%	70
Bingo	2.3%	23	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	3.0%	3	2.0%	2	2.0%	1	2.0%	1	3.0%	3
Gym / health & fitness club	25.1%	251	29.0%	29	20.0%	20	23.0%	23	24.0%	24	25.0%	25	19.8%	20	19.0%	19	32.0%	32	26.0%	13	28.0%	14	32.0%	32
Ten-pin bowling	17.1%	171	21.0%	21	19.0%	19	10.0%	10	20.0%	20	22.0%	22	24.8%	25	10.0%	10	10.0%	10	22.0%	11	12.0%	6	17.0%	17
Restaurants	81.0%	811	80.0%	80	81.0%	81	75.0%	75	82.0%	82	81.0%	81	80.2%	81	79.0%	79	77.0%	77	86.0%	43	92.0%	46	86.0%	86
Pubs / clubs	54.8%	549	64.0%	64	57.0%	57	51.0%	51	52.0%	52	47.0%	47	64.4%	65	36.0%	36	58.0%	58	60.0%	30	70.0%	35	54.0%	54
Art / cultural activities (theatres / galleries and museums etc.)	48.1%	481	63.0%	63	41.0%	41	45.0%	45	51.0%	51	50.0%	50	44.6%	45	51.0%	51	50.0%	50	44.0%	22	46.0%	23	40.0%	40
(None of these)	8.5%	85	5.0%	5	13.0%	13	10.0%	10	6.0%	6	9.0%	9	7.9%	8	11.0%	11	9.0%	9	12.0%	6	8.0%	4	4.0%	4
Base:	1001	100	100	100	100	100	100	100	101	100	100	100												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema? <i>Cinema at Q31 AND Ex. Nulls & SFT</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	7.6%	45	0.0%	0	0.0%	0	2.2%	1	0.0%	0	40.7%	22	21.5%	17	0.0%	0	3.7%	2	0.0%	0	0.0%	0	4.4%	3
Odeon, Bedford Road, Guildford, GU1 4SJ	1.8%	11	9.4%	6	0.0%	0	8.9%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, King Street, Maidenhead, SL6 1DY	0.5%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	0.3%	2	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	0.0%	0	1.5%	1
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.8%	76	0.0%	0	9.4%	5	2.2%	1	8.7%	6	0.0%	0	0.0%	0	50.0%	24	0.0%	0	33.3%	11	3.4%	1	41.2%	28
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.2%	61	3.1%	2	0.0%	0	0.0%	0	2.9%	2	1.9%	1	0.0%	0	2.1%	1	5.6%	3	51.5%	17	82.8%	24	16.2%	11
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	16.3%	97	3.1%	2	7.5%	4	2.2%	1	20.3%	14	40.7%	22	58.2%	46	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.7%	4	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	6.9%	2	1.5%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.8%	5	1.6%	1	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	23.0%	137	7.8%	5	71.7%	38	20.0%	9	68.1%	47	14.8%	8	15.2%	12	14.6%	7	13.0%	7	9.1%	3	0.0%	0	1.5%	1
Ambassadors Cinema, The Peacocks Centre, Woking	12.1%	72	71.9%	46	5.7%	3	48.9%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.2%	1	1.6%	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
Cineworld, Eagle Way, Bracknell, RG12 1BG	5.9%	35	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	0.0%	0	6.1%	2	6.9%	2	33.8%	23
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.5%	3	1.6%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Vue, Festival Way, Basingstoke, RG21 7BB	4.7%	28	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.3%	1
Vue, Station Road, Addlestone, KT15 2BD	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Base:	596	64	53	45	69	54	79	48	54	33	29	68

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10	
Q33 Where do you go most regularly to play bingo?													
<i>Bingo at Q31 AND Ex. Nulls & SFT</i>													
BJ's Bingo, Gillette Way, Reading RG2 0BS	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	50.0%
Buzz Bingo, Bath Road, Slough, SL1 3UA	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	18.8%	3	50.0%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo, High Street, Aldershot, GU11 1DJ	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	66.7%
Chavey Down Local Centre, SL5 8RH	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%
Farnborough Town Centre, GU14 0JP	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Hartley Wintney Village Centre, RG27 8PE	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	6.3%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	6.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%
Base:		16		2		3		0		0		2	

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31 AND Ex. Nulls & SFT</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	2.7%	6	0.0%	0	11.8%	2	0.0%	0	14.3%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	16.7%	2	18.2%	2	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.7%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.3%	1	23.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	1.8%	4	3.7%	1	0.0%	0	9.5%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	0.4%	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	0.0%	0	9.1%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	5.8%	13	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	29.0%	9
The Gym, Queensmead, Farnborough, GU14 7RT	1.3%	3	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	0.4%	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	0.0%	0	9.1%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	17.6%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	6.2%	14	33.3%	9	5.9%	1	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.8%	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	12.9%	4
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	13.0%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	3.5%	8	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	7
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Charters School, Charters Road, Sunningdale, SL5 9QY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.9%	2	0.0%	0	0.0%	0	9.5%	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
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	5.9%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	4.0%	9	0.0%	0	0.0%	0	4.8%	1	4.8%	1	0.0%	0	0.0%	0	29.4%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.4%	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	8.3%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	1.8%	4	7.4%	2	0.0%	0	9.5%	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
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	1.3%	3	0.0%	0	0.0%	0	14.3%	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
Frimley Town Centre, GU16 7AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	6.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	37.9%	11	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.4%	1	0.0%	0	5.9%	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	0.0%	0
Lightwater Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	3.1%	7	3.7%	1	17.6%	3	14.3%	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
LivingWell Health Club, Bagshot Road, Bracknell,	0.9%	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	0.0%	0	6.5%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	2.7%	6	0.0%	0	11.8%	2	0.0%	0	4.8%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.3%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	3.5%	8	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.3%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	1.3%	3	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	4.0%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	3.1%	7	18.5%	5	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Sunningdale Village Hall, Sunningdale, Ascot, SL5 0NH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Coppid Beach, John Nike Way, Bracknell, RG12 8TF	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hampshire Court Hotel, Centre Drive, Chineham, Basingstoke, RG24 8FY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Park Health Club, Titchener Park, Hook, RG27 9EH	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The River Bourne Club, Heriot Road, Chertsey, KT16 9DR	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Runnymede on Thames Hotel & Spa, Windsor Road, Egham, TW20 0AG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The UNIT Gym, Lynchford Road, Farnborough, GU14 6HF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Vyne Centre for Community, Broadway, Knaphill, Woking, GU21 2SP	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Pinchurst Road, Farnborough, GU14 7BF	0.9%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Wellington Health & Fitness Club, Dukes Ride, Crowthorne, RG45 7PT	3.1%	7	0.0%	0	5.9%	1	0.0%	0	4.8%	1	0.0%	0
Winston Sports Centre, Hermitage Road, Woking, GU21 8TL	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Sportsbox, Egley Road, Woking, GU22 0AF	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre, RG40 2BB	1.3%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcote Park, Epsom. KT18 7EN	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Base:	226	27	17	21	21	23	17	17	29	12	11	31

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31 AND Ex. Nulls & SFT</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	19.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	11	76.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	70.0%	7	0.0%	0	0.0%	0	0.0%	
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	20.9%	33	0.0%	0	5.6%	1	0.0%	0	16.7%	3	0.0%	0	0.0%	0	90.0%	9	0.0%	0	40.0%	4	16.7%	1	100.0%	15
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	29.1%	46	11.1%	2	83.3%	15	25.0%	2	77.8%	14	30.0%	6	12.0%	3	10.0%	1	20.0%	2	10.0%	1	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	10.1%	16	55.6%	10	5.6%	1	50.0%	4	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.6%	12	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	50.0%	5	83.3%	5	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.6%	1	0.0%	0	0.0%	0	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
Guildford Spectrum, Parkway, Guildford, GU1 1UP	6.3%	10	33.3%	6	0.0%	0	25.0%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.6%	1	0.0%	0	0.0%	0	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
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.6%	1	0.0%	0	5.6%	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
Base:		158		18		18		8		18		20		25		10		10		10		6		15

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q36 Where do you go most regularly to eat out at restaurants?																								
<i>Restaurants at Q31 AND Ex. Nulls & SFT</i>																								
Aldershot Town Centre	3.3%	23	2.7%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	11	14.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	3.9%	27	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	22	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Ashford Town Centre	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
Bagshot Town Centre	2.6%	18	0.0%	0	11.3%	8	4.9%	3	2.9%	2	1.5%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	2.6%	2
Basingstoke Town Centre	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	27.4%	17	0.0%	0	0.0%	0	1.3%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	13.1%	91	1.3%	1	2.8%	2	0.0%	0	7.1%	5	0.0%	0	0.0%	0	18.8%	12	0.0%	0	26.3%	10	7.0%	3	74.4%	58
Brookwood Village Centre	0.3%	2	0.0%	0	0.0%	0	3.3%	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
Camberley Town Centre	13.1%	91	1.3%	1	23.9%	17	1.6%	1	64.3%	45	21.2%	14	15.9%	11	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	3.2%	22	0.0%	0	8.5%	6	24.6%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.0%	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	18.4%	7	0.0%	0	0.0%	0
Egham Town Centre	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.4%	17	0.0%	0	1.4%	1	1.6%	1	0.0%	0	4.5%	3	13.0%	9	1.6%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.6%	5	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	29.0%	20	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	1.3%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.1%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	3.3%	23	10.7%	8	1.4%	1	8.2%	5	1.4%	1	6.1%	4	4.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.0%	7	4.0%	3	0.0%	0	4.9%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	1.0%	7	0.0%	0	9.9%	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
London City Centre	3.6%	25	2.7%	2	5.6%	4	3.3%	2	1.4%	1	4.5%	3	1.4%	1	4.7%	3	4.8%	3	7.9%	3	4.7%	2	1.3%	1
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	1.4%	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	0.0%	0
Reading Town Centre	1.3%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	2	2.6%	1	7.0%	3	1.3%	1
Sandhurst Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	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	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	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	0.0%	0	0.0%	0
Sunninghill Village Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	2.3%	1	1.3%	1
West Byfleet Village Centre	0.4%	3	2.7%	2	0.0%	0	1.6%	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
Windlesham Village Centre	2.4%	17	0.0%	0	21.1%	15	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.6%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Woking Town Centre	10.2%	71	62.7%	47	0.0%	0	26.2%	16	1.4%	1	6.1%	4	0.0%	0	1.6%	1	1.6%	1	2.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	7.2%	50	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	2	34.2%	13	65.1%	28	6.4%	5
Yateley Town Centre	0.6%	4	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	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	2.6%	1	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.1%	1	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	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	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
Beverley Town Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
HU17 8AP												
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7
Horsell Village Centre, GU21 4SS	0.4%	3	1.3%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
ME9 0LL												
Newport City Centre, NP20 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Odiham Town Centre, RG29 1LP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ottershaw Village Centre, KT16 0HL	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Pirbright Village Centre, GU24 0DA	0.6%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	3.0%	2
Pyrford Village Centre, GU22 8SU	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
St John's Village Centre, GU21 7SQ	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Swallowfield Villgae Centre, RG7 1QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Twyford Village Centre, RG10 9EU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.6%	4	0.0%	0	1.4%	1	4.9%	3	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchfield Village Centre, RG27 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	697	75	71	61	70	66	69	64	62	38	43	78

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31 AND Ex. Nulls & SFT</i>												
Addlestone Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	4.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	2.8%	13	0.0%	0	20.0%	10	0.0%	0	2.2%	1	0.0%	0
Basingstoke Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Blackwater Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Bracknell Town Centre	6.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Brookwood Village Centre	0.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Camberley Town Centre	4.9%	23	0.0%	0	8.0%	4	0.0%	0	17.4%	8	15.8%	6
Chobham Village Centre	2.6%	12	0.0%	0	2.0%	1	24.4%	10	2.2%	1	0.0%	0
Crowthorne Village Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.2%	15	0.0%	0	2.0%	1	0.0%	0	0.0%	0	25.9%	14
Farncombe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Farnham Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	7.9%	3	3.7%	2
Fleet Town Centre	4.7%	22	0.0%	0	2.0%	1	0.0%	0	2.6%	1	31.5%	17
Frimley Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0
Guildford Town Centre	1.5%	7	3.3%	2	0.0%	0	4.9%	2	2.2%	1	2.6%	1
Knaphill Village Centre	1.3%	6	8.3%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lightwater Town Centre	2.6%	12	0.0%	0	22.0%	11	2.4%	1	0.0%	0	0.0%	0
London City Centre	2.2%	10	3.3%	2	2.0%	1	2.4%	1	0.0%	0	1.9%	1
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Reading Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sandhurst Town Centre	3.2%	15	0.0%	0	0.0%	0	0.0%	0	30.4%	14	2.6%	1
Sunninghill Village Centre	1.3%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	3.7%	17	0.0%	0	30.0%	15	0.0%	0	4.3%	0	0.0%	0
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Woking Town Centre	11.2%	52	58.3%	35	2.0%	1	34.1%	14	2.2%	1	2.6%	1
Wokingham Town Centre	6.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.7%	8	0.0%	0	0.0%	0	0.0%	0	21.1%	8	0.0%	0
Ash Village Centre, GU12 6LF	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	3	5.6%	3
Aylesbury Town Centre, HP20 2SP	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bristol City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Dogmersfield Village Centre, RG27 8TD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Eversley Village Centre, RG27 0PL	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Hartley Wintney Village Centre, RG27 8PE	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Heatherside Local Centre, GU15 1AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	1.9%	9	13.3%	8	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pirbright Village Centre, GU24 0DA	0.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre,	1.5%	7	0.0%	0	4.0%	2	12.2%	5	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU24 9LH												
Winchester City Centre, SO23 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Base:	465	60	50	41	46	38	54	30	44	25	29	48

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31 AND Ex. Nulls & SFT</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	2.3%	10	0.0%	0	5.1%	2	0.0%	0	8.2%	4	4.1%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	57.4%	253	50.8%	30	59.0%	23	27.9%	12	51.0%	25	59.2%	29	65.8%	25	63.8%	30	72.1%	31	63.2%	12	68.2%	15	63.6%	21
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.7%	3	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	9.1%	2	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.5%	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	4.5%	1	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.5%	11	13.6%	8	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.8%	8	1.7%	1	2.6%	1	4.7%	2	4.1%	2	2.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre, GU11 1TW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	0.2%	1	1.7%	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	0.0%	0	0.0%	0
Chichester City Centre, PO19 1YH	0.2%	1	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	0.0%	0	0.0%	0
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	0.2%	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
Dorking Town Centre, RH4 1UX	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	4.5%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	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
G Live, London Road, Guildford, GU1 2AA	0.2%	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
Guildford Town Centre, GU1 3AJ	0.5%	2	1.7%	1	0.0%	0	2.3%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	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	4.5%	1	0.0%	0
New Victoria Theatre, The	20.4%	90	27.1%	16	33.3%	13	58.1%	25	20.4%	10	18.4%	9	10.5%	4	12.8%	6	4.7%	2	10.5%	2	0.0%	0	9.1%	3

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Ambassadors, The Peacocks Centre, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2
St Ives Town Centre, TR26 1DB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Mill, Sonning Eye, Reading, RG4 6TY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Theatre Royal, Thames Street, Windsor, SL4 1PS	2.9%	13	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
West End Centre, Queens Road, Aldershot, GU11 3JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Base:	441	59	39	43	49	49	38	47	43	19	22	33

Surrey Heath Household Survey for Avison Young

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
-------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1

Q39 How often do you visit Camberley town centre?

Daily	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
Twice a week	1.9%	19	0.0%	0	7.0%	7	2.0%	2	5.0%	5	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1
Several times a week	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	5.4%	54	1.0%	1	17.0%	17	2.0%	2	19.0%	19	9.0%	9	1.0%	1	3.0%	3	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Once a fortnight	6.8%	68	0.0%	0	23.0%	23	3.0%	3	18.0%	18	5.0%	5	8.9%	9	4.0%	4	2.0%	2	4.0%	2	0.0%	0	2.0%	2
Once every 3 weeks	1.0%	10	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	12.8%	128	4.0%	4	27.0%	27	15.0%	15	17.0%	17	16.0%	16	20.8%	21	9.0%	9	6.0%	6	12.0%	6	4.0%	2	5.0%	5
Less often	29.2%	292	22.0%	22	12.0%	12	20.0%	20	31.0%	31	35.0%	35	39.6%	40	34.0%	34	26.0%	26	42.0%	21	26.0%	13	38.0%	38
Never	41.6%	416	71.0%	71	9.0%	9	57.0%	57	5.0%	5	30.0%	30	23.8%	24	50.0%	50	63.0%	63	40.0%	20	68.0%	34	53.0%	53
(Don't know / varies)	0.8%	8	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>17.25</i>		<i>4.96</i>		<i>29.32</i>		<i>14.05</i>		<i>28.19</i>		<i>23.19</i>		<i>13.71</i>		<i>8.04</i>		<i>7.53</i>		<i>6.57</i>		<i>8.81</i>		<i>6.51</i>
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	27.2%	159	24.1%	7	28.6%	26	20.9%	9	27.4%	26	22.9%	16	35.1%	27	18.0%	9	35.1%	13	26.7%	8	18.8%	3	31.9%	15
Chemist / pharmacy	1.7%	10	0.0%	0	2.2%	2	0.0%	0	4.2%	4	4.3%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	2.1%	2	7.1%	5	6.5%	5	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Eating (e.g. cafés, restaurants, public houses)	13.2%	77	3.4%	1	6.6%	6	14.0%	6	12.6%	12	17.1%	12	19.5%	15	14.0%	7	13.5%	5	13.3%	4	0.0%	0	19.1%	9
Entertainment (e.g. cinema, bingo, bowling)	14.2%	83	20.7%	6	9.9%	9	20.9%	9	17.9%	17	8.6%	6	15.6%	12	16.0%	8	16.2%	6	6.7%	2	6.3%	1	14.9%	7
Everything	2.7%	16	0.0%	0	7.7%	7	2.3%	1	3.2%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Financial services (e.g. bank, building societies)	8.7%	51	0.0%	0	20.9%	19	7.0%	3	17.9%	17	10.0%	7	1.3%	1	2.0%	1	5.4%	2	3.3%	1	0.0%	0	0.0%	0
Fitness / gym	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	3.1%	18	0.0%	0	2.2%	2	0.0%	0	7.4%	7	8.6%	6	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.7%	4	0.0%	0	2.2%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	6.8%	40	6.9%	2	16.5%	15	0.0%	0	9.5%	9	8.6%	6	3.9%	3	2.0%	1	2.7%	1	0.0%	0	18.8%	3	0.0%	0
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%	0
Newsagent	0.2%	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
Non-food shopping	52.0%	304	58.6%	17	44.0%	40	48.8%	21	53.7%	51	62.9%	44	51.9%	40	62.0%	31	45.9%	17	60.0%	18	37.5%	6	40.4%	19
Personal services (e.g. hairdresser, launderette)	1.2%	7	0.0%	0	1.1%	1	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Pet supplies	0.3%	2	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	0.0%	0	2.1%	1
Post office	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.6%	15	0.0%	0	4.4%	4	4.7%	2	4.2%	4	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	2.6%	15	0.0%	0	0.0%	0	2.3%	1	5.3%	5	2.9%	2	3.9%	3	2.0%	1	0.0%	0	0.0%	0	6.3%	1	4.3%	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
Visit friends / family	2.2%	13	13.8%	4	2.2%	2	2.3%	1	1.1%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	12.5%	2	2.1%	1
(Don't know / varies)	5.8%	34	3.4%	1	7.7%	7	11.6%	5	3.2%	3	2.9%	2	1.3%	1	2.0%	1	10.8%	4	10.0%	3	18.8%	3	8.5%	4
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	3.9%	23	0.0%	0	5.5%	5	4.7%	2	3.2%	3	4.3%	3	7.8%	6	4.0%	2	0.0%	0	3.3%	1	0.0%	0	2.1%	1
Cheap parking	2.9%	17	13.8%	4	1.1%	1	7.0%	3	6.3%	6	1.4%	1	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Easy parking	10.4%	61	6.9%	2	13.2%	12	18.6%	8	14.7%	14	7.1%	5	3.9%	3	14.0%	7	8.1%	3	6.7%	2	25.0%	4	2.1%	1
Can get everything I need there	1.9%	11	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.9%	2	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Cleanliness of streets	1.5%	9	0.0%	0	4.4%	4	2.3%	1	1.1%	1	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Close to friends / relatives	1.0%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Compact layout / easy to get around	10.1%	59	10.3%	3	13.2%	12	11.6%	5	11.6%	11	8.6%	6	5.2%	4	8.0%	4	8.1%	3	10.0%	3	18.8%	3	10.6%	5
Competitive prices	0.2%	1	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	0.0%	0	0.0%	0
Familiarity / know where everything is	1.5%	9	0.0%	0	2.2%	2	0.0%	0	3.2%	3	1.4%	1	0.0%	0	0.0%	0	2.7%	1	6.7%	2	0.0%	0	0.0%	0
Feels safe	0.7%	4	3.4%	1	2.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (banks / building societies, etc.)	0.5%	3	0.0%	0	2.2%	2	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
Good evening entertainment	1.5%	9	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	5.4%	2	3.3%	1	0.0%	0	2.1%	1
Good 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%	0
Good places to eat / drink	6.2%	36	3.4%	1	3.3%	3	7.0%	3	3.2%	3	10.0%	7	10.4%	8	2.0%	1	8.1%	3	6.7%	2	6.3%	1	8.5%	4
Good public transport links	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	19.0%	111	17.2%	5	13.2%	12	16.3%	7	12.6%	12	21.4%	15	40.3%	31	14.0%	7	10.8%	4	20.0%	6	18.8%	3	19.1%	9
Good selection / choice of food shops	4.1%	24	3.4%	1	5.5%	5	0.0%	0	4.2%	4	7.1%	5	3.9%	3	2.0%	1	0.0%	0	6.7%	2	6.3%	1	4.3%	2
Good selection / choice of independent shops	2.4%	14	0.0%	0	0.0%	0	0.0%	0	4.2%	4	2.9%	2	1.3%	1	4.0%	2	0.0%	0	3.3%	1	6.3%	1	6.4%	3
Near / convenient	13.5%	79	0.0%	0	9.9%	9	2.3%	1	33.7%	32	20.0%	14	10.4%	8	12.0%	6	10.8%	4	10.0%	3	0.0%	0	4.3%	2
Nice atmosphere / friendly people	3.4%	20	3.4%	1	6.6%	6	2.3%	1	1.1%	1	1.4%	1	1.3%	1	6.0%	3	2.7%	1	10.0%	3	6.3%	1	2.1%	1
Offers undercover shopping	2.4%	14	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	2.6%	2	2.0%	1	2.7%	1	6.7%	2	6.3%	1	4.3%	2
Pedestrian friendly environment	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	1.2%	7	3.4%	1	1.1%	1	2.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
House of Fraser	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	30.9%	181	37.9%	11	37.4%	34	37.2%	16	23.2%	22	24.3%	17	26.0%	20	30.0%	15	32.4%	12	30.0%	9	37.5%	6	40.4%	19
(Don't know)	6.3%	37	10.3%	3	4.4%	4	2.3%	1	3.2%	3	10.0%	7	1.3%	1	6.0%	3	21.6%	8	6.7%	2	0.0%	0	10.6%	5
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.7%	4	3.4%	1	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	7.9%	46	0.0%	0	7.7%	7	4.7%	2	14.7%	14	5.7%	4	7.8%	6	8.0%	4	2.7%	1	10.0%	3	6.3%	1	8.5%	4
Car parking - not enough spaces	9.2%	54	6.9%	2	4.4%	4	11.6%	5	11.6%	11	11.4%	8	13.0%	10	6.0%	3	8.1%	3	6.7%	2	6.3%	1	10.6%	5
Car parking - too far away from the shops	2.4%	14	3.4%	1	3.3%	3	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	13.5%	5	0.0%	0	6.3%	1	2.1%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.7%	4	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lack of choice of facilities	1.2%	7	0.0%	0	3.3%	3	4.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.0%	6	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.7%	4	0.0%	0	1.1%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	2.1%	12	0.0%	0	7.7%	7	2.3%	1	2.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Poor range of independent shops	6.2%	36	0.0%	0	13.2%	12	9.3%	4	9.5%	9	5.7%	4	2.6%	2	4.0%	2	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	8.7%	51	0.0%	0	15.4%	14	0.0%	0	17.9%	17	10.0%	7	6.5%	5	8.0%	4	2.7%	1	3.3%	1	6.3%	1	2.1%	1
Too busy	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.3%	2
Too expensive	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	1.2%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	3.3%	1	0.0%	0	6.4%	3
Too many charity shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	5.5%	32	3.4%	1	9.9%	9	2.3%	1	10.5%	10	7.1%	5	3.9%	3	2.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Too many 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%	0
Too many takeaways	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Too spread out / shops too far apart	1.0%	6	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	2
Traffic congestion	4.1%	24	0.0%	0	1.1%	1	2.3%	1	4.2%	4	4.3%	3	3.9%	3	0.0%	0	10.8%	4	20.0%	6	0.0%	0	4.3%	2
Unattractive environment	4.8%	28	0.0%	0	8.8%	8	4.7%	2	7.4%	7	1.4%	1	0.0%	0	10.0%	5	10.8%	4	0.0%	0	0.0%	0	2.1%	1
Unclean streets	0.7%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.7%	16	0.0%	0	2.2%	2	2.3%	1	6.3%	6	0.0%	0	2.6%	2	4.0%	2	2.7%	1	6.7%	2	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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	2.2%	13	3.4%	1	1.1%	1	2.3%	1	2.1%	2	2.9%	2	3.9%	3	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.7%	45	10.3%	3	13.2%	12	0.0%	0	4.2%	4	10.0%	7	5.2%	4	6.0%	3	5.4%	2	10.0%	3	31.3%	5	4.3%	2
(Don't know)	5.3%	31	6.9%	2	4.4%	4	4.7%	2	1.1%	1	7.1%	5	6.5%	5	6.0%	3	16.2%	6	6.7%	2	0.0%	0	2.1%	1
(Nothing)	41.4%	242	55.2%	16	33.0%	30	53.5%	23	29.5%	28	42.9%	30	48.1%	37	48.0%	24	27.0%	10	30.0%	9	50.0%	8	57.4%	27
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.2%	19	0.0%	0	3.3%	3	4.7%	2	5.3%	5	2.9%	2	1.3%	1	4.0%	2	2.7%	1	6.7%	2	0.0%	0	2.1%	1
Encourage reduced shop prices	0.3%	2	0.0%	0	2.2%	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
Improve choice of national retailer chain shops	13.3%	78	6.9%	2	22.0%	20	14.0%	6	18.9%	18	17.1%	12	6.5%	5	8.0%	4	2.7%	1	13.3%	4	6.3%	1	10.6%	5
Improve market stalls	0.2%	1	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	0.0%	0	0.0%	0
Improve range of independent / specialist shops	10.4%	61	3.4%	1	15.4%	14	14.0%	6	13.7%	13	12.9%	9	11.7%	9	4.0%	2	5.4%	2	0.0%	0	0.0%	0	10.6%	5
Introduce a larger supermarket	0.9%	5	0.0%	0	0.0%	0	2.3%	1	3.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Less empty shops	3.1%	18	3.4%	1	3.3%	3	0.0%	0	6.3%	6	4.3%	3	1.3%	1	2.0%	1	2.7%	1	0.0%	0	0.0%	0	4.3%	2
More foodstores / supermarkets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.9%	5	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.3%	2	3.4%	1	0.0%	0	2.3%	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
Enhanced range of health and fitness centres / gyms	1.2%	7	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.3%	2	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	0.0%	0	2.1%	1
Improved play areas for children	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.7%	10	0.0%	0	3.3%	3	0.0%	0	1.1%	1	1.4%	1	1.3%	1	4.0%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1
Improved range of pubs and night clubs	0.2%	1	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	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.5%	9	0.0%	0	1.1%	1	7.0%	3	2.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Create more open spaces	0.7%	4	0.0%	0	0.0%	0	2.3%	1	1.1%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.5%	3	0.0%	0	1.1%	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	2.1%	1
Improve play areas for children	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.5%	3	0.0%	0	1.1%	1	2.3%	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
Improve street furniture / floral displays	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	3.3%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.6%	15	0.0%	0	3.3%	3	0.0%	0	5.3%	5	0.0%	0	1.3%	1	6.0%	3	2.7%	1	3.3%	1	0.0%	0	2.1%	1
Enhance shophmobility service	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Improve directional signs to town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	0.9%	5	3.4%	1	0.0%	0	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.3%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.9%	5	3.4%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Improve pavements	0.2%	1	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	0.0%	0	0.0%	0
Improve public transport links	3.4%	20	0.0%	0	6.6%	6	2.3%	1	1.1%	1	2.9%	2	5.2%	4	4.0%	2	5.4%	2	0.0%	0	0.0%	0	4.3%	2
Improve safety of 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 signage / routeways within centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.2%	1	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	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	2.4%	14	0.0%	0	4.4%	4	0.0%	0	2.1%	2	0.0%	0	6.5%	5	0.0%	0	2.7%	1	3.3%	1	0.0%	0	2.1%	1
More parking spaces - short stay	2.2%	13	0.0%	0	2.2%	2	0.0%	0	3.2%	3	0.0%	0	2.6%	2	2.0%	1	5.4%	2	3.3%	1	0.0%	0	4.3%	2

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	6.2%	36	6.9%	2	5.5%	5	9.3%	4	8.4%	8	5.7%	4	3.9%	3	6.0%	3	8.1%	3	6.7%	2	6.3%	1	2.1%	1
Reduce cost of parking	7.7%	45	0.0%	0	12.1%	11	9.3%	4	13.7%	13	4.3%	3	6.5%	5	4.0%	2	8.1%	3	3.3%	1	6.3%	1	4.3%	2
Offer free parking	5.0%	29	0.0%	0	5.5%	5	4.7%	2	6.3%	6	7.1%	5	9.1%	7	2.0%	1	0.0%	0	3.3%	1	6.3%	1	2.1%	1
More pedestrianisation	0.9%	5	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	3.2%	19	0.0%	0	3.3%	3	0.0%	0	5.3%	5	1.4%	1	3.9%	3	0.0%	0	2.7%	1	16.7%	5	0.0%	0	2.1%	1
Improve road surfaces	1.0%	6	0.0%	0	2.2%	2	0.0%	0	2.1%	2	0.0%	0	1.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	12.8%	75	31.0%	9	8.8%	8	9.3%	4	4.2%	4	18.6%	13	6.5%	5	28.0%	14	16.2%	6	20.0%	6	18.8%	3	6.4%	3
(Nothing in particular)	34.2%	200	41.4%	12	30.8%	28	37.2%	16	25.3%	24	25.7%	18	45.5%	35	28.0%	14	32.4%	12	26.7%	8	68.8%	11	46.8%	22
(Don't know)	3.9%	23	6.9%	2	2.2%	2	7.0%	3	3.2%	3	1.4%	1	3.9%	3	4.0%	2	8.1%	3	6.7%	2	0.0%	0	4.3%	2
Base:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls & SFT</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	21.4%	6	15.0%	3
Ascot Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	9.5%	36	1.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	19.3%	73	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	22
Brookwood Village Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.7%	14	0.0%	0	0.0%	0	1.9%	1	25.0%	1	17.9%	5
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.1%	46	13.2%	9	60.0%	3	32.7%	17	25.0%	1	35.7%	10
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.8%	3	1.5%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1
Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.4%	32	0.0%	0	0.0%	0	0.0%	0	3.6%	1	10.0%	2
Richmond Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sunninghill Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weybridge Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	3.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Woking Town Centre	23.2%	88	77.9%	53	20.0%	1	59.6%	31	0.0%	0	7.1%	2
Wokingham Town Centre	5.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9DG												
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	379	68	5	52	4	28	20	44	53	19	33	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	60.4%	235	81.2%	56	14.3%	1	53.7%	29	75.0%	3	41.4%	12	55.0%	11	46.7%	21	62.5%	35	47.4%	9	66.7%	22	67.9%	36
Accessibility - easier to access	10.5%	41	5.8%	4	0.0%	0	7.4%	4	0.0%	0	10.3%	3	15.0%	3	8.9%	4	21.4%	12	26.3%	5	9.1%	3	5.7%	3
Better facilities	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	15.8%	3	0.0%	0	1.9%	1
Better choice of retailers	16.5%	64	10.1%	7	14.3%	1	13.0%	7	25.0%	1	17.2%	5	30.0%	6	20.0%	9	12.5%	7	26.3%	5	3.0%	1	28.3%	15
Better choice of independent shops	9.0%	35	2.9%	2	14.3%	1	11.1%	6	25.0%	1	17.2%	5	10.0%	2	17.8%	8	3.6%	2	10.5%	2	3.0%	1	9.4%	5
Better choice of leisure facilities	1.5%	6	1.4%	1	14.3%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Car parking costs	3.3%	13	2.9%	2	0.0%	0	1.9%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	12.1%	4	3.8%	2
Cheaper	0.5%	2	0.0%	0	14.3%	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	1.9%	1
More attractive environment	7.2%	28	1.4%	1	0.0%	0	3.7%	2	25.0%	1	6.9%	2	5.0%	1	11.1%	5	10.7%	6	15.8%	3	6.1%	2	9.4%	5
Safer shopping environment	0.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	1.3%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.8%	1	5.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.5%	2	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	1.9%	1
Easier to park	3.1%	12	4.3%	3	14.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	2.2%	1	3.6%	2	5.3%	1	3.0%	1	1.9%	1
Familiarity	6.4%	25	4.3%	3	0.0%	0	9.3%	5	0.0%	0	10.3%	3	5.0%	1	13.3%	6	5.4%	3	0.0%	0	3.0%	1	5.7%	3
To support local traders	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
(No particular reason - I just prefer it)	10.0%	39	8.7%	6	42.9%	3	18.5%	10	0.0%	0	6.9%	2	5.0%	1	15.6%	7	8.9%	5	5.3%	1	6.1%	2	3.8%	2
Base:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	36.1%	361	34.0%	34	37.0%	37	40.0%	40	37.0%	37	34.0%	34	33.7%	34	33.0%	33	38.0%	38	42.0%	21	40.0%	20	33.0%	33
Female	63.9%	640	66.0%	66	63.0%	63	60.0%	60	63.0%	63	66.0%	66	66.3%	67	67.0%	67	62.0%	62	58.0%	29	60.0%	30	67.0%	67
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
AGE Could I ask how old you are please?																								
18 to 24	2.9%	29	5.0%	5	3.0%	3	1.0%	1	4.0%	4	2.0%	2	2.0%	2	2.0%	2	5.0%	5	0.0%	0	2.0%	1	4.0%	4
25 to 34	2.3%	23	1.0%	1	4.0%	4	2.0%	2	2.0%	2	4.0%	4	5.0%	5	2.0%	2	2.0%	2	2.0%	1	0.0%	0	0.0%	0
35 to 44	6.8%	68	8.0%	8	4.0%	4	2.0%	2	8.0%	8	5.0%	5	11.9%	12	4.0%	4	6.0%	6	12.0%	6	10.0%	5	8.0%	8
45 to 54	33.0%	330	43.0%	43	24.0%	24	20.0%	20	43.0%	43	36.0%	36	59.4%	60	11.0%	11	19.0%	19	40.0%	20	36.0%	18	36.0%	36
55 to 64	17.6%	176	12.0%	12	17.0%	17	19.0%	19	16.0%	16	16.0%	16	7.9%	8	33.0%	33	24.0%	24	14.0%	7	14.0%	7	17.0%	17
65 +	37.5%	375	31.0%	31	48.0%	48	56.0%	56	27.0%	27	37.0%	37	13.9%	14	48.0%	48	44.0%	44	32.0%	16	38.0%	19	35.0%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		100		100		100		100		100		101		100		100		50		50		100
QUOTA Zone:																								
Zone 1	10.0%	100	100.0%	100	0.0%	0	0.0%	0	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	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	100.0%	100	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 4	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9A	5.0%	50	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%	50	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	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%	100
Base:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	21
GU12 4	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20
GU12 6	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22
GU14 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
GU14 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
GU14 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
GU14 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15
GU14 9	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
GU15 1	1.2%	12	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0
GU15 2	0.8%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
GU15 3	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU15 4	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU16 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
GU16 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
GU16 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
GU16 9	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
GU17 0	0.6%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
GU18 5	5.1%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0
GU19 5	2.3%	23	0.0%	0	23.0%	23	0.0%	0	0.0%	0	0.0%	0
GU20 6	2.6%	26	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
GU21 2	2.2%	22	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	0.8%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.2%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	1.8%	18	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	2.0%	20	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0
GU24 8	2.9%	29	0.0%	0	0.0%	0	29.0%	29	0.0%	0	0.0%	0
GU24 9	5.1%	51	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0
GU46 6	2.6%	26	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
GU46 7	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
GU47 0	2.5%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0
GU47 8	0.9%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
GU47 9	0.5%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
GU51 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
RG12 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
RG12 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
RG12 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15
RG27 0	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	31.0%	31	0
RG27 8	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	35.0%	35	0
RG27 9	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	34.0%	34	0
RG40 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
RG40 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG40 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	14.0%
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	14.0%
RG41 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	22.0%
RG41 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	20.0%
RG41 5	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	30.0%
RG42 1	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	8.0%
RG42 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	10.0%
RG42 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	13.0%
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	10.0%
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	1.0%
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	1.0%
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	4.0%
RG45 6	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	23
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11
SL5 0	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	17.0%
SL5 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	18.0%
SL5 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	41.0%
SL5 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	24.0%
Base:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 6:

Data Tabulations

By Zone – Filtered Nulls & SFT

(Weighted)

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q01 Where do you do most of your household's main food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	1.0%	9	0.0%	0	3.0%	1	0.0%	0	5.1%	7	0.6%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	1.2%	11	8.2%	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
Asda, Lower Earley, Chalfont Way, Reading	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
Asda, West Meade, Farnborough	4.3%	38	0.0%	0	1.3%	0	0.0%	0	3.2%	4	5.3%	5	16.1%	29	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	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	1.3%	1	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Co-op, Plough Road, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.0%	0	0.0%	0	0.6%	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
Co-op, Yorktown Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	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%	0
Lidl, Ashville Way, Wokingham	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	1.3%	1	9.2%	4	0.0%	0
Lidl, High Street, Crowthorne	1.4%	13	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	11	0.0%	0	0.0%	0
Lidl, London Road, Camberley, Blackwater	2.3%	20	0.0%	0	3.6%	1	0.7%	0	5.1%	7	1.2%	1	6.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.6%	5	0.0%	0	0.0%	0	0.8%	0	1.8%	2	0.6%	1	0.0%	0	1.2%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Wokingham Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	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
Morrisons, Elvetham Heath, Fleet	2.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	11	0.0%	0	24.5%	8	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	5.9%	53	38.6%	50	0.6%	0	9.0%	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
Morrisons, Summit Avenue, Farnborough	4.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	37	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	7.4%	5	0.0%	0	4.6%	6
Morrisons, Thorneycroft Industrial Estate,	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%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke												
Morrisons, Woosehill Shopping Centre, Wokingham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	5.7%	51	0.0%	0	0.6%	0	6.3%	2	20.7%	27	6.2%	6
Sainsbury's, Cambridge Walk, Camberley	1.4%	13	0.0%	0	5.3%	1	0.0%	0	6.1%	8	1.1%	1
Sainsbury's, Clay Lane, Jacob's Well, Guildford	1.2%	11	6.2%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Sainsbury's, Fleet Road, Fleet	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Sainsbury's, King Street Lane, Winnersh	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.1%	2
Sainsbury's, Queensmead, Farnborough	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Redding Way, Knaphill, Woking	5.6%	50	21.9%	29	21.1%	6	51.4%	15	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	4.9%	44	0.0%	0	2.4%	1	5.5%	2	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Station Mall, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11
Sainsbury's, Wolsey Walk, Woking	0.4%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	3	1.9%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	5.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	6
Tesco Extra, Finchampstead Road, Wokingham	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Tesco Extra, Station Road, Addlestone	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	8.8%	79	0.0%	0	12.9%	4	0.0%	0	32.6%	42	4.5%	4
Tesco Extra, Wellington Avenue, Aldershot	6.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	37
Tesco Extra, Whitton Road, Bracknell	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	2.3%	21	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	1.6%	14	5.0%	7	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.9%	8	0.0%	0	0.6%	0	0.0%	0	3.8%	5	3.1%	3
Waitrose, London Road, Sunningdale	2.5%	22	0.0%	0	15.8%	4	2.8%	1	0.0%	0	4.6%	4
Waitrose, Rectory Road, Wokingham	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.6%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Tresham Crescent, Yateley	1.2%	11	0.0%	0	0.0%	0	0.0%	0	5.9%	8	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.5%	14	0.0%	0	0.0%	0	0.0%	0	10.0%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.6%	15	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Gogmore Lane, Chertsey, KT16 9AP	0.1%	1	0.6%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	0.4%	4	2.5%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Aldi, Suttons Park Avenue, Earley, Reading, RG6 1LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	3	1.9%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Guildford Road, Lightwater, GU18 5SA	0.3%	3	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0
Costco, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Lidl, East Street, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, East Street, Farnham, GU9 7SW	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Local shops, Camberley Town Centre, GU47 0FD	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	1.0%	9	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.6%	1
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.1%	1	0.6%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barm, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.5%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.1%	2
Tesco Express, Queens Road, Weybridge, KT13 9UJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford GU2 7UN	0.7%	6	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Basingstoke, RG21 4YY												
Waitrose, Bridge Street, Godalming, GU7 1HY	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.9%	8	0.0%	0	16.5%	5	2.8%	1	1.7%	2	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Weighted base:	899	131		27	30	129	94	177	40	33	63	44
Sample:	918	88		90	92	90	94	86	97	93	46	45

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Internet / delivered at Q01

Asda	12.2%	12	28.6%	5	0.0%	0	12.4%	0	0.0%	0	0.0%	0	22.6%	6	0.0%	0	9.9%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	24.8%	24	17.9%	3	7.0%	0	12.4%	0	11.3%	2	0.0%	0	22.6%	6	0.0%	0	0.0%	0	42.2%	4	17.4%	1	90.1%	7
Sainsbury's	22.2%	22	12.4%	2	79.1%	2	12.6%	0	16.9%	2	51.8%	3	29.8%	8	61.1%	1	70.3%	1	7.9%	1	9.9%	1	0.0%	0
Tesco	30.5%	30	28.6%	5	14.0%	0	50.2%	1	41.5%	6	38.7%	2	17.9%	5	38.9%	0	19.8%	0	42.2%	4	72.7%	4	9.9%	1
Waitrose	8.0%	8	7.9%	1	0.0%	0	12.4%	0	30.2%	4	0.0%	0	7.1%	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
(Don't know / varies)	0.8%	1	4.5%	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
Weighted base:	98	18		2	2	14	6	28	1	2	11	6	8											
Sample:	78	12		8	8	9	6	15	3	5	4	5	3											

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q03 Where else do you do your household's main food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	2.8%	19	1.6%	1	7.2%	1	4.4%	1	11.5%	12	1.0%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	2.2%	14	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.2%	3	0.0%	0
Asda, West Meade, Farnborough	3.6%	24	0.0%	0	0.9%	0	1.2%	0	0.7%	1	2.9%	2	14.5%	20	0.0%	0	0.7%	0	1.7%	1	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	10	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.2%	1	0.0%	0	5.5%	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
Co-op, Yorktown Road, Sandhurst	1.2%	8	0.0%	0	0.0%	0	0.0%	0	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queensmead, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	1	0.0%	0	0.0%	0	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
Lidl, Ashville Way, Wokingham	1.1%	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	9.4%	4	4.6%	2	1.0%	1
Lidl, High Street, Crowthorne	0.7%	4	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	1.0%	1
Lidl, London Road, Camberley, Blackwater	1.9%	13	0.0%	0	3.9%	1	9.9%	2	2.8%	3	3.6%	2	2.2%	3	0.0%	0	1.3%	0	3.1%	1	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.2%	1	0.9%	1	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	0.0%	0
Marks & Spencer, Barnes Wallace Drive, Brooklands, Weybridge	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	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
Marks & Spencer, High Street, Guildford	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	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.6%	11	0.0%	0	2.5%	1	6.5%	1	2.9%	3	1.9%	1	0.0%	0	6.5%	2	7.7%	2	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Wokingham Road, Bracknell	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	0.0%	0	1.0%	1
Morrisons, Elvetham Heath, Fleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	22.0%	6	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Goldsworth Road, Woking	2.6%	17	16.5%	15	1.7%	0	6.7%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	13
Morrisons, The Peel Centre, Bracknell	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	0
Morrisons, Thorneycroft Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Woosehill Shopping Centre, Wokingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	0.9%	6	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.9%	6	0.0%	0	4.6%	1	0.0%	0	1.3%	1	2.6%	2
Sainsbury's, Blackwater Valley Road, Camberley	4.1%	27	0.0%	0	3.9%	1	0.0%	0	6.4%	7	10.9%	7
Sainsbury's, Bridge Way, Cobham	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.4%	2	0.0%	0	1.5%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, High Street, Guildford	0.4%	2	2.5%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.8%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Sainsbury's, Redding Way, Knap Hill, Woking	3.2%	21	12.9%	12	9.0%	2	29.8%	6	0.0%	0	1.7%	1
Sainsbury's, Ringmead, Bracknell	3.2%	21	0.0%	0	1.7%	0	0.0%	0	0.0%	0	8.3%	2
Sainsbury's, South Street, Farnham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	3	1.5%	2
Tesco Express, Greenwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Crowthorne												
Tesco Express, High Street, Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	2	1.8%	2	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Finchampstead Road, Wokingham	3.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Hook	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	7.1%	46	0.9%	1	4.9%	1	1.2%	0	24.0%	25	3.6%	2
Tesco Extra, Wellington Avenue, Aldershot	4.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	6
Tesco Extra, Whitton Road, Bracknell	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3
Tesco, District Shopping Centre, Chineham, Basingstoke	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell	4.5%	29	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0
Waitrose, Goldsworth Park Centre, Woking	3.6%	24	22.5%	21	0.0%	0	16.5%	3	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	3	3.8%	2
Waitrose, London Road, Sunningdale	2.3%	15	0.0%	0	1.7%	0	4.4%	1	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	1.2%	8	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, The Hart, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Tresham Crescent, Yateley	1.4%	9	0.0%	0	0.0%	0	0.0%	0	8.1%	9	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	2.0%	13	0.0%	0	0.0%	0	0.0%	0	12.3%	13	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	2.1%	14	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, London Road, Guildford, GU1 1YT	1.0%	7	7.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.5%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	1.1%	7	0.0%	0	0.0%	0	2.3%	0	1.3%	1	0.7%	1
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Street, Farnham, GU9 7SW	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7
Lidl, Gastons Wood, Chineham, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, Molly Millars Lane, Wokingham RG41 2RU	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Atrium, Charles Street, Camberley, GU15 3GP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lidl, Worting Road, Churchill Way West, Basingstoke, RG22 6PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Local shops, Badshot Lea Village Centre, GU9 9LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Local shops, Farnborough Town Centre, GU14 7BF	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Reading Town Centre, RG1 1JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Marks & Spencer, Peascod Street, Windsor, SL4 1DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Morrisons, Alexandra Road,	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	7

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot, GU11 1NX																								
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	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	0.0%	0	1.0%	1
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0	1.0%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.9%	6	0.0%	0	0.0%	0	1.2%	0	3.9%	4	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	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	1.5%	1	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.8%	12	0.0%	0	27.0%	5	5.6%	1	3.9%	4	0.9%	1	0.0%	0	0.9%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	653	91		20		19		106		61		136		28		27		48		39		78		
Sample:	664	64		71		63		68		65		65		64		70		34		36		64		

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q04 Where do you do most of your household's top-up food shopping?												
<i>Ex. Nulls & SFT</i>												
Aldi, London Road, Camberley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Asda, Lion Retail Park, Oriental Road, Woking	1.8%	13	11.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Budgens, Guildford Road, Lightwater	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fernhill Road, Cove, Farnborough	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	19
Co-op, High Street, Crowthorne	1.8%	13	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Horsell, Woking	1.3%	10	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Knaphill	0.3%	2	1.4%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Co-op, London Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	9
Co-op, Plough Road, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	14
Co-op, The Square, Bagshot	0.4%	3	0.0%	0	12.9%	3	0.9%	0	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Co-op, Yorktown Road, Sandhurst	2.4%	18	0.0%	0	0.0%	0	0.0%	0	15.9%	18	0.0%	0
Iceland, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Ashville Way, Wokingham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	3.1%	23	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0
Lidl, London Road, Camberley, Blackwater	0.8%	6	0.0%	0	2.2%	0	1.9%	0	1.2%	1	1.0%	1
Londis, New Road, North Ascot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Oriental Road, Woking	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.8%	6	1.2%	1	6.7%	1	13.2%	3	0.0%	0	0.0%	0
Marks & Spencer, Barnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wallace Drive, Brooklands, Weybridge												
Marks & Spencer, Fleet Road, Fleet	1.0%	7	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	0.3%	2	0.0%	0	0.8%	0	1.9%	0	0.7%	1	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.9%	7	5.4%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	4.0%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, The Peel Centre, Bracknell	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	1.3%	10	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	1.7%	12	0.0%	0	0.0%	0	8.8%	2	7.1%	8	3.6%	2
Sainsbury's, Blackwater Valley Road, Camberley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1
Sainsbury's, Cambridge Walk, Camberley	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Jacob's Well, Guildford	0.6%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
Sainsbury's, King Street Lane, Winnersh	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	7	2.1%	2	2.2%	0	16.8%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.3%	9	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Sainsbury's, Wolsey Walk,	0.6%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Waitrose, Tresham Crescent, Yateley	2.6%	19	0.0%	0	0.0%	0	0.0%	0	16.2%	18	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	1.2%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	1.1%	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	8.8%	8
Aldi, London Road, Guildford, GU1 1YT	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Hook, RG27 9DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Approach, Virginia Water, GU25 4DL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ash Street, Ash, GU12 6LG	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.4%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Addlestone, KT15 1SG	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Co-op, Farnborough Road, Farnham, GU9 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.3%	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	2.6%	2
Co-op, Frimley Road, Camberley, GU15 3EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.8%	6	0.0%	0	24.9%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Farnham Road, Aldershot, GU12 4EN	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marshall Parade, Coldharbour Road, Woking, GU22 8SW	0.2%	1	1.2%	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
Co-op, Rectory Row, Easthampstead, RG12 7BN	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	1.8%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, St Johns Road, Woking, GU21 7SE	1.7%	13	10.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Knaphill, GU21 2AW	0.9%	7	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	12
Co-op, Wych Hill, Woking, GU22 0EU	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough, GU14 6FE	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0
Esso, Bagshot Road, Brookwood, Woking, GU24 0HH	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Esso, London Road, Windlesham, GU20 6PJ	0.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wey Retail Park, Royston Road, Byfleet, KT14 7NP	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charles Street, Camberley, GU15 3GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Aldershot Town Centre, GU11 1JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Ascot Town Centre, SL5 7HE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3
Local shops, Ash Vale Village Centre, GU12 5JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Bagshot Village Centre, GU19 5EQ	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bracknell Town Centre, RG12 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Local shops, Crowthorne Village Centre, RG45 7AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Local shops, Hook Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre, RG27 9DG												
Local shops, Lightwater Town Centre, GU18 5TS	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytchett Village Centre, GU16 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local shops, Slough Town Centre, SL1 1PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Local shops, Windlesham Village Centre, GU20 6BN	0.1%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Row, Bracknell, RG12 0TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Sunninghill, Ascot SL5 9NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer BP, Farnham Bypass, Farnham, GU9 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Nisa, Linkway, Fleet, GU52 7UL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Nisa, Northfield Road, Church Crookham, GU52 6ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Nisa, Sunwood Drive, Sherfield on Loddon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG27 0BF												
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Green, Frimley Green, Camberley, GU16 6HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.8%	6	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.4%	3	1.4%	2	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Yateley, GU46 7SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell, RG12 7SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	4
Spar, Chertsey Road, Chobham, GU24 8PQ	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Esso Express, Reading Road South, Church Crookham, GU52 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Cove Road, Farnborough, GU14 0EU	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	15
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	1.0%	8	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU17 0LL												
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	1.7%	13	0.0%	0	0.0%	0	5.1%	6	1.0%	1	3.2%	5
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.8%	6	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0
Tesco Extra, Escot Road, Sunbury-on-Thames, TW16 7BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Shop, Reading Road, Sherfield on Loddon, RG27 0EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Waitrose, Chapel Street, Marlow SL7 1DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	1.4%	10	0.0%	0	21.0%	5	0.0%	0	5.2%	6	0.0%	0
Waitrose, Rams Walk, Petersfield, GU32 3JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Sheen Road, Richmond, TW9 1AE	0.6%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	5
Weighted base:	739	118	22	24	113	60	170	29	26	54	34	90
Sample:	728	77	75	69	77	72	85	65	77	37	32	62

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q05 Where else do you do your household's top-up food shopping?																								
<i>Not Don't do and not Don't know at Q04 AND Ex. Nulls & SFT</i>																								
Aldi, London Road, Camberley	1.0%	3	0.0%	0	3.3%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Asda, Lion Retail Park, Oriental Road, Woking	3.1%	10	15.1%	8	0.0%	0	11.6%	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
Asda, West Meade, Farnborough	3.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	13.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.1%	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	0.0%	0
Budgens, High Street, Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne	4.6%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	12	0.0%	0	3.8%	1
Co-op, High Street, Horsell, Woking	2.2%	7	12.2%	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
Co-op, High Street, Knaphill	2.1%	6	10.8%	6	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Lane, Aldershot	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Bagshot	0.4%	1	0.0%	0	12.0%	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
Co-op, Upper College Ride, Camberley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ashville Way, Wokingham	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	4.4%	1	0.0%	0
Lidl, High Street, Crowthorne	2.2%	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	11.4%	3	0.0%	0	11.5%	4
Lidl, London Road, Camberley, Blackwater	0.4%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Guildford Road, Woking	0.3%	1	0.0%	0	0.0%	0	10.2%	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
Marks & Spencer, Fleet Road, Fleet	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Marshall Road, Sandhurst, Camberley	1.7%	5	0.0%	0	0.0%	0	0.0%	0	6.6%	3	2.4%	1	0.0%	0	2.4%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0
Marks & Spencer,	0.3%	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	3.8%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Wokingham Road, Bracknell												
Morrisons, Elvetham Heath, Fleet	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.8%	3	2.9%	2	0.0%	0	3.8%	0	0.0%	0	2.4%	1
Morrisons, Summit Avenue, Farnborough	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Morrisons, The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Morrisons, Wooschill Shopping Centre, Wokingham	1.7%	5	0.0%	0	0.0%	0	0.0%	9.5%	4	0.0%	0	0.0%
Sainsbury's Local, Ashcombe Parade, Kingfield Road, Woking	2.2%	7	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Camberley	0.7%	2	0.0%	0	1.9%	0	0.0%	0	3.1%	1	2.4%	1
Sainsbury's, Blackwater Valley Road, Camberley	0.8%	3	0.0%	0	1.9%	0	0.0%	0	1.8%	1	6.7%	2
Sainsbury's, Cambridge Walk, Camberley	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9
Sainsbury's, King Street Lane, Winnersh	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell	0.2%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	2.4%	0
Sainsbury's, Queensmead, Farnborough	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7
Sainsbury's, Redding Way, Knaphill, Woking	1.3%	4	2.9%	2	5.6%	1	2.1%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Wolsey Walk, Woking	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Dean Road, Camberley	1.8%	6	0.0%	0	0.0%	0	0.0%	0	13.1%	6	0.0%	0
Tesco Express, Balmoral Drive, Frimley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Tesco Express, Greenwood Road, Crowthorne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Guildford, Surrey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Express, High Street,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ascot																								
Tesco Express, Lysons Avenue, Ash Vale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Yateley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell	2.9%	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	0.0%	0	7.7%	1	21.8%	8
Tesco Extra, Finchampstead Road, Wokingham	0.8%	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	17.6%	2	0.0%	0
Tesco Extra, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.7%	9	0.0%	0	5.7%	1	0.0%	0	14.8%	6	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Tesco, District Shopping Centre, Chineham, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Woking Road, West Byfleet	0.5%	1	2.6%	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
Waitrose, Bond Way, Bracknell	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Waitrose, Goldsworth Park Centre, Woking	2.0%	6	10.7%	6	0.0%	0	3.8%	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
Waitrose, High Street, Frimley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.3%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	2.2%	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	39.8%	5	3.8%	1
Waitrose, Station Approach, West Byfleet	1.3%	4	5.8%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, Birch Hill Road, Bracknell, RG12 7DE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	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	0.0%	0
BP, Reading Road, Winnersh, Wokingham, RG41 5AB	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	4.3%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Co-op, Aldershot Road, Church Crookham, Fleet, GU52 8JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bagshot Road, Chobham, GU24 8BZ	0.7%	2	0.0%	0	0.0%	0	20.1%	2	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	3.1%	10	0.0%	0	42.2%	4	18.1%	2	9.5%	4	0.0%	0
Co-op, High Street, Odiham, RG29 1HW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Fleet, GU51 3ST	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakmede Place, Terrace Road South, Binfield, RG42 4JF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Johns Road, Woking, GU21 7SE	1.4%	4	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, Ash Vale, GU12 5AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, Festival Way, Basingstoke, RG21 7JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Chineham, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldershot Town Centre, GU11 1JW	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4
Local shops, Ascot Town Centre, SL5 7HE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashridge Wood Local Centre, RG40 5SB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chobham Village Centre, GU24 8PQ	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Local shops, Eversley Village Centre, RG27 0PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hartley Wintney Village Centre, RG27 8PE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horsell Village Centre, GU21 4SS	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hounslow Town Centre, TW3 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Local shops, Sandhurst Town Centre, GU47 9DX	0.3%	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	0.0%	0	0.0%	0	2.1%	1
Local shops, Sherfield on Loddon Village Centre, RG27 0BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woking Town Centre, GU22 7AN	1.4%	5	8.1%	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
Londis, London Road, Hartley Wintney, RG27 8RT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Hawley Court, Guildford Road, Lightwater, GU18 5SD	0.1%	0	0.0%	0	3.7%	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
Marks & Spencer BP, London Road, Bagshot, GU19 5HL	0.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Prospect Road, Farnborough, GU14 8JZ	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer BP, Reading Road, Winneresh Triangle, Wokingham, RG41 5AB	0.4%	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	0.0%	0	8.7%	1	0.0%	0
Marks & Spencer, Mytchett Road, Farnborough, Mytchett, GU16 6BD	0.1%	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	0.0%	0
Marks & Spencer, Royal Surrey Hospital, Egerton Road, Guildford, GU2 7XX	0.2%	1	0.0%	0	0.0%	0	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
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney, Hook, RG27 8NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Ash Street, Ash, Aldershot, GU1 6LR	0.2%	1	0.0%	0	0.0%	0	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
One Stop, Chapel Lane, Farnborough, GU14 9BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Sunninghill, Ascot, SL5 9NQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking, GU24 9DL	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Sainsbury's, Ash Road, Aldershot, GU12 4ES	0.2%	1	0.0%	0	0.0%	0	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
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.3%	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	0.0%	0	0.0%	0	2.2%	1
Sainsbury's, The Hermitage, High Street, Ascot, SL5 7HD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Knaphill, Woking, GU21 2PJ	0.8%	2	4.4%	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
Tesco Express, Horndean Road, Winkfield Row, Bracknell, RG12 0XQ	0.3%	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	0.0%	0	0.0%	0	2.2%	1
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Chobham, Woking, GU24 8AQ	0.4%	1	0.0%	0	0.0%	0	11.4%	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
Tesco Express, Waterloo Road, Waterloo, SE1 8UL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, York Town Road, Sandhurst, GU47 9DX	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.4%	1	0.0%	0	9.4%	1	3.8%	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
Waitrose, The Hart Centre, Fleet, GU51 3LA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Farm Shop, Welsh Lane, Reading, RG27 0LT	0.3%	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	3.7%	1	0.0%	0	0.0%	0
Weighted base:	315	56		9	10	44	24	80	10	9	22	14	37											
Sample:	310	38		32	26	33	28	39	25	31	15	17	26											

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q06 Now thinking about non-food shopping. have you bought any of these goods in the last 10 years? [MR/PR]																								
Clothes, footwear and other fashion goods	98.2%	982	99.5%	148	98.3%	30	93.9%	30	97.9%	141	96.1%	96	100.0%	206	91.1%	38	99.0%	37	98.0%	72	97.9%	49	98.9%	137
Furniture and floor coverings	72.7%	727	65.3%	97	65.3%	20	69.5%	22	68.2%	98	51.5%	51	91.7%	189	67.9%	28	84.7%	32	73.3%	54	78.6%	39	70.2%	97
Household textiles and soft furnishings	74.4%	744	68.1%	101	70.6%	21	69.6%	22	74.8%	108	72.6%	72	86.7%	178	69.1%	29	74.5%	28	72.4%	53	70.7%	35	69.4%	96
Domestic electrical appliances such as fridges, freezers, cookers and washing machines	77.2%	773	71.3%	106	91.0%	28	78.2%	25	78.6%	113	80.3%	80	70.5%	145	76.4%	32	86.9%	33	89.4%	66	73.9%	37	78.9%	109
Audio-visual electrical goods such as TVs, computers and cameras	81.3%	814	83.9%	125	86.2%	26	74.1%	23	78.0%	112	79.6%	79	84.0%	173	57.1%	24	84.5%	32	89.6%	66	85.0%	42	80.3%	111
Glassware, china, tableware and kitchen utensils	61.0%	610	60.3%	90	50.5%	15	47.1%	15	63.5%	91	56.9%	57	66.6%	137	43.2%	18	69.0%	26	63.6%	47	63.1%	32	60.1%	83
DIY and decorating goods	78.6%	787	74.0%	110	76.4%	23	80.4%	25	73.4%	106	61.1%	61	91.5%	188	70.1%	29	85.6%	32	77.8%	57	84.8%	42	81.2%	112
Jewellery, watches and clocks	56.1%	561	57.2%	85	49.8%	15	49.7%	16	60.7%	87	41.9%	42	60.3%	124	49.0%	20	56.4%	21	65.9%	48	50.9%	25	55.6%	77
Books, CDs and DVDs	77.5%	776	84.5%	126	73.6%	22	72.7%	23	79.6%	115	77.1%	77	85.1%	175	61.6%	26	72.5%	27	59.1%	43	77.2%	38	75.0%	104
Chemist goods including health and beauty products	87.1%	872	92.6%	138	94.5%	29	82.4%	26	88.0%	127	86.9%	87	83.6%	172	86.9%	36	90.0%	34	76.7%	56	94.0%	47	87.2%	120
Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments	67.3%	674	70.2%	105	53.2%	16	60.1%	19	71.8%	103	61.2%	61	71.3%	147	54.7%	23	70.0%	26	62.7%	46	62.4%	31	70.2%	97
Garden products, plants and flowers	84.0%	841	71.9%	107	97.2%	29	84.1%	27	82.8%	119	83.0%	83	87.2%	179	86.2%	36	97.0%	37	88.5%	65	86.7%	43	83.8%	116
(Haven't bought any of these goods within the last 10 years)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1001		149		30		32		144		100		206		42		38		73		50		138
Sample:		1001		100		100		100		100		100		101		100		100		50		50		100

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?																									
<i>Clothes, footwear, fashion goods at Q06 AND Ex. Nulls & SFT</i>																									
B&Q, Invincible Road, Farnborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costco Wholesale, Green Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer (Camberley), The Meadows, Sandhurst	4.3%	29	1.4%	2	10.8%	2	9.0%	2	12.2%	11	3.5%	2	1.5%	2	6.3%	2	3.9%	1	5.5%	2	3.2%	1	1.6%	2	0.0%
Marks & Spencer, High Street, Guildford	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	0.0%	0	0.0%
Sainsbury's, King Street Lane, Winnersh	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	3.2%	1	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	3	1.4%	2	0.8%	0	5.6%	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%
Sainsbury's, Ringmead, Bracknell	0.8%	5	0.0%	0	1.4%	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	5.0%	5	0.0%
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	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 Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.1%	8	0.0%	0	3.0%	1	1.9%	0	2.3%	2	6.9%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Whitton Road, Bracknell	0.6%	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	4.2%	4	0.0%
Aldershot Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	12.4%	16	0.0%	0	49.7%	14	0.0%	0	0.0%	0	0.8%	1	0.0%
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	15.2%	104	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	38.0%	10	0.0%	0	50.2%	21	20.0%	7	61.2%	62	0.0%
Camberley Town Centre	15.8%	108	0.0%	0	47.4%	10	12.0%	3	50.8%	47	21.4%	13	26.6%	34	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chobham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	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	4.0%	2	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	5.4%	37	0.0%	0	0.0%	0	0.0%	0	5.4%	5	18.9%	12	14.7%	19	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.4%	3	0.0%	0	0.8%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	10.4%	71	21.7%	26	3.1%	1	15.9%	3	1.7%	2	20.5%	13	19.4%	25	0.9%	0	0.7%	0	3.9%	2	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	1.4%	10	2.6%	3	2.8%	1	0.0%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre	1.6%	11	0.0%	0	0.0%	0	2.1%	0	0.8%	1	0.0%	0	0.0%	0	3.2%	1	6.3%	2	14.6%	6	0.0%	0	0.8%	1	0.0%
Northampton Town 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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	7.5%	51	0.0%	0	6.4%	1	0.0%	0	5.7%	5	3.5%	2	3.1%	4	3.4%	1	9.2%	3	7.4%	3	61.0%	23	8.9%	9	0.0%
Staines-upon-Thames Town Centre	0.3%	2	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.3%	2	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	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	2.0%	13	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	9	0.0%	0	2.0%	1	0.0%	0	2.3%	2
Woking Town Centre	12.9%	88	66.2%	78	2.2%	0	40.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Wokingham Town Centre	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	3.2%	1	0.0%	0
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	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	1.6%	1	0.0%	0
Reading Gate Retail Park, Reading	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	1.6%	1	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	3.0%	20	0.0%	0	3.1%	1	4.0%	1	5.9%	5	0.0%	0	5.0%	6	1.6%	0	0.7%	0	12.5%	5	0.0%	0	0.8%	1
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	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	1.6%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.6%	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	4.2%	4
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	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	0.0%	0
Godalming Town Centre, GU7 1EB	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.0%	0	0.0%	0	0.8%	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
High Wycombe Town Centre, HP11 2DQ	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	0.0%	0	0.8%	1
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	3	0.0%	0	1.4%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
4NW																								
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Railway Station, Woking GU22 7AE	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	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	0.0%	0	0.8%	1
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.4%	3	2.1%	2	0.8%	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
Marks & Spencer, Chalfont Way, The Square, Earley, Reading RG6 5HJ	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	1.6%	1	0.0%	0
Matalan, District Shopping Centre, Chineham, Basingstoke, RG24 8BQ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet, Derwen, Bridgend, CF32 9SU	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	0.0%	0
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.8%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.9%	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	0.0%	0	0.0%	0	5.8%	6
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	0.0%	0	0.0%	0	0.8%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	1	0.7%	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	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	681	118	22	21	92	62	129	27	28	42	37	102
Sample:	686	74	73	66	69	64	65	65	73	31	35	71

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not DK / varies at Q07 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.0%	35	1.6%	1	6.7%	1	4.5%	1	16.4%	14	2.5%	2	3.8%	5	11.0%	2	16.4%	3	8.8%	4	1.8%	1	2.2%	2
Marks & Spencer, High Street, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	1.6%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.5%	3	1.8%	2	1.4%	0	2.4%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.4%	2	2.7%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	4.3%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	1.1%	1
Aldershot Town Centre	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	10	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.8%	28	0.0%	0	0.0%	0	8.9%	2	0.9%	1	4.5%	3	15.1%	19	0.0%	0	19.5%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	12.7%	75	0.9%	1	5.3%	1	0.0%	0	4.4%	4	0.0%	0	0.0%	0	27.0%	5	0.0%	0	29.3%	15	45.2%	15	47.5%	34
Camberley Town Centre	14.1%	83	8.3%	7	27.9%	3	8.9%	2	20.6%	17	18.2%	12	21.7%	27	9.0%	2	10.8%	2	10.8%	5	1.8%	1	5.9%	4
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.8%	16	6.7%	6	2.8%	0	2.1%	0	0.9%	1	6.7%	4	3.2%	4	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.8%	1	0.8%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	3.2%	4	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.8%	75	34.8%	31	18.0%	2	20.8%	4	14.0%	12	14.1%	9	10.7%	13	1.2%	0	10.6%	2	0.0%	0	4.9%	2	0.0%	0
Kingston upon Thames Town Centre	1.5%	9	4.9%	4	2.8%	0	2.4%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.8%	1	2.0%	1
London City Centre	2.7%	16	2.5%	2	1.4%	0	0.0%	0	0.9%	1	7.5%	5	0.0%	0	3.4%	1	1.8%	0	10.5%	5	0.0%	0	2.0%	1
Newbury Town 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	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	10.9%	64	0.0%	0	2.5%	0	0.0%	0	23.0%	19	0.9%	1	3.2%	4	3.4%	1	7.9%	2	35.7%	18	25.2%	8	15.6%	11
Richmond Town Centre	0.8%	5	4.9%	4	0.0%	0	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
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Staines-upon-Thames Town Centre	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	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	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Windsor Town Centre	2.2%	13	0.9%	1	3.9%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	5	0.0%	0	0.0%	0	1.8%	1	8.1%	6
Woking Town Centre	6.0%	35	26.2%	23	16.1%	2	44.1%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	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	10.6%	4	0.0%	0
Yeovil Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.2%	13	0.0%	0	1.4%	0	0.0%	0	0.9%	1	0.9%	1	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.0%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.6%	9	0.0%	0	4.2%	1	0.0%	0	2.8%	2	2.5%	2	1.6%	2	0.0%	0	2.1%	0	0.0%	0	0.0%	0	3.3%	2
The Peel Centre, Bracknell	1.0%	6	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	1.8%	1	5.3%	4
Asda, Chalfont Way, Earley, RG6 5TT	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	1.8%	1	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 2DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	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%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	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%	0	0.0%	0	0.0%	0	0.0%	0
College Town Village Centre, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre, RG6 5QX	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	1.8%	1	0.0%	0
Edinburgh City Centre, EH2 4AD	0.0%	0	0.0%	0	0.0%	0	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
Gunwharf Quays, Portsmouth, PO1 3TZ	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Hartley Wintney Village Centre, RG27 8PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Blackwater, Camberley, GU17 9AP																								
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Matalan, Frimley Road, Camberley, GU16 7PN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	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	0.0%	0
Sainsbury's Local, Guildford Road, Bisley, Woking, GU24 9DL	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%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	0.0%	0	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
Westfield, Ariel Way, Shepherd's Bush, London, W12 7GF	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	591	90		12	18	84	65	126	20	19	51	34	72											
Sample:	557	54		47	52	57	61	70	51	50	33	33	49											

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q09 Where do you do most of your household's shopping for furniture and floor coverings?												
<i>Furniture, floor coverings at Q06 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	1.7%	9	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	1.1%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.5%	5
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.4%	7	0.0%	0	1.4%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldershot Town Centre	3.3%	18	0.0%	0	0.0%	0	10.2%	2	0.0%	0	9.7%	4
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.1%	0	0.0%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.4%	2	0.0%	0	14.9%	2	2.4%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	4.9%	27	0.0%	0	12.2%	1	0.0%	0	1.0%	1	0.0%	0
Camberley Town Centre	2.0%	11	1.1%	1	7.2%	1	15.4%	2	3.9%	3	4.1%	2
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	2.9%	16	0.0%	0	2.6%	0	0.0%	0	7.7%	6	0.0%	0
Farnborough Town Centre	10.5%	57	10.3%	7	5.5%	1	2.4%	0	18.5%	14	19.7%	8
Farnham Town Centre	0.6%	3	0.0%	0	0.0%	0	1.4%	0	2.1%	2	1.5%	1
Fleet Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1
Frimley Town Centre	0.4%	2	0.0%	0	1.4%	0	1.4%	0	1.0%	1	0.0%	0
Guildford Town Centre	3.9%	21	14.8%	11	1.4%	0	16.7%	3	7.5%	6	0.0%	0
Kingston upon Thames Town Centre	0.8%	5	2.2%	2	7.7%	1	0.0%	0	0.0%	0	1.5%	1
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
London City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading Town Centre	9.1%	50	0.0%	0	0.0%	0	0.0%	0	3.9%	3	11.0%	4
Sandhurst Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0
Slough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Staines-upon-Thames Town	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.3%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Woking Town Centre	4.7%	25	26.3%	19	4.3%	1	25.9%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	10.4%	57	8.3%	6	10.9%	1	1.4%	0	17.7%	13	19.2%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Ladymead Retail Park, Guildford	1.8%	10	6.7%	5	0.0%	0	8.0%	1	0.0%	0	2.3%	4
Lion Retail Park, Oriental Road, Woking	2.1%	11	14.8%	11	2.6%	0	1.4%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Reading Link Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Solartron Retail Park, Farnborough	10.3%	56	1.1%	1	5.8%	1	2.7%	0	12.7%	9	11.6%	5
The Meadows, Sandhurst (Camberley)	1.1%	6	0.0%	0	1.5%	0	0.0%	0	5.8%	4	0.0%	0
The Peel Centre, Bracknell	2.7%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.1%	6	1.1%	1	4.4%	1	1.4%	0	0.0%	0	7.4%	3
Ash Village Centre, GU12 6LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Ashtead Village Centre, KT21 1AL	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfleet Village Centre, KY14 7DU	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Local Centre, SW6 1BG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Villgae, Europa Park Road, Guildford, GU1 1AG	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	5.4%	29	2.3%	2	1.5%	0	0.0%	0	1.0%	1	1.5%	1	5.5%	8	0.0%	0	11.5%	2	11.5%	4	0.0%	0	15.2%	11
IKEA, West Quay Road, Southampton, SO15 1GY	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.2%	7	0.0%	0	1.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	6.4%	2	1.9%	1	2.0%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	3	0.0%	0	2.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	14.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.3%	2	2.2%	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
Lancaster City Centre, LA1 1RE	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%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Norwich City Centre, NR1 1EA	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	1.9%	1	0.0%	0
Portsmouth City Centre, PO1 1HG	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	0.0%	0	0.0%	0	0.0%	0
South Ruislip Local Centre, HA4 6TP	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	0.0%	0	1.1%	1
Sunningdale Village Centre, SL5 0DQ	0.1%	1	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	0.0%	0	0.0%	0
Sutton Green, Guildford Road, Guildford, GU4 7QA	0.1%	0	0.0%	0	2.6%	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
Thame Town Centre, OX9 2BW	0.3%	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	0.0%	0	0.0%	0	2.0%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	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	0.0%	0	1.1%	1
White Waltham Village Centre, SL6 3SG	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	0.0%	0	1.1%	1
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	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	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.7%	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	11.7%	4	0.0%	0
Woodley Town Centre, RG5	0.3%	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	5.1%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
4JA												
Weighted base:	546	73	12	16	74	39	152	16	21	39	32	72
Sample:	529	57	52	44	57	45	70	38	58	27	31	50

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q10 Where else do you do your household's shopping for furniture and floor coverings?												
<i>Not DK / varies at Q09 AND Ex. Nulls & SFT</i>												
B&Q, Invincible Road, Farnborough	0.7%	1	0.0%	0	17.6%	1	4.4%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Homebase (Brookwood) Knaphill, Woking	0.2%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	2.4%	5	0.0%	0	4.2%	0	4.4%	0	8.2%	2	5.8%	1
Sainsbury's, Ringmead, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Aldershot Town Centre	6.1%	12	0.0%	0	2.4%	0	0.0%	0	0.0%	0	23.5%	5
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Ashford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Basingstoke Town Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Blackwater Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bracknell Town Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1
Camberley Town Centre	2.2%	5	0.0%	0	2.4%	0	0.0%	0	2.7%	1	2.9%	1
Crowthorne Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Farnborough Town Centre	3.9%	8	2.3%	1	2.4%	0	8.9%	0	15.0%	4	10.9%	2
Farnham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Guildford Town Centre	6.5%	13	8.9%	3	7.2%	1	4.4%	0	10.2%	3	0.0%	0
Kingston upon Thames Town Centre	1.2%	2	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.8%	4	4.7%	2	2.4%	0	7.9%	0	4.8%	1	0.0%	0
Reading Town Centre	6.9%	14	2.4%	1	4.2%	0	9.0%	0	2.7%	1	0.0%	0
Sandhurst Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Slough Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	0
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.5%	1	0.0%	0	6.6%	0	0.0%	0	0.0%	0	8.6%	0
West Byfleet Village Centre	0.1%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Woking Town Centre	1.2%	3	4.2%	1	0.0%	0	21.4%	1	0.0%	0	0.0%	0
Wokingham Town Centre	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough Gate Retail Park, Farnborough	12.3%	25	2.4%	1	19.8%	1	0.0%	0	7.5%	2	5.8%	1	33.6%	16	4.9%	0	11.3%	1	8.5%	1	0.0%	0	9.7%	1
Forbury Retail Park, Reading	1.4%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	4.9%	0	1.8%	0	0.0%	0	0.0%	0	5.5%	1
Ladymead Retail Park, Guildford	6.9%	14	38.5%	13	0.0%	0	13.5%	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
Lion Retail Park, Oriental Road, Woking	1.1%	2	4.8%	2	0.0%	0	12.5%	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 Gate Retail Park, Reading	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Solartron Retail Park, Farnborough	1.9%	4	0.0%	0	0.0%	0	4.5%	0	2.7%	1	5.1%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	8.6%	0	1.8%	0	8.5%	1	5.9%	1	0.0%	0
The Peel Centre, Bracknell	0.4%	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	0.0%	0	0.0%	0	5.4%	1
Ash Vale Village Centre, GU12 5JE	2.4%	5	2.4%	1	2.4%	0	0.0%	0	2.7%	1	5.8%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.1%	0	0.0%	0	2.4%	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
Bath City Centre, BA1 1JT	0.4%	1	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	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre, PO21 1QT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sealand Road, Blacon, Chester, CH1 4QG	0.3%	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	0.0%	0	3.0%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre, PO9 1ND	0.1%	0	0.0%	0	0.0%	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
High Wycombe Town Centre, HP11 2DQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Horizon Shopping Park, Solartron Road, Farnborough, GU14 7QL	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre, RG17 0JU	0.5%	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	5.2%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	8.2%	17	0.0%	0	2.4%	0	0.0%	0	17.3%	5	8.0%	2	11.6%	5	0.0%	0	6.7%	1	0.0%	0	18.7%	4	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
IKEA, West Quay Road, Southampton, SO15 1GY	0.5%	1	0.0%	0	4.2%	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	5.4%	1
John Lewis, Broad Street, Reading, RG1 2BB	2.6%	5	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	15.8%	3	5.4%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	2.2%	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	21.7%	4	0.0%	0
Maidenhead Town Centre, SL6 1LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre, OX1 3DZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.7%	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	0.0%	0	0.0%	0	9.7%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.4%	1	2.3%	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	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	2.2%	4	12.7%	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
Winnersh Village Centre, RG41 5DU	0.5%	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	5.2%	1	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.4%	1	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	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.4%	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	8.5%	1	0.0%	0	0.0%	0
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.3%	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	0.0%	0	3.0%	1	0.0%	0
Weighted base:	203	34		7	5	29		20		46		5		11		10		20		15				
Sample:	227	26		27	20	27		22		20		16		29		11		13		16				

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?																								
<i>Household textiles, soft furnishings at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.5%	2	1.2%	1	1.2%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	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	2.4%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	2.4%	1	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.5%	29	2.1%	1	26.1%	4	14.1%	2	15.6%	13	3.2%	2	0.0%	0	2.2%	0	2.3%	0	6.7%	2	6.4%	2	3.7%	2
Sainsbury's, King Street Lane, Winnersh	0.3%	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	2.4%	1	2.3%	1	0.0%	0
Sainsbury's, Redding Way, Knap Hill, Woking	0.4%	2	2.4%	2	0.0%	0	1.5%	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
Sainsbury's, Ringmead, Bracknell	0.1%	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	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham	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%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	1.2%	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	2	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	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%	0
Wickes, Western Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	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
Aldershot Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.6%	2	6.6%	1	47.9%	8	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	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
Bracknell Town Centre	7.8%	40	0.0%	0	9.9%	1	0.0%	0	6.2%	5	0.0%	0	0.0%	0	28.4%	6	0.0%	0	7.3%	3	2.3%	1	39.1%	25
Camberley Town Centre	4.7%	25	0.0%	0	24.2%	4	18.2%	3	15.4%	12	3.3%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.2%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.6%	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
Crowthorne Village Centre	0.3%	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	4.3%	1	0.0%	0	0.0%	0
Farnborough Town Centre	10.6%	55	1.2%	1	2.3%	0	1.5%	0	16.2%	13	13.3%	7	26.0%	34	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.9%	10	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.8%	15	9.9%	7	3.5%	1	5.6%	1	0.0%	0	10.7%	5
Kingston upon Thames Town Centre	1.0%	5	3.6%	2	2.1%	0	3.0%	0	0.0%	0	1.2%	1
London City Centre	0.8%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Reading Town Centre	8.9%	46	0.0%	0	1.2%	0	4.5%	1	4.6%	4	1.2%	1
Sandhurst Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0
Staines-upon-Thames Town Centre	0.2%	1	1.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	6.4%	33	44.2%	31	3.3%	0	15.5%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	5.6%	29	6.3%	4	3.5%	1	4.1%	1	9.8%	8	13.3%	7
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ladymead Retail Park, Guildford	0.7%	4	2.4%	2	0.0%	0	7.2%	1	0.0%	0	2.1%	1
Lion Retail Park, Oriental Road, Woking	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Solartron Retail Park, Farnborough	5.5%	29	0.0%	0	2.3%	0	0.0%	0	6.2%	5	3.3%	2
The Meadows, Sandhurst (Camberley)	1.4%	8	0.0%	0	2.1%	0	7.1%	1	4.9%	4	1.2%	1
The Peel Centre, Bracknell	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	1.0%	5	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ash Vale Village Centre, GU12 5JE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Bristol City Centre, BS1 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Chineham Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
RG24 8TR																								
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	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%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	2.4%	12	0.0%	0	2.1%	0	0.0%	0	1.0%	1	7.5%	4	5.7%	7	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pincents Lane, Reading RG31 7SD	1.4%	7	0.0%	0	0.0%	0	1.5%	0	2.0%	2	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	16.4%	4	1.2%	1
Havant Town Centre, PO9 1ND	0.0%	0	0.0%	0	0.0%	0	1.5%	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
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	4.4%	23	2.4%	2	7.5%	1	0.0%	0	1.0%	1	0.0%	0	4.2%	5	0.0%	0	5.4%	1	0.0%	0	2.3%	1	19.1%	12
IKEA, West Quay Road, Southampton, SO15 1GY	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	1.2%	1
John Lewis, Broad Street, Reading, RG1 2BB	3.6%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.1%	12	1.2%	0	8.5%	2	2.4%	1	4.6%	1	3.4%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.3%	7	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	14.0%	3	0.0%	0	4.8%	2	0.0%	0	1.2%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.4%	7	3.5%	2	0.0%	0	2.6%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury, RG14 2BP	0.8%	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	17.0%	4	0.0%	0
Marks & Spencer, Barnes Wallis Drive, Weybridge, KT13 0XF	0.1%	0	0.0%	0	0.0%	0	2.6%	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
Marlborough Town Centre, SN8 1NE	0.0%	0	0.0%	0	0.0%	0	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
Matalan, Rose Kiln Lane, Reading, RG2 0SN	0.2%	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	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	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%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	1.3%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	4	3.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Valley Road, Camberley, GU15 3YN												
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading RG1 8AL	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames Town Centre, KT12 1GH	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:	520	69	15	15	80	49	130	20	18	35	26	65
Sample:	501	45	47	42	58	54	60	43	48	26	26	52

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q12 Where else do you do your household's shopping for household textiles and soft furnishings												
<i>Not DK / varies at Q11 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.0%
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Currys, The Peel Centre, Bracknell	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1
Homebase (Brookwood) Knaphill, Woking	0.4%	1	2.2%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0.0%
Homebase, Wokingham Road, Bracknell	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1
Marks & Spencer (Camberley), The Meadows, Sandhurst	5.3%	13	2.2%	1	9.8%	1	0.0%	0	3.7%	2	0.0%	10.1%
Sainsbury's, Redding Way, Knaphill, Woking	2.0%	5	11.6%	4	0.0%	0	9.5%	1	0.0%	0	0.0%	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.2%	8	0.0%	0	0.0%	0	0.0%	0	17.0%	7	2.8%	1
Tesco Extra, Wellington Avenue, Aldershot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Tesco Extra, Whitton Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Aldershot Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Ascot Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Basingstoke Town Centre	3.0%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	4	4.9%	1
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Bracknell Town Centre	8.4%	21	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Camberley Town Centre	6.3%	16	2.1%	1	28.3%	2	0.0%	0	12.3%	5	2.8%	1
Farnborough Town Centre	6.7%	17	0.0%	0	9.8%	1	3.5%	0	1.8%	1	16.1%	3
Farnham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Guildford Town Centre	6.2%	16	22.4%	8	6.0%	0	23.3%	2	8.2%	4	2.8%	1
Kingston upon Thames Town Centre	1.0%	2	0.0%	0	0.0%	0	3.5%	0	1.8%	1	4.9%	1
London City Centre	0.8%	2	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Reading Town Centre	5.2%	13	0.0%	0	6.0%	0	0.0%	0	1.8%	1	2.8%	1
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.6%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.6%	1	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Woking Town Centre	5.2%	13	27.9%	11	6.0%	0	28.9%	2	0.0%	0	0.0%	0
Wokingham Town Centre	2.8%	7	15.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.0%
Brighton Hill Retail Park, Basingstoke	1.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Farnborough Gate Retail Park, Farnborough	6.1%	15	0.0%	0	6.0%	0	0.0%	0	3.2%	1	22.6%	5
Ladymead Retail Park, Guildford	1.4%	4	3.8%	1	0.0%	0	6.1%	0	0.0%	0	2.8%	2
Reading Gate Retail Park, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Solartron Retail Park, Farnborough	3.7%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	2.6%	6	0.0%	0	15.9%	1	0.0%	0	1.8%	1	10.5%	2
The Peel Centre, Bracknell	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	1.4%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.7%	2	0.0%	0	4.3%	0	0.0%	0	0.0%	0	1.6%	1
Dunelm, Pincents Lane, Reading RG31 7SD	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Godalming Town Centre, GU7 1EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Gunwharf Quays, Portsmouth, PO1 3TZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.6%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	5.1%	13	0.0%	0	2.1%	0	0.0%	0	9.7%	4	2.8%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.2%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	1.6%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	4.6%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.0%	2	3.8%	1	0.0%	0	6.1%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.4%	1	0.0%	0	3.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WestQuay Shopping Centre, Southampton, SO15 1QA	1.7%	4	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	249	38	8	6	43	21	63	7	11	12	6	35												
Sample:	264	23	30	18	33	27	30	22	26	13	8	34												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?																							
<i>Domestic electrical appliances at Q06 AND Ex. Nulls & SFT</i>																							
B&Q, Invincible Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	1.0%	4	6.9%	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	0.0%	0	
Costco Wholesale, Green Park, Reading	0.0%	0	0.0%	0	1.5%	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	
Currys, Brighton Hill Retail Park, Basingstoke	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	4	0.0%	0	0.0%	0	
Currys, Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.8%	0	0.0%	0	0.0%	0	
Currys, Farnborough Gate Retail Park, Farnborough	20.6%	88	0.0%	0	14.3%	2	8.8%	1	21.1%	12	55.5%	27	62.0%	44	0.0%	0	14.1%	3	0.0%	0	0.0%	0	
Currys, Lion Retail Park, Woking	4.1%	18	17.9%	11	2.6%	0	35.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currys, Reading Gate, Retail Park, Reading	1.2%	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	14.1%	4	2.4%	1	0.0%
Currys, The Peel Centre, Bracknell	9.2%	39	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	33.1%	6	0.0%	0	4.6%	1	2.5%	1	44.1%
Currys, Westgate Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, King Street Lane, Winnersh	0.3%	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	2.6%	1	2.5%	1	0.0%
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	1	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	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Whitton Road, Bracknell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Invincible Road, Farnborough	0.3%	1	0.0%	0	1.5%	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%
Wickes, Western Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	4.3%	1	0.0%
Addlestone Town Centre	0.1%	1	0.0%	0	1.5%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldershot Town Centre	1.5%	7	9.4%	6	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%
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	4	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	3.3%	14	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	5	0.0%	0	7.3%	2	0.0%	0	10.5%
Camberley Town Centre	1.2%	5	0.0%	0	4.4%	1	0.0%	0	5.3%	3	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	5.8%	25	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	47.5%	15	2.4%	1	4.5%
Farnborough Town Centre	4.3%	18	0.0%	0	13.7%	2	0.0%	0	14.7%	8	2.4%	1	10.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	10.0%	7	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%
Frimley Town Centre	0.1%	0	0.0%	0	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%

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Guildford Town Centre	1.1%	5	1.3%	1	1.5%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.4%	2	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.0%	9	6.1%	4	2.9%	0	26.2%	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
London City Centre	1.3%	5	8.1%	5	1.5%	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
Reading Town Centre	6.5%	28	0.0%	0	1.5%	0	1.4%	0	2.8%	2	0.0%	0	1.4%	1	6.0%	1	1.0%	0	21.3%	7	24.7%	6	15.7%	10
Weybridge Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	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
Windlesham Village Centre	0.3%	1	0.0%	0	12.3%	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	0.0%	0
Woking Town Centre	2.3%	10	11.9%	8	1.5%	0	8.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.3%	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	0.0%	0	4.9%	1	0.0%	0
Bath Road Retail Park, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.9%	34	0.0%	0	24.2%	3	0.0%	0	23.9%	13	18.0%	9	11.9%	8	2.3%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.0%	4	3.8%	2	0.0%	0	8.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	2.4%	10	15.5%	10	0.0%	0	1.3%	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
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	1.5%	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
The Meadows, Sandhurst (Camberley)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell Asda, West Meade, Farnborough, GU14 7LT	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	14.0%	9
Cardiff City Centre, CF10 2DX	0.0%	0	0.0%	0	1.5%	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
Costco, Templer Avenue, Farnborough, GU14 6FE	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	1.2%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.6%	3	2.3%	1	0.0%	0	3.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	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	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.5%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road,	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%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Southampton, SO15 1GY												
John Lewis, Basing View, Basingstoke, RG21 4BF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	3.0%	13	0.0%	0	2.6%	0	0.0%	0	1.4%	1	1.2%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.4%	6	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	1	1.3%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.5%	7	0.0%	0	0.0%	0	0.0%	0	11.9%	7	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	1.0%	4	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road Retail Park, Guildford, GU1 1DX	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	428	64	12	16	55	48	71	19	20	32	24	67
Sample:	453	47	41	45	41	49	45	46	47	20	20	52

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q14 Where else do you do your household's shopping for domestic appliances goods?												
<i>Not DK / varies at Q13 AND Ex. Nulls & SFT</i>												
B&Q, Reading Gate Retail Park, Reading	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Currys, Brunel Retail Park, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Currys, Farnborough Gate Retail Park, Farnborough	11.6%	21	0.0%	0	18.8%	1	0.0%	0	18.7%	4	47.9%	11
Currys, Lion Retail Park, Woking	5.5%	10	22.9%	9	2.9%	0	6.3%	0	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	1
Currys, The Peel Centre, Bracknell	9.1%	16	0.0%	0	5.1%	0	0.0%	0	3.7%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	4
Sainsbury's, Redding Way, Knaphill, Woking	0.7%	1	2.0%	1	0.0%	0	6.2%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Addlestone Town Centre	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Basingstoke Town Centre	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	7
Bracknell Town Centre	2.5%	4	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	2.2%	4	0.0%	0	32.7%	2	5.6%	0	7.5%	2	0.0%	0
Crowthorne Village Centre	4.6%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Farnborough Town Centre	4.3%	8	11.1%	4	7.9%	0	0.0%	0	3.7%	1	2.4%	1
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Guildford Town Centre	3.1%	5	2.0%	1	2.9%	0	0.0%	0	6.6%	1	11.0%	3
Kingston upon Thames Town Centre	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	3.9%	7	16.8%	7	0.0%	0	3.1%	0	0.0%	0	0.0%	0
London City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	3.9%	7	0.0%	0	0.0%	0	0.0%	0	10.4%	2	2.4%	1
Staines-upon-Thames Town Centre	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.7%	1	2.0%	1	2.9%	0	3.1%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	6.8%	12	0.0%	0	0.0%	0	3.2%	0	6.6%	1	6.7%	2
Ladymead Retail Park, Guildford	4.4%	8	15.2%	6	0.0%	0	26.1%	2	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Lion Retail Park, Oriental Road, Woking	1.6%	3	4.1%	2	0.0%	0	16.9%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
The Peel Centre, Bracknell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Costco, Templar Avenue, Farnborough, GU14 6FE	3.6%	6	0.0%	0	5.8%	0	0.0%	0	3.8%	1	0.0%	0
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	2.6%	5	8.2%	3	0.0%	0	6.3%	0	0.0%	0	4.2%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	7.2%	13	0.0%	0	18.3%	1	0.0%	0	27.7%	6	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.4%	2	2.1%	1	0.0%	0	0.0%	0	2.4%	1	4.3%	1
Reigate Town Centre, RH2 9AY	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.5%	3	0.0%	0	0.0%	0	23.3%	2	0.0%	0	4.3%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	177	40	6	7	21	24	24	3	8	12	7	27
Sample:	179	28	21	18	18	19	10	10	18	8	10	19

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?																								
<i>Audio-visual electrical goods at Q06 AND Ex. Nulls & SFT</i>																								
Costco Wholesale, Green Park, Reading	0.6%	3	0.0%	0	0.0%	0	11.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Currys, Brighton Hill Retail Park, Basingstoke	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.7%	1	1.1%	1
Currys, Farnborough Gate Retail Park, Farnborough	21.1%	107	0.0%	0	13.5%	2	11.7%	2	45.7%	32	43.8%	25	41.1%	40	0.0%	0	7.0%	2	12.0%	4	0.0%	0	0.0%	0
Currys, Lion Retail Park, Woking	4.7%	24	22.5%	18	2.7%	0	34.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.8%	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	15.1%	4	0.0%	0
Currys, The Peel Centre, Bracknell	6.4%	33	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	4	0.0%	0	10.6%	4	2.4%	1	32.1%	23
Currys, Westgate Retail Park, Slough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	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	2.2%	1	2.4%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.4%	2	2.8%	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
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.4%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	1.0%	1	2.9%	0	0.9%	0	4.0%	1	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	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
Aldershot Town Centre	1.0%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	6.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.4%	10	0.0%	0	20.4%	4	0.0%	0	0.0%	0	1.1%	1
Bracknell Town Centre	3.6%	18	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	8.4%	3	6.6%	2	17.1%	12
Camberley Town Centre	2.4%	12	0.0%	0	22.4%	3	1.5%	0	4.2%	3	6.4%	4	1.0%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	1.7%	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	22.7%	8	0.0%	0	0.0%	0
Farnborough Town Centre	2.0%	10	0.0%	0	10.3%	1	0.0%	0	2.2%	2	1.0%	1	6.5%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.5%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	3.2%	16	10.2%	8	5.2%	1	4.2%	1	0.0%	0	10.4%	6	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.6%	3	3.0%	2	0.0%	0	2.7%	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
Knaphill Village Centre	0.1%	1	0.0%	0	0.0%	0	4.5%	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
London City Centre	1.1%	5	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	6.9%	35	0.0%	0	19.1%	2	3.0%	0	2.2%	2	1.0%	1	2.1%	2	2.9%	0	4.4%	1	15.2%	6	28.8%	7	18.7%	14

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Richmond Town Centre	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge Town Centre	1.3%	7	6.4%	5	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Woking Town Centre	2.8%	14	15.2%	12	0.0%	0	8.4%	1	0.0%	0	1.0%	1
Wokingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bath Road Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	6.9%	35	0.0%	0	6.6%	1	0.0%	0	15.9%	11	11.3%	7
Festival Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	1.8%	9	9.2%	7	1.4%	0	10.2%	2	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.7%	3	4.0%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Peel Centre, Bracknell	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill, GU21 2QT	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Burlington Retail Park, Burlington Road, New Malden, KT3 4PA	0.9%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.8%	1
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	2.7%	14	11.0%	9	2.5%	0	4.2%	1	0.0%	0	3.8%	2
Datchet Village Centre, SL3 9EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Town Centre, SL4 6AX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View,	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Basingstoke, RG21 4BF																								
John Lewis, Broad Street, Reading, RG1 2BB	4.5%	23	0.0%	0	4.2%	1	0.0%	0	13.6%	9	0.0%	0	0.0%	0	1.6%	0	6.3%	1	2.2%	1	24.0%	6	6.0%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.4%	7	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	12.2%	2	0.0%	0	2.2%	1	2.4%	1	3.0%	2
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.5%	3	1.0%	1	0.0%	0	1.5%	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
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	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
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.5%	3	0.0%	0	2.5%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwaster, GU17 0AE	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
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Weighted base:	506		81		12		15		69		58		98		15		21		37		25		73	
Sample:	485		54		44		41		48		51		47		38		57		25		26		54	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q16 Where else do you do your household's shopping for audio-visual electrical goods?												
<i>Not DK / varies at Q15 AND Ex. Nulls & SFT</i>												
Currys, Brighton Hill Retail Park, Basingstoke	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brunel Retail Park, Reading	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	10.6%	17	0.0%	0	20.6%	1	0.0%	0	23.2%	3	6.1%	1
Currys, Lion Retail Park, Woking	4.6%	7	15.0%	6	16.4%	1	14.8%	1	0.0%	0	0.0%	0
Currys, Reading Gate, Retail Park, Reading	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Peel Centre, Bracknell	3.5%	6	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.8%	8	0.0%	0	0.0%	0	0.0%	0	6.1%	1	3.4%	1
Bagshot Town Centre	0.1%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.9%	6	0.0%	0	22.5%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	2.8%	4	0.0%	0	3.1%	0	0.0%	0	0.0%	0	25.3%	4
Crowthorne Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.4%	4	0.0%	0	0.0%	0	0.0%	0	10.3%	2	5.7%	2
Fleet Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3
Guildford Town Centre	1.5%	2	0.0%	0	0.0%	0	3.9%	0	0.0%	0	12.8%	2
Kingston upon Thames Town Centre	1.4%	2	2.2%	1	0.0%	0	0.0%	0	6.2%	1	3.4%	1
London City Centre	2.6%	4	3.9%	1	0.0%	0	4.0%	0	0.0%	0	3.4%	1
Reading Town Centre	7.4%	12	0.0%	0	3.0%	0	0.0%	0	6.2%	1	3.4%	1
Richmond Town Centre	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.9%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	5.5%	9	18.6%	7	3.0%	0	29.0%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	12.4%	19	0.0%	0	14.6%	1	0.0%	0	33.9%	4	15.5%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	3.4%	5	8.4%	3	0.0%	0	29.6%	2	0.0%	0	3.4%	1
Lion Retail Park, Oriental Road, Woking	9.3%	15	39.0%	14	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
The Meadows, Sandhurst (Camberley)	0.1%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.8%	3	0.0%	0	0.0%	0	3.9%	0	0.0%	0	5.0%	2
Currys PC World, Stag Hill House, Woodbridge Road, Guildford, GU1 1EF	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
John Lewis, Basing View, Basingstoke, RG21 4BF	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	2.9%	5	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
The Paddock Retail Park, Byfleet, KT13 0XR	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Skimmed Hill Lane, Bracknell, RG12 1EN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weighted base:	157	37	6	6	13	17	36	4	8	7	9	16
Sample:	170	24	19	18	14	19	16	11	16	7	10	16

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?																								
<i>Glassware, china, tableware, kitchen utensils at Q06 AND Ex. Nulls & SFT</i>																								
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1										
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homebase, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer (Camberley), The Meadows, Sandhurst	7.1%	33	2.0%	2	6.2%	1	0.0%	0	25.5%	18	5.1%	2	7.7%	7	6.3%	1	2.1%	0	2.6%	1	1.9%	1	1.2%	1
Marks & Spencer, Broad Street, Reading	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	1.9%	1	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	12.3%	4	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	2.0%	9	8.6%	7	3.1%	0	18.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.2%	5	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	4	0.0%	0	1.2%	1
Sainsbury's, South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	0.0%	0	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.5%	20	0.0%	0	4.3%	0	0.0%	0	22.2%	16	3.3%	1	0.0%	0	0.0%	0	8.8%	2	5.2%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.3%	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	2.4%	2
Aldershot Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	1.3%	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	8.8%	6
Bagshot Town Centre	0.0%	0	0.0%	0	1.5%	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
Basingstoke Town Centre	4.0%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	8.8%	8	0.0%	0	44.3%	8	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	7.5%	34	0.0%	0	13.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	2	0.0%	0	2.6%	1	5.8%	2	42.9%	29
Brookwood Village Centre	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	4.4%	20	1.0%	1	32.2%	4	5.4%	1	15.5%	11	0.0%	0	2.1%	2	4.0%	0	1.0%	0	2.6%	1	0.0%	0	1.2%	1
Farnborough Town Centre	4.7%	22	1.0%	1	0.0%	0	0.0%	0	3.3%	2	3.3%	1	17.0%	16	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	1.8%	8	3.1%	2	1.6%	0	15.3%	2	1.1%	1	7.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.5%	2	1.0%	1	4.3%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Town Centre												
London City Centre	0.1%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.5%	39	0.0%	0	4.3%	0	4.0%	0	3.1%	2	1.8%	1
Staines-upon-Thames Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	11.7%	53	62.3%	49	4.3%	0	33.4%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.8%	3	0.0%	0	2.8%	0	0.0%	0	0.0%	0	7.0%	2
Slough Estate Retail Park, Bath Road, Slough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	1.1%	5	0.0%	0	1.6%	0	0.0%	0	2.2%	2	1.8%	1
The Peel Centre, Bracknell	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.7%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Chineham Local Centre, RG24 8TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Clarks Village, Outlet Shopping Village, Farm Road, Street, BA16 0BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Costco, Templer Avenue, Farnborough, GU14 6FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	1.7%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.8%	7
Hartley Wintney Village Centre, RG27 8PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
High Wycombe Town Centre, HP11 2DQ	0.7%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	10.4%	47	6.6%	5	3.1%	0	0.0%	0	9.3%	7	3.7%	1
IKEA, West Quay Road, Southampton, SO15 1GY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
John Lewis, Basing View, Basingstoke, RG21 4BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
John Lewis, Broad Street, Reading, RG1 2BB	3.5%	16	0.0%	0	1.6%	0	0.0%	0	2.2%	2	0.0%	0	6.7%	6	0.0%	0	6.9%	1	4.6%	1	8.8%	3	3.3%	2
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.0%	5	1.0%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	2.6%	1	0.0%	0	2.1%	1
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	1.1%	5	2.9%	2	2.8%	0	0.0%	0	1.1%	1	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.0%	0	0.0%	0	1.6%	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
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	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
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.4%	2	2.1%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	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	0.0%	0	3.3%	2
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	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	1.9%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	4.5%	21	0.0%	0	0.0%	0	14.6%	2	10.1%	7	17.4%	5	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.1%	0	0.0%	0	0.0%	0	0.0%	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
Taunton Town Centre, TA1 4AJU	0.2%	1	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	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.1%	0	0.0%	0	0.0%	0	0.0%	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
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	3.4%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	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%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	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
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.3%	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	0.0%	0	0.0%	0	2.1%	1
Waitrose, London Road, Sunningdale, Ascot, SL5	0.1%	0	0.0%	0	0.0%	0	0.0%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
OHD																								
Wey Retail Park, Royston Road, Byfleet, West Byfleet, KT14 7NP	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	458	79	11	11	70	31	96	11	19	32	31	67												
Sample:	428	54	43	29	49	35	48	28	49	24	24	45												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?												
<i>Not DK / varies at Q17 AND Ex. Nulls & SFT</i>												
B&Q, Invincible Road, Farnborough	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	6.1%	12	0.0%	0	18.1%	1	25.1%	2	11.1%	3	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	2	6.0%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Tesco Extra, The Meadows, Marshall Road, Sandhurst	10.2%	20	3.0%	1	14.4%	1	0.0%	0	27.5%	7	4.0%	1
Tesco Extra, Wellington Avenue, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Extra, Whitton Road, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Basingstoke Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Bracknell Town Centre	9.6%	19	0.0%	0	3.8%	0	0.0%	0	3.0%	1	0.0%	0
Camberley Town Centre	3.4%	7	0.0%	0	10.6%	0	22.1%	2	3.0%	1	6.9%	1
Farnborough Town Centre	1.9%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Fleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	0
Guildford Town Centre	10.6%	21	45.9%	13	10.6%	0	13.6%	1	13.3%	4	10.8%	2
Kingston upon Thames Town Centre	0.6%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	1.8%	1
London City Centre	0.4%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.3%	16	0.0%	0	0.0%	0	3.0%	0	5.9%	2	4.0%	1
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	5.3%	11	30.2%	8	7.6%	0	27.3%	2	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.9%	4	0.0%	0	3.8%	0	0.0%	0	0.0%	0	10.8%	2
Solartron Retail Park, Farnborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The Peel Centre, Bracknell	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	1.1%	2	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre, RH4 1UX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.4%	1	0.0%	0	6.8%	0	0.0%	0	0.0%	0	3.9%	1
High Wycombe Town Centre, HP11 2DQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	0
IKEA, Pincents Kiln Industrial Park, Theale, Reading, RG31 7SD	8.7%	17	0.0%	0	20.5%	1	0.0%	0	3.0%	1	10.9%	2
IKEA, West Quay Road, Southampton, SO15 1GY	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
John Lewis, Basing View, Basingstoke, RG21 4BF	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	4
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Oxford City Centre, OX1 3DZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	3.8%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre, UB8 1RG	0.7%	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	0.0%	0	0.0%	0	5.2%	1
Valley Retail Park, Purley Way, Croydon, CR0 4UZ	0.4%	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
Waitrose, London Road, Bagshot, GU19 5DG	0.4%	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	3.3%	7	0.0%	0	0.0%	0	0.0%	0	24.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	200		27		5		7		26		15		57		5		10		13		7		27	
Sample:	191		21		18		14		21		16		27		14		27		10		7		16	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q19 Where do you do most of your household's shopping for DIY & decorating goods?												
<i>DIY, decorating goods at Q06 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	36.5%	263	0.0%	0	48.1%	10	5.9%	1	64.4%	59	70.1%	39
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	2.4%	17	13.5%	14	0.0%	0	9.8%	2	0.0%	0	1.1%	1
B&Q, Lister Road, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	3.4%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Currys, Farnborough Gate Retail Park, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Currys, The Peel Centre, Bracknell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	6.2%	45	30.7%	32	9.7%	2	43.2%	10	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	2.1%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	8
Homebase, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	10.5%	76	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wickes, Invincible Road, Farnborough	1.3%	9	1.4%	1	0.9%	0	0.9%	0	2.3%	2	4.1%	2
Wickes, Millenium Court, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	4.6%	33	0.0%	0	2.4%	0	0.0%	0	0.9%	1	0.0%	0
Aldershot Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ascot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	5.5%	39	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Brookwood Village Centre	0.1%	1	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	2	0.0%	0	2.4%	0	2.6%	1	0.9%	1	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Farnborough Town Centre	4.7%	34	0.0%	0	7.7%	2	0.9%	0	10.2%	9	3.9%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10										
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	1.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	9.7%	5	7.9%	3	0.0%	0
Sandhurst Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.7%	0	1.5%	1	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.8%	1	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
Sunninghill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.2%	1	0.0%	0	6.5%	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
Woking Town Centre	1.6%	12	10.6%	11	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	4.4%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.9%	7	0.0%	0	9.7%	2	0.0%	0	3.2%	3	2.1%	1	0.0%	0	1.9%	0	0.7%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	1.4%	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	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.3%	2	1.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	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
The Peel Centre, Bracknell Access Business Park, Chertsey Road, Byfleet, West Byfleet, KT14 7FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q, Glencoe Road, Hayes UB4 9SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.2%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden, KT3 4PT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.3%	2	2.3%	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
Homebase, The Causeway, Staines, TW18 3AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnstone's Decorating Centre, The Western Centre, Western Road, Bracknell, RG12 1RW	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	0.8%	1
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10													
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	2	0.0%	0	7.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Albert Street, Fleet, GU51 3SN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	1.4%	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	0.0%	0	0.0%	0	0.0%
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Molly Millars Close, Off Molly Millars Lane, Wokingham, RG41 2RX	0.3%	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	5.6%	2	0.0%	0	0.0%
Screwfix, The Rose Estate, Osborn Way, Hook RG27 9UT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherfield on Loddon Town Centre, RG27 0EZ	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Slyfield Industrial Estate, Moorfields Centre, Guildford GU1 1RA	0.1%	1	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	0.0%	0	0.0%
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	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%
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	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	0.0%	0	0.8%	1	0.0%
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	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	0.0%	0	0.0%
Thorney Croft Industrial Estate, Worting Road, Basingstoke, RG21 8BJ	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Waterside Trading Estate, Hamm Moor Lane, Weybridge, KT15 2SN	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.2%	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	0.0%	0	21.7%	9	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	5.0%	36	29.0%	31	1.8%	0	20.2%	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
Weighted base:	721	105	20	24	92	56	174	23	30	55	41	103												
Sample:	702	69	66	69	73	68	85	57	70	39	35	71												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q20 Where else do you do your household's shopping for DIT & decorating goods?																								
<i>Not DK / varies at Q19 AND Ex. Nulls & SFT</i>																								
B&Q, Bath Road Retail Park, Slough	1.1%	3	0.0%	0	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	13.2%	43	16.9%	10	6.2%	0	6.9%	1	37.7%	16	14.2%	3	10.2%	7	13.5%	2	17.0%	2	0.0%	0	0.0%	0	3.4%	1
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	4.1%	13	18.2%	11	3.1%	0	10.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	5.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	9.3%	2	44.0%	10	12.9%	5
Homebase (Brookwood) Knaphill, Woking	4.7%	16	15.0%	9	26.4%	1	32.1%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford	1.3%	4	5.3%	3	0.0%	0	3.4%	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
Homebase, Farnham Retail Park, Guildford Road, Farnham	4.2%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.3%	3	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kenavon Drive, Reading	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	2.7%	1	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	9.7%	32	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0	11.8%	2	0.0%	0	48.9%	12	4.8%	1	29.9%	12
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	0	0.0%	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%	0
Sainsbury's, Ringmead, Bracknell	0.1%	0	0.0%	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%	0
Wickes, Invincible Road, Farnborough	10.3%	34	0.0%	0	20.9%	1	4.8%	1	3.7%	2	56.2%	14	24.4%	16	2.9%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Reading	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	2.7%	1	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	8.8%	29	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	34.6%	5	0.0%	0	6.7%	2	2.7%	1	44.7%	19
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	14.5%	3	3.4%	1
Camberley Town Centre	1.0%	3	0.0%	0	0.0%	0	1.7%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.4%	5	0.0%	0	3.1%	0	0.0%	0	1.8%	1	2.3%	1	4.2%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	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
Fleet Town Centre	4.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	14	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	1.8%	6	9.4%	6	0.0%	0	1.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Reading Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	2.8%	9	0.0%	0	0.0%	0	0.0%	0	15.7%	7	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sunninghill Village Centre	0.3%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	5.9%	1
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	1.4%	5	5.0%	3	14.8%	1	4.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Farnborough Gate Retail Park, Farnborough	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Ladymead Retail Park, Guildford	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Blackwater Trading Estate, Blackwater Way, Aldershot, GU12 4DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Hawley Lane, Farnborough, GU14 8EH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Screwfix, Albert Street, Fleet, GU51 3SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Screwfix, Blackwater Trading Estgate, Aldershot, GU12 4DJ	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7
Screwfix, Goldsworth Park Trading Estate, Kestrel Way, Woking, GU21 3BA	0.2%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.8%	3	0.0%	0	5.5%	0	0.0%	0	5.5%	2	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook RG27	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9UT												
Screwfix, The Western Centre, Western Road, Bracknell, RG12 1RW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Industrial Estate, Egham Business Park, Egham, TW20 8RJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Easthampstead Road, Bracknell, RG12 1YQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.1%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	4.1%	13	19.0%	12	0.0%	0	13.0%	2	0.0%	0	0.0%	0
Wickes, Woodbridge Business Park, Woodbridge Road, Guildford GU1 1EH	1.6%	5	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	330	62	6	13	42	25	67	15	13	25	22	42
Sample:	350	45	27	35	41	29	37	32	33	15	20	36

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks? <i>Jewellery, watches, clocks at Q06 AND Ex. Nulls & SFT</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Guildford	0.2%	1	1.2%	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
Sainsbury's, King Street Lane, Winnersh	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	3.2%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	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
Basingstoke Town Centre	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.5%	4	0.0%	0	45.7%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	14.6%	52	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	26.2%	4	0.0%	0	29.9%	9	3.2%	1	70.0%	37
Camberley Town Centre	16.0%	57	1.2%	1	58.7%	5	0.0%	0	66.2%	32	26.5%	6	17.9%	12	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	2.0%	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	22.5%	7	0.0%	0	0.0%	0
Farnborough Town Centre	7.6%	27	0.0%	0	3.8%	0	0.0%	0	0.0%	0	7.2%	2	36.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.6%	1	4.3%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.7%	6	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	6.4%	23	11.5%	8	8.2%	1	11.2%	1	4.8%	2	35.8%	8	2.9%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.4%	2	0.0%	0	0.0%	0	3.4%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Knaphill Village Centre	1.5%	5	6.5%	4	0.0%	0	7.3%	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
Leatherhead Town Centre	1.7%	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	11.3%	6
Lightwater Town Centre	1.3%	4	0.0%	0	18.5%	1	14.3%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	5.6%	20	7.7%	5	4.3%	0	7.8%	1	1.6%	1	7.2%	2	1.5%	1	23.6%	3	6.4%	1	17.1%	5	3.3%	1	0.0%	0
Reading Town Centre	9.6%	34	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	12.1%	8	3.5%	0	12.5%	1	27.8%	9	53.1%	10	6.9%	4
Southampton City Centre	0.3%	1	0.0%	0	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
Staines-upon-Thames Town Centre	0.2%	1	1.2%	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
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	15.9%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Woking Town Centre	12.2%	43	60.4%	40	2.2%	0	23.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	2.1%	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	27.3%	5	4.6%	2
Yateley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.0%	0	0.0%	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
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	1.2%	4	3.7%	2	0.0%	0	14.3%	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
The Meadows, Sandhurst (Camberley)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Redding Way, Knaphill,	0.5%	2	0.0%	0	0.0%	0	14.3%	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

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU21 2QT												
Ashbourne Town Centre, DE6 1DA	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Glastonbury Town Centre, BA6 9EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	3
Heathrow Airport, Longford, TW6 1EW	0.2%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	3.1%	0
Henley-in-Arden Town Centre, B95 5BY	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	2	0.0%	0	0.0%	0	0.0%	2.8%	1	0.0%	0	0.0%
Maidenhead Town Centre, SL6 1LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Marks & Spencer, The Avenue, Bracknell, RG12 1BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Marlow Town Centre, SL7 1DD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%
Montrose Town Centre, DD10 8DA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich City Centre, NR1 1EA	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0
Oxted Town Centre, RH8 0BD	1.2%	4	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 1HG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
St Ives Town Centre, TR26 1DB	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0
Weighted base:	355	67	8	11	49	22	70	14	12	31	18	52
Sample:	332	36	28	27	39	29	39	32	33	17	16	36

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Q22 Where else do you do your household's shopping for jewellery, watches and clocks?																							
<i>Not DK / varies at Q21 AND Ex. Nulls & SFT</i>																							
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	1	0.0%	0	5.6%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldershot Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre	4.7%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	8.2%	3	0.0%	0	46.6%	3	0.0%	0	0.0%	0	
Bracknell Town Centre	4.1%	6	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	1	0.0%	0	7.7%	1	27.4%	2	13.5%
Camberley Town Centre	12.3%	19	0.0%	0	18.1%	1	36.5%	2	11.8%	3	4.6%	1	18.8%	6	3.7%	0	0.0%	0	54.2%	6	0.0%	0	0.0%
Farnborough Town Centre	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	30.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	2.9%	5	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%
Fleet Town Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	9.9%	15	20.3%	6	23.2%	1	18.7%	1	5.2%	1	38.3%	5	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	0.1%	0	0.0%	0	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%	0	0.0%
Lightwater Town Centre	0.3%	0	0.0%	0	8.7%	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%
London City Centre	3.7%	6	0.0%	0	0.0%	0	0.0%	0	8.1%	2	4.5%	1	3.0%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	11.8%
Reading Town Centre	15.5%	24	0.0%	0	0.0%	0	0.0%	0	24.6%	7	4.6%	1	3.0%	1	3.8%	0	32.1%	2	15.3%	2	72.6%	4	62.9%
Staines-upon-Thames Town Centre	0.5%	1	0.0%	0	3.1%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.9%	1	4.9%	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	0.0%	0	0.0%
Windsor Town Centre	2.8%	4	0.0%	0	23.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	2	0.0%	0	7.7%	1	0.0%	0	0.0%
Woking Town Centre	18.9%	29	66.4%	19	15.0%	1	18.5%	1	0.0%	0	4.5%	1	21.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	1.1%	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	15.2%	2	0.0%	0	0.0%
Birmingham City Centre, B1 3HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre, BH2 5LR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brighton City Centre, BN1 1RE	0.6%	1	0.0%	0	0.0%	0	8.7%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre, BS1 2NU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartley Wintney Village Centre, RG27 8PE	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%
Hayes Town Centre, UB3 2PB	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsell Village Centre, GU21 4SS	0.3%	0	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Broad Street,	3.7%	6	0.0%	0	0.0%	0	0.0%	0	21.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Reading, RG1 2BB																								
Portsmouth City Centre, PO1 1HG	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	155	29	6	4	26	13	34	7	6	11	6	12												
Sample:	137	17	16	10	19	14	18	12	11	8	5	7												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q23 Where do you do most of your household's shopping for books, CDs and DVDs?												
<i>Books, CDs, DVDs at Q06 AND Ex. Nulls & SFT</i>												
Sainsbury's, King Street Lane, Winnersh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.7%	2	2.7%	1	0.0%	0	11.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	7.0%	17	0.0%	0	13.6%	1	0.0%	0	32.1%	11	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	5
Tesco Extra, Whitton Road, Bracknell	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11.2%
Addlestone Town Centre	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ascot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.3%
Ashford Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3
Bagshot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Bracknell Town Centre	8.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30.3%
Camberley Town Centre	11.5%	29	0.0%	0	72.8%	4	0.0%	0	25.6%	9	10.1%	3
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	17.8%	44	0.0%	0	0.0%	0	0.0%	0	2.2%	1	28.0%	8
Farnham Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Fleet Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Frimley Town Centre	0.3%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	2.1%	1
Guildford Town Centre	3.3%	8	2.7%	1	2.9%	0	11.7%	1	0.0%	0	22.0%	6
Knaphill Village Centre	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.1%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Reading Town Centre	5.7%	14	0.0%	0	0.0%	0	3.1%	0	2.3%	1	0.0%	0
Sandhurst Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	27.7%
Woking Town Centre	10.7%	27	81.4%	24	0.0%	0	32.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.1%	5	0.0%	0	5.1%	0	0.0%	0	14.4%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	1.0%	2	2.7%	1	0.0%	0	23.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lavender Hill, Battersea, London, SW11 1JG	0.3%	1	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	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 3HS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burpham Village Centre, BN18 9RJ	0.3%	1	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	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	1	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Hartley Wintney Village Centre, RG27 8PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.3%	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	0.0%	0	0.0%	0	2.3%	1
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	1.5%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princes Square, Bracknell, RG12 1LS	0.3%	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	0.0%	0	0.0%	0	2.3%	1
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.6%	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	4.1%	1
Waterloo Station, Lambeth, London, SE1 8SW	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	248	30		6	7	34	27	69	8	10	10	12	34											
Sample:	255	30		22	22	26	24	28	23	27	10	12	31											

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q24 Where else do you do your household's shopping for books, CDs and DVDs?												
<i>Not DK / varies at Q23 AND Ex. Nulls & SFT</i>												
Sainsbury's, Redding Way, Knaphill, Woking	1.7%	4	3.8%	2	0.0%	0	39.1%	2	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Tesco Extra, Barnes Wallis Drive, Weybridge	0.1%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.2%	9	0.0%	0	13.0%	1	0.0%	0	24.5%	8	1.9%	1
Tesco Extra, Wellington Avenue, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, Whitton Road, Bracknell	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	6
Basingstoke Town Centre	3.7%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	15.0%	6
Bracknell Town Centre	16.1%	36	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Camberley Town Centre	16.8%	37	0.0%	0	61.3%	2	0.0%	0	34.6%	12	3.8%	1
Crowthorne Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.9%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	10.0%	3
Farnham Town Centre	4.1%	9	0.0%	0	0.0%	0	0.0%	0	29.0%	9	0.0%	0
Fleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Frimley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Guildford Town Centre	11.4%	25	27.4%	12	8.6%	0	19.3%	1	16.9%	6	17.1%	5
London City Centre	0.1%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Reading Town Centre	2.9%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Staines-upon-Thames Town Centre	0.6%	1	1.9%	1	8.5%	0	4.3%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	1.0%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	1
Woking Town Centre	11.7%	26	56.1%	24	4.3%	0	28.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	3.8%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Yateley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.6%	1	1.9%	1	0.0%	0	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
Godalming Town Centre, GU7 1EB	0.4%	1	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	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	0	0.0%	0	0.0%	0	4.2%	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
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.3%	1	0.0%	0	0.0%	0	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
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	0.4%	1	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	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.4%	1	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	0.0%	0
Southampton Airport, Southampton, SO18 2NL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington Local Centre, TW11 0AB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.3%	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	0.0%	0	5.4%	1	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.3%	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	0.0%	0	5.5%	1	0.0%	0
Weighted base:	223		44		4		5		34		31		39		7		7		4		11		37	
Sample:	210		30		21		14		22		21		22		17		21		4		11		27	

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?												
<i>Chemist goods, health and beauty products at Q06 AND Ex. Nulls & SFT</i>												
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Sainsbury's, Redding Way, Knaphill, Woking	1.7%	13	5.9%	7	4.3%	1	18.0%	4	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell	1.6%	13	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's, South Street, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	8.5%	6	2.6%	4
Sainsbury's, Wolsey Walk, Woking	0.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	4.3%	34	0.0%	0	6.2%	2	0.0%	0	21.6%	25	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	1.7%	13	0.0%	0	0.0%	0	0.0%	0	12.6%	9	2.5%	4
Tesco Extra, Whitton Road, Bracknell	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Aldershot Town Centre	4.8%	37	0.0%	0	0.0%	0	0.0%	0	29.8%	22	9.8%	15
Ascot Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	11
Bagshot Town Centre	0.2%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Blackwater Town Centre	0.2%	2	0.0%	0	0.7%	0	0.0%	0	1.3%	2	0.0%	0
Bracknell Town Centre	8.6%	67	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.5%	5
Brookwood Village Centre	0.8%	6	4.8%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Camberley Town Centre	6.3%	49	0.0%	0	13.3%	3	2.5%	1	32.7%	38	7.4%	6
Chobham Village Centre	0.3%	3	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Crowthorne Village Centre	3.2%	25	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0
Farnborough Town Centre	8.0%	62	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.9%	3
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Fleet Town Centre	5.6%	43	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Frimley Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	4	4.7%	3
Guildford Town Centre	0.6%	4	1.3%	2	0.7%	0	0.9%	0	0.7%	1	2.2%	2
Knaphill Village Centre	1.3%	10	6.0%	7	0.0%	0	9.6%	2	0.0%	0	0.0%	0
Lightwater Town Centre	1.6%	12	0.0%	0	42.3%	11	5.1%	1	0.0%	0	0.0%	0
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
North Camp Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Reading Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Sandhurst Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0
Staines-upon-Thames Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	1.0%	8	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.4%	3	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	12.4%	96	69.1%	86	4.9%	1	31.3%	8	0.0%	0	0.0%	1
Wokingham Town Centre	3.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7
Yateley Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Farnborough Gate Retail Park, Farnborough	1.6%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	3	5.9%	4
The Meadows, Sandhurst (Camberley)	1.2%	9	0.0%	0	0.0%	0	0.9%	0	1.3%	2	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Ash Vale Village Centre, GU12 5JE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Binfield Village Centre, RG42 4JF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Finchampstead Village Centre, RG40 3TS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hartley Wintney Village Centre, RG27 8PE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Heathrow Airport, Longford, TW6 1EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Hook Town Centre, RG27 9DG	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.1%	1	0.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Yateley, GU46 6FR												
West End Village Centre, GU24 9LH	0.4%	3	0.7%	1	0.0%	0	10.5%	3	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	774	125	26	24	117	74	155	32	31	45	45	99
Sample:	787	78	82	74	82	81	83	71	82	36	41	77

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?																								
<i>Not DK / varies at Q25 AND Ex. Nulls & SFT</i>																								
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.7%	3	0.0%	0	2.3%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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	2.5%	1	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.1%	4	2.8%	2	0.0%	0	25.5%	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
Sainsbury's, Ringmead, Bracknell	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.2%	1	1.4%	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	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	3.3%	12	0.0%	0	2.6%	0	0.0%	0	12.8%	7	7.9%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.9%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	6.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	3	0.0%	0	0.0%	0	0.0%	0	33.1%	13
Aldershot Town Centre	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	1	0.0%	0	3.9%	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	0.0%	0
Basingstoke Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	26.7%	5	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	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
Bracknell Town Centre	6.5%	24	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	7.4%	1	0.0%	0	43.8%	11	5.1%	1	21.5%	9
Camberley Town Centre	8.7%	32	0.0%	0	62.6%	8	2.4%	0	27.8%	16	9.5%	3	2.8%	2	2.6%	0	1.0%	0	3.3%	1	0.0%	0	2.0%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.4%	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
Egham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	4.3%	16	0.0%	0	2.3%	0	0.0%	0	1.3%	1	19.6%	7	11.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.6%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	13.1%	9	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	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
Guildford Town Centre	5.0%	19	16.8%	10	8.2%	1	9.5%	1	0.0%	0	18.8%	7	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	2.0%	7	11.8%	7	0.0%	0	4.7%	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
Leatherhead Town Centre	1.8%	7	0.0%	0	6.9%	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	14.8%	6
Lightwater Town Centre	0.3%	1	0.0%	0	3.6%	0	6.6%	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
London City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Reading Town Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.4%	0	11.8%	2	12.2%	3	2.5%	1	4.0%	2
Richmond Town Centre	1.7%	6	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town	0.0%	0	0.0%	0	1.3%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Centre												
Sunninghill Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	4.7%	18	23.8%	14	0.0%	0	32.0%	3	0.0%	0	0.0%	0
Wokingham Town Centre	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Farnborough Gate Retail Park, Farnborough	7.8%	29	1.4%	1	2.6%	0	0.0%	0	15.7%	9	3.3%	1
Lion Retail Park, Oriental Road, Woking	1.2%	4	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Binfield Village Centre, RG42 4JF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birch Hill Local Centre, RG12 7WW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Church Crookham Village Centre, GU52 6LH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darby Green Village Centre, GU17 0DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Frimley Green Village Centre, GU16 6LA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Goldsworth Local Centre, GU21 3RW	1.2%	4	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	2.4%	9	15.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlsmoor Local Centre, GU47 0SS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.9%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury's, Oxford Road, High Wycombe HP11 2DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7
Sainsbury's, Wallop Drive, Basingstoke, RG22 4TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Sheerwater Local Centre, GU21 5QS	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Tesco Exsso Express, Old Woking Road, West Byfleet, KT14 6JA	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road,	1.5%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	6	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
College Town, Sandhurst, GU47 0PU												
West End Village Centre, GU24 9LH	0.3%	1	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%	0
Woodley Town Centre, RG5 4JA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	3
Weighted base:	372	58	13	9	58	35	72	19	19	26	24	40
Sample:	370	29	38	30	46	39	31	42	48	19	19	29

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Recreational goods and pet-related etc. at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco Wholesale, Green Park, Reading	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	1.7%	1		
Homebase, Farnham Retail Park, Guildford Road, Farnham	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		
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.2%	1	0.0%	0	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		
Sainsbury's, King Street Lane, Winnersh	0.9%	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	30.4%	4	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.3%	1	0.0%	0	0.0%	0	10.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Ringmead, Bracknell	0.4%	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	0.0%	0	3.0%	1		
Sainsbury's, South Street, Farnham	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		
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	0.4%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.3%	1	1.0%	1	0.0%	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.6%	11	0.0%	0	2.8%	0	0.0%	0	5.2%	3	1.5%	1	6.0%	6	0.0%	0	1.1%	0	0.0%	0	0.0%	0		
Tesco Extra, Whitton Road, Bracknell	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	0.0%	0	5.2%	2		
Aldershot Town Centre	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	1.0%	4	0.0%	0	9.2%	1	2.2%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	30.8%	5	0.0%	0	0.0%	0		
Bracknell Town Centre	6.1%	24	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	39.2%	3	0.0%	0	0.0%	0	4.8%	1	42.3%	20
Camberley Town Centre	7.2%	29	0.0%	0	21.0%	2	6.1%	1	27.8%	17	15.1%	6	1.0%	1	0.0%	0	0.0%	0	18.1%	2	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	1	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		
Crowthorne Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.1%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	1.6%	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		
Farnborough Town Centre	20.8%	83	0.0%	0	1.6%	0	20.1%	2	32.1%	19	9.5%	4	54.6%	58	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.0%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	9.8%	10	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.2%	1	0.0%	0	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
Guildford Town Centre	4.3%	17	7.8%	6	3.2%	0	2.2%	0	2.6%	2	14.6%	6	1.7%	2	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.1%	0	0.0%	0	2.8%	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		

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10		
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	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
Lightwater Town Centre	0.3%	1	0.0%	0	10.2%	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
London City Centre	0.0%	0	0.0%	0	1.6%	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
Reading Town Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	5.5%	1	19.5%	2	27.6%	3	3.5%	2
Sandhurst Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.3%	1	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	0.0%	0
Windlesham Village Centre	0.4%	2	0.0%	0	16.2%	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
Windsor Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	12.3%	49	57.8%	45	1.6%	0	37.1%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	14.3%	2	0.0%	0
Yateley Town 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	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	2.2%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	6.0%	6	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	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	0.0%	0
Lion Retail Park, Oriental Road, Woking	4.3%	17	21.7%	17	0.0%	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
Reading Gate Retail Park, Reading	0.4%	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	13.3%	2	0.0%	0
Solartron Retail Park, Farnborough	1.7%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	3.3%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	0.0%	0	23.9%	11
Apollo Angling Centre, Marsh Farm, Station Lane, Enton, Godalming, GU8 5AE	0.1%	0	0.0%	0	0.0%	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
Asda, Chalfont Way, Earley, RG6 5TT	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	4.8%	1	0.0%	0
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.1%	0	0.0%	0	0.0%	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
Asda, West Meade, Farnborough, GU14 7LT	0.7%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Retail Park, Waterers Way, Bagshot, GU19 5DG	0.6%	2	0.0%	0	17.4%	2	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue,	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	1.7%	1

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Farnborough, GU14 6FE																								
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.1%	0	0.0%	0	0.0%	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
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	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%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	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	1.7%	1
Hook Town Centre, RG27 9DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	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	0.0%	0	0.0%	0	3.0%	1
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.3%	1	1.1%	1	3.2%	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
Maidenhead Town Centre, SL6 1LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot, GU11 1NX	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
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.4%	1	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	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.4%	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	11.5%	1	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	1.1%	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	9.2%	4
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.4%	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	0.0%	0	0.0%	0	3.0%	1
Pets at Home,	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	6.6%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Finchampstead Road, Wokingham, RG40 2NU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	0.2%	1	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	0.0%	0
Silvermere Golf & Leisure, Redhill Road, Cobham, KT11 1EF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	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	1.7%	1
The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road Retail Park, Uxbridge Road, Hayes, UB4 0TU	0.1%	0	0.0%	0	2.8%	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
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre, PO8 8RY	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	6.6%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale Road, Winnersh, Reading, RG41 5TU	1.1%	4	5.7%	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
Worplesdon Village Centre, GU3 3RE	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	4.8%	1	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH																								
Weighted base:	402	77		11		10		59		40		107		9		17		13		13		13		46
Sample:	369	40		35		31		43		35		57		20		41		13		15		15		39

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q28 Where else do you do your household's shopping for de recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?																								
<i>Not DK / varies at Q27 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Reading Gate Retail Park, Reading	0.3%	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	5.2%	1	0.0%	0		
Currys, Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King Street Lane, Winnersh	0.3%	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	5.2%	1	0.0%	0		
Sainsbury's, Redding Way, Knaphill, Woking	0.8%	2	8.3%	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		
Tesco Extra, Barnes Wallis Drive, Weybridge	0.2%	0	0.0%	0	0.0%	0	7.0%	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	3.7%	7	0.0%	0	0.0%	0	0.0%	0	14.5%	4	2.9%	1	0.0%	0	0.0%	0	1.7%	0	9.2%	1	0.0%	0	3.4%	1
Tesco Extra, Wellington Avenue, Aldershot	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	0.4%	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	0.0%	0	0.0%	0	3.4%	1
Aldershot Town Centre	6.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	24.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	1.2%	2	0.0%	0	14.7%	1	0.0%	0	2.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	2	0.0%	0	23.2%	3	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	13.0%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	27.1%	2	0.0%	0	71.2%	11	14.1%	2	41.0%	9
Camberley Town Centre	9.3%	18	0.0%	0	39.5%	2	29.3%	2	28.6%	8	26.3%	5	2.1%	1	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Farnborough Town Centre	9.3%	18	0.0%	0	3.9%	0	0.0%	0	7.5%	2	15.4%	3	24.0%	11	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.8%	6	7.4%	1	15.5%	1	10.9%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	4.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	9.0%	18	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	5.8%	3	0.0%	0	12.3%	1	9.2%	1	32.6%	4	25.4%	6
Staines-upon-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.1%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Woking Town Centre	4.9%	10	40.9%	8	3.9%	0	24.9%	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
Wokingham Town Centre	0.7%	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	5.2%	1	3.5%	1		1
Yateley Town Centre	0.4%	1	0.0%	0	0.0%	0	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
Farnborough Gate Retail Park, Farnborough	2.0%	4	0.0%	0	7.8%	0	0.0%	0	0.0%	0	8.0%	2	2.1%	1	5.3%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park,	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford												
Lion Retail Park, Oriental Road, Woking	3.7%	7	35.0%	7	0.0%	0	8.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Reading	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.9%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	6	0.0%	0
The Peel Centre, Bracknell	1.0%	2	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Ash Vale Village Centre, GU12 5JE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham, GU9 9QJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Frimley Green Village Centre, GU16 6LA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Hook Town Centre, RG27 9DG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.6%	1	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston Upon Thames, KT1 1TE	0.2%	0	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Mole Valley, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Finchampstead Road, Wokingham, RG40 2NU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q29 Where do you do most of your household's shopping for garden products, plants and flowers?																								
<i>Garden products, plants, flowers at Q06 AND Ex. Nulls & SFT</i>																								
B&Q, Invincible Road, Farnborough	13.3%	99	0.0%	0	7.3%	2	2.5%	1	12.9%	13	25.6%	18	38.9%	63	0.0%	0	4.6%	1	1.4%	1	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.9%	2	12.4%	5	1.6%	2
Homebase (Brookwood) Knaphill, Woking	3.0%	23	18.2%	18	0.0%	0	18.6%	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
Homebase, Europa Park Road, Guildford	0.2%	2	1.7%	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
Homebase, Farnham Retail Park, Guildford Road, Farnham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.5%	26	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0	7.4%	4	1.5%	1	17.3%	18
Sainsbury's, King Street Lane, Winnersh	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	1.5%	1	0.0%	0
Sainsbury's, Ringmead, Bracknell	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	0.0%	0	0.8%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Whitton Road, Bracknell	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	1.6%	2
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell	0.7%	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	4.1%	2	3.5%	4
Aldershot Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	2.0%	15	0.0%	0	7.4%	2	1.6%	0	4.5%	4	0.0%	0	4.0%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1
Bracknell Town Centre	3.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	5.6%	3	5.6%	2	17.5%	18
Camberley Town Centre	0.5%	4	0.0%	0	0.6%	0	0.0%	0	2.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.2%	2	0.0%	0	0.0%	0	6.7%	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
Crowthorne Village Centre	0.9%	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	11.7%	7	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.3%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Guildford Town Centre	0.3%	2	1.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.4%	3	2.9%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sunninghill Village Centre	0.2%	1	0.8%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	0
Windlesham Village Centre	0.3%	3	0.0%	0	5.4%	1	0.0%	0	0.0%	0	3.9%	1
Windsor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	2.7%	20	19.2%	19	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5
Yateley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Ladymead Retail Park, Guildford	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre, RG2 9HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B&Q, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	4
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	2.2%	16	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0
Hillier Garden Centre, London Road, Windlesham, GU20 6LQ	0.9%	7	0.0%	0	3.1%	1	1.8%	0	1.4%	1	0.0%	0
Hook Town Centre, RG27 9DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hortus Loci, Hound Green, Hook, RG27 8LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0
Lanes Garden Centre, Near Meadow Farm, Breaston Lane, Risley, DE72 3TT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	23.4%	175	9.2%	9	71.3%	19	41.8%	10	45.0%	45	16.3%	12
Morrisons, Alexander Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.2%	1	0.8%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough, GU14 0NA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Newton Abbot Town Centre, TQ12 2DT	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Notcutts Garden Centre, London Road, Bagshot, GU19 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	2.3%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	13.7%	4	1.1%	0	0.0%	0	2.6%	1	10.5%	11
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	6.3%	47	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	2	23.7%	38	0.0%	0	19.2%	6	0.0%	0	0.0%	0	0.0%	0
RHS Garden Wisley, Wisley Lane, Wisley, Woking, GU23 6QB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Nurseries, Philpot Lane, Chobham, Woking, GU24 8HE	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	5.0%	38	0.8%	1	0.0%	0	1.8%	0	0.0%	0	21.5%	15	12.6%	20	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	1.9%	14	11.5%	11	0.0%	0	7.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	0	0.0%	0	0.0%	0	1.6%	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
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.8%	6	4.4%	4	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley, GU16 7JD	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge Garden Centre, New Haw Road, Weybridge, Addlestone, KT15 2BU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Waltham Village Centre, SL6 3SG	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	1.4%	1	0.0%	0	0.0%	0
Winnersh Triangle, Eskdale	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	1.5%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Road, Winnersh, Reading, RG41 5TU												
Wrecclesham Village Centre, GU10 4PY	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	3.8%	29	18.6%	18	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	1.6%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Wyevale Garden Centre, Winchester Road, North Waltham, Basingstoke, RG25 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Weighted base:	747	99	27	24	101	72	162	28	31	60	40	103
Sample:	782	73	86	73	75	79	84	72	81	40	39	80

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q30 Where else do you do your household's shopping for garden products, plants and flowers?												
<i>Not DK / varies at Q29 AND Ex. Nulls & SFT</i>												
B&Q, Bath Road Retail Park, Slough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	4.9%	14	0.0%	0	0.0%	0	2.7%	0	17.9%	7	12.7%	4
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	0.8%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B&Q, Reading Gate Retail Park, Reading	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Wholesale, Green Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase (Brookwood) Knaphill, Woking	2.2%	6	7.3%	4	3.7%	0	24.3%	2	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Homebase, Kenavon Drive, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell	3.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Marks & Spencer (Camberley), The Meadows, Sandhurst	0.1%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.0%	1
Tesco Extra, Whitton Road, Bracknell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Wickes, Invincible Road, Farnborough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.4%	3
Wickes, Western Road, Bracknell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bagshot Town Centre	2.6%	7	0.0%	0	3.7%	0	2.6%	0	0.0%	0	12.4%	4
Basingstoke Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.9%	1
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	6
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Fleet Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Reading Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Windlesham Village Centre	0.1%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Woking Town Centre	1.5%	4	5.8%	3	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Wokingham Town Centre	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Lion Retail Park, Oriental Road, Woking	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
The Meadows, Sandhurst (Camberley)	0.1%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Bracknell	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	1
Alton Town Centre, GU34 1BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Arborfield Village Centre, RG2 9HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5AU	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseies, Avenue Road, Lasham, Alton, GU34 5SU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Badshot Lea Village Centre, GU9 9LU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bourne Valley Garden Centre, Woodham Park Road, Addlestone, KT15 3TH	0.8%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1RE	0.1%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke, RG24 7JL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.3%	1	0.0%	0	3.7%	0	0.0%	0	2.1%	1	0.0%	0
Crocus, Nursery Court, London Road, Windlesham, GU20 6LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldermaston Road, Pamber End, Tadley, RG26 5QW																								
Eversley Village Centre, RG27 0PL	1.4%	4	0.0%	0	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham, GU10 4LD	0.1%	0	0.0%	0	3.7%	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
Haslemere Garden Centre, Haslemere Road, Brook, GU8 5LB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield, Reading, RG2 9JU	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	1	7.7%	1	0.0%	0	1.5%	1
Hillier Garden Centre, London Road, Windsor, GU20 6LQ	3.5%	10	0.0%	0	24.9%	1	0.0%	0	13.6%	5	3.4%	1	0.0%	0	21.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempton Park Racecourse Market, Staines Road East, Sunbury-on-Thames, Surrey, TW16 5AQ	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.3%	1	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	0.0%	0
Lidl, Wellington Centre, Wellington Street, Aldershot, GU11 1DB	0.2%	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
Lindum Nurseries, Eversley Centre, Hook, RG27 0NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Long Acres Garden Centre, London Road, Bagshot, GU19 5JB	23.5%	69	26.3%	15	25.1%	1	23.7%	2	25.5%	9	21.2%	6	25.3%	10	22.1%	3	6.1%	1	12.0%	2	3.0%	1	34.3%	18
Morrisons, Elvetham Heath Way, Fleet, GU51 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking, GU21 6NX	0.3%	1	1.4%	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	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Bracknell, RG42 6EJ	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Oaktree Garden Centre, Brock Hill Cottages, Bracknell Road, Warfield, Bracknell, RG42 6LH	4.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	3	0.0%	0	4.3%	1	0.0%	0	17.9%	9
Peacocks Garden Nursery, Farnham Road, Ewshot, Farnham, GU10 5BB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet, GU52 0AB	2.8%	8	0.0%	0	0.0%	0	2.6%	0	4.3%	2	0.0%	0	9.8%	4	0.0%	0	17.0%	2	4.4%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Gardening Club, The Trading Hut/Yorktown Road, Sandhurst, GU47 9BJ	0.1%	0	0.0%	0	3.7%	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
Squires Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	4.2%	12	1.5%	1	0.0%	0	0.0%	0	0.0%	0	19.0%	6	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Littlewick Road, Woking, GU21 4XR	4.9%	14	22.9%	13	3.7%	0	14.7%	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
Sunningdale Village Centre, SL5 0DQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenaker Nursery, Scotts Grove Road, Chobham, Woking, GU24 8DT	0.6%	2	1.5%	1	3.7%	0	7.3%	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
Tesco Express, Falkner Close, Ancells Farm, Fleet, GU51 2XF	0.3%	1	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	0.0%	0
Tesco Extra, County Lane, Warfield, Bracknell, RG42 3JP	0.3%	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	0.0%	0	0.0%	0	1.5%	1
Tesco, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.4%	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	0.0%	0	5.3%	1	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.6%	2	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	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	3.7%	0	2.7%	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
Waitrose, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.3%	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
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.3%	1	1.5%	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
World of Water Aquatic	0.1%	0	0.0%	0	0.0%	0	4.7%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Centre, Brook, Godalming, GU8 5LB																								
Wyevale Garden Centre, Egley Road, Mayford, Woking, GU22 0NH	5.5%	16	22.1%	12	0.0%	0	2.7%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	4.3%	1	0.0%	0	3.0%	2
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford, RG10 9SW	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	3.0%	1	0.0%	0
Wyevale Garden Centre, Forest Road, Binfield, RG42 4HA	0.3%	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	0.0%	0	0.0%	0	1.5%	1
Wyevale Garden Centre, Heathlands Road, Wokingham, RG40 3AS	2.4%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	23.3%	4	0.0%	0	2.7%	1
Wyevale Garden Centre, Reading Road, Winnersh, Reading, RG41 5HG	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	0.0%	0	9.1%	2	0.0%	0
Wyevale Garden Centre, Wildmoor Lane, Sherfield on Loddon, Hook, RG27 0HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	292		56		5		8		36		30		41		14		9		19		20		53	
Sample:	317		41		24		26		25		33		30		35		31		12		20		40	

Q31 Do you take part in any of the following leisure activities? [MR/PR]

Cinema	70.8%	709	73.7%	110	62.4%	19	45.6%	14	78.2%	113	57.0%	57	81.2%	167	49.3%	20	59.2%	22	73.2%	54	62.0%	31	73.4%	101
Bingo	2.1%	21	3.9%	6	5.4%	2	0.7%	0	1.5%	2	1.6%	2	1.8%	4	1.8%	1	1.5%	1	1.1%	1	1.2%	1	2.2%	3
Gym / health & fitness club	27.0%	270	35.5%	53	25.1%	8	26.4%	8	18.4%	27	22.5%	22	24.8%	51	14.5%	6	38.9%	15	21.5%	16	29.0%	14	36.3%	50
Ten-pin bowling	25.2%	252	31.6%	47	29.0%	9	11.5%	4	29.0%	42	24.5%	24	27.4%	56	10.4%	4	12.6%	5	32.4%	24	13.4%	7	21.8%	30
Restaurants	83.5%	835	84.3%	125	81.0%	25	76.2%	24	83.3%	120	80.5%	80	81.5%	168	82.0%	34	66.6%	25	87.1%	64	95.2%	48	89.0%	123
Pubs / clubs	58.6%	587	67.0%	100	56.2%	17	61.9%	20	54.7%	79	41.2%	41	68.2%	140	39.4%	16	52.8%	20	64.8%	48	76.0%	38	49.6%	68
Art / cultural activities (theatres / galleries and museums etc.)	48.9%	489	67.4%	100	39.2%	12	51.0%	16	47.2%	68	52.9%	53	43.0%	88	52.2%	22	38.3%	14	45.8%	34	55.4%	28	39.4%	54
(None of these)	6.6%	66	2.7%	4	15.6%	5	8.1%	3	4.5%	6	6.1%	6	6.0%	12	11.2%	5	18.7%	7	11.8%	9	4.8%	2	4.8%	7
Weighted base:	1001		149		30		32		144		100		206		42		38		73		50		138	
Sample:	1001		100		100		100		100		100		101		100		100		50		50		100	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q32 Where do you go most regularly to visit the cinema?																								
<i>Cinema at Q31 AND Ex. Nulls & SFT</i>																								
Cineworld, Westgate, Princes Way, Aldershot, GU11 1WG	10.9%	76	0.0%	0	0.0%	0	1.6%	0	0.0%	0	58.3%	33	23.5%	39	0.0%	0	6.6%	1	0.0%	0	0.0%	0	2.4%	2
Odeon, Bedford Road, Guildford, GU1 4SJ	2.4%	17	14.3%	16	0.0%	0	6.2%	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
Odeon, King Street, Maidenhead, SL6 1DY	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge, UB8 1GD	1.1%	8	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Odeon, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	12.7%	89	0.0%	0	6.0%	1	1.6%	0	14.7%	16	0.0%	0	0.0%	0	55.6%	11	0.0%	0	36.2%	19	2.0%	1	39.7%	40
Showcase de Lux, Reading Road, Winnersh, Wokingham, RG41 5HG	10.5%	73	1.5%	2	0.0%	0	0.0%	0	5.8%	7	1.0%	1	0.0%	0	1.2%	0	3.9%	1	41.2%	22	90.0%	27	14.5%	14
Vue, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	20.3%	142	1.5%	2	8.4%	2	1.6%	0	21.3%	24	30.7%	18	57.6%	96	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0
Vue, London Street, Reading, RG1 2AG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.0%	1	0.8%	1
Vue, Mustard Mill Road, Staines. TW18 4BL	0.4%	3	0.8%	1	0.9%	0	2.8%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley, GU15 3PL	20.1%	140	8.5%	9	80.2%	15	25.3%	4	58.2%	65	8.9%	5	16.5%	27	16.5%	3	17.1%	3	12.7%	7	0.0%	0	1.4%	1
Ambassadors Cinema, The Peacocks Centre, Woking	12.1%	85	71.9%	78	2.7%	1	40.4%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London Chichester City Centre, PO19 8EL	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Cineworld, Eagle Way, Bracknell, RG12 1BG	6.3%	44	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	9.9%	5	4.0%	1	35.3%	35
Empire Cinema, Buttermarket Shopping Centre, Ipswich, IP1 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.0%	0	0.0%	0	0.0%	0	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
Everyman, High Street, Walton-on-Thames, KT12 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Maltings, Bridge Square, Farnham, GU9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
7QR												
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light Cinema, Station Road, Addlestone, KT15 2BD	0.2%	1	0.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Westham, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Vue, Festival Way, Basingstoke, RG21 7BB	1.5%	10	0.0%	0	0.0%	0	1.6%	0	0.0%	0	47.7%	9
Vue, Station Road, Addlestone, KT15 2BD	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Weighted base:	700	109	19	14	112	57	166	20	19	54	30	100
Sample:	596	64	53	45	69	54	79	48	54	33	29	68

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10										
Q33 Where do you go most regularly to play bingo?																						
<i>Bingo at Q31 AND Ex. Nulls & SFT</i>																						
BJ's Bingo, Gillette Way, Reading RG2 0BS	4.9%	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	0.0%	0	36.3%	1
Buzz Bingo, Bath Road, Slough, SL1 3UA	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.5%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, HG Wells Building, Crown Square, Church Street East, Woking, GU21 1HR	28.9%	5	75.2%	4	21.4%	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
Buzz Bingo, High Street, Aldershot, GU11 1DJ	26.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	73.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chavey Down Local Centre, SL5 8RH	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.6%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre, GU14 0JP	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Easthampstead Road, Wokingham, RG40 2EH	3.7%	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	100.0%	1	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0
Knaphill Working Men's Club, Highclere Road, Knaphill, Woking, GU21 2PN	8.8%	1	24.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Club CIU, Guildford ROAD, Lightwater, GU18 5SD	7.8%	1	0.0%	0	78.6%	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
Point Bingo, Skimped Hill Lane, Bracknell, RG12 1EG	8.6%	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	63.7%	1
Weighted base:	16	6		2		0		0		2		4		0		0		0		1		2
Sample:	16	2		3		0		0		2		3		2		1		0		1		2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?																								
<i>Gym / health & fitness club at Q31 AND Ex. Nulls & SFT</i>																								
Arena Leisure Centre, Grand Avenue, Camberley, GU15 3QH	1.9%	5	0.0%	0	17.5%	1	0.0%	0	9.6%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke, RG22 6PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Carnival Pool & Fitness Centre, Wellington Road, Wokingham, RG40 2AF	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	14.9%	2	42.3%	4	0.0%	0
Elmbridge Xcel Leisure Complex, Waterside Drive, Walton-on-Thames, KT12 2JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Leisure Centre, Westmead, Farnborough, GU14 7LD	2.5%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	1	2.7%	1	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	0.8%	2	1.8%	1	0.0%	0	7.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon Valley Leisure Centre, Rushey Way, Earley, Reading, RG6 4GD	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	5.9%	1	0.0%	0
PureGym, Park Street, Camberley, GU15 3PE	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	6.7%	16	0.0%	0	23.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	26.1%	13
The Gym, Queensmead, Farnborough, GU14 7RT	3.6%	9	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Woodbridge Meadows, Guildford, GU1 1BA	0.3%	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	0.0%	0	6.0%	1	0.0%	0
Windsor Leisure Centre, Stovell Road Clewer, Windsor, SL4 5JB	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	20.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Leisure Centre, Woking Park, Kingfield Rd, Woking, GU22 9BA	6.9%	16	28.6%	13	18.1%	1	21.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Absolutely Fitness, Easthampstead Road, Bracknell, RG12 1NS	1.3%	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	6.5%	3
Active Lifestyle, Vicarage Road, Egham, TW20 8NL	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot, GU11 2LQ	3.4%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	1	25.5%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Pools & Fitness Cnetre, Guildford Road, Aldershot, GU12 4BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Manor Sports Centre, Manor Road, Ash, GU12 6QH	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Country Hotel, Scures Hill, London Road, Nately Scures, Basingstoke, Hook, RG27 9JS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Health & Fitness Club, Beechdown Park, Winchester Road, Basingstoke, RG22 4ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre, GU17 0AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	8.0%	19	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	18
CDE Fitness, Mulberry Court, London Road, Bagshot, GU19 5DT	0.1%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charters School, Charters Road, Sunningdale, SL5 9QY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chibham Rugby Club, Fowlers Wells, Windsor Road, Chobham, GU24 8LD	0.1%	0	0.0%	0	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
Chobham Village Hall, Station Road, Chobham, Woking, GU24 8AQ	0.2%	0	0.0%	0	0.0%	0	5.7%	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
Church Crookham Community Centre, Boyce Road, Church Crookham, Fleet, GU52 8AQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Complete Performance, Whitney Road, Basingstoke, RG24 8NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Green Lane, Blackwater, Camberley, GU17 9DG	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Business Park, Stag Oak Lane, Chineham, Basingstoke, RG24 8NN																								
David Lloyd, Monkton Lane, Farnham, GU9 9ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	1.9%	5	0.0%	0	0.0%	0	2.9%	0	5.7%	1	0.0%	0	0.0%	0	25.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
David Lloyd, Thames Valley Business Park, Thames Valley Park Drive, Reading, RG6 1PT	0.3%	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	7.3%	1	0.0%	0	0.0%	0
David Lloyd, Westfield Avenue, Woking, GU22 9PF	2.4%	6	11.3%	5	0.0%	0	5.7%	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
Elizabeth Hall, Raven Road, Hook, RG27 9HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Potley Hill Road, Yateley, GU46 6AG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Fitness, Yorktown Road, College Town, Sandhurst, GU47 0PR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhills Country Club, Stonehill Road, Ottershaw, Lyne, Chertsey, KT16 0EL	0.5%	1	0.0%	0	0.0%	0	15.2%	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
Frimley Town Centre, GU16 7AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	3.3%	8	0.0%	0	0.0%	0	0.0%	0	32.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5EE	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	47.6%	7	0.0%	0	0.0%	0	0.0%	0
Hog's Back Hotel and Spa, Seale, Tongham, Farnham, GU10 1EX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Lightwater Country Park, The Avenue, Lightwater, GU18 5RG	0.4%	1	0.0%	0	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	0.0%	0
Lightwater Leisure Centre, Lightwater Country Park, Windlesham, Surrey, GU18 5RG	1.4%	3	1.8%	1	7.4%	1	27.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell Health Club, Bagshot Road, Bracknell,	0.7%	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	3.2%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
RG12 0QJ												
LivingWell Health Club, Hilton Heathrow, Longford, Hounslow, TW6 3AF	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
LivingWell, Hilton St Anne's Manor, London Road, Wokingham, RG40 1ST	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0
Macdonald Berystede Hotel & Spa, Bagshot Road, Sunninghill, Ascot, SL5 9JH	0.9%	2	0.0%	0	4.8%	0	0.0%	0	3.2%	1	0.0%	0
Nirvana Spa, Mole Road, Sindlesham, Wokingham, RG41 5DJ	1.2%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Links Way, Farnborough, GU14 0NU	8.2%	19	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	1
Nuffield Health Fitness & Wellbeing Gym, Pyrford Road, Woking, GU22 8UQ	1.0%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyhill Park, London Road, Bagshot, GU19 5EU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Pool in the Park, Woking Park, Kingfield Road, Woking, GU22 9BA	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse 8, Mole Road, Sindlesham, Wokingham, RG41 5DJ	3.2%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
PureGym, Arthurs Bridge Wharf, Horsell Moor, Woking, GU21 4NR	4.4%	10	21.6%	10	0.0%	0	5.8%	0	0.0%	0	0.0%	0
Sandhurst Memorial Park, Yorktown Road, Sandhurst, GU47 9DP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Slim Fit, Holt School, Holt Lane, Wokingham, Berks, RG41 1EE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Parade, Frimley High Street, Frimley, Camberley, GU16 7HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Southall Park, Uxbridge Road, Southall, UB1 3AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10											
Sunningdale Village Hall, Sunningdale, Ascot, SL5 0NH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Coppid Beach, John Nike Way, Bracknell, RG12 8TF	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Hampshire Court Hotel, Centre Drive, Chineham, Basingstoke, RG24 8FY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Park Health Club, Titchener Park, Hook, RG27 9EH	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The River Bourne Club, Heriot Road, Chertsey, KT16 9DR	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Runnymede on Thames Hotel & Spa, Windsor Road, Egham, TW20 0AG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The UNIT Gym, Lynchford Road, Farnborough, GU14 6HF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
The Vyne Centre for Community, Broadway, Knaphill, Woking, GU21 2SP	1.8%	4	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Village Hotel, Pinehurst Road, Farnborough, GU14 7BF	0.3%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	2.7%	1											
Wellington Health & Fitness Club, Dukes Ride, Crowthorne, RG45 7PT	2.2%	5	0.0%	0	4.3%	0	0.0%	0	3.2%	1	0.0%	0											
Winston Sports Centre, Hermitage Road, Woking, GU21 8TL	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Woking Sportsbox, Egley Road, Woking, GU22 0AF	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Wokingham Town Centre, RG40 2BB	3.0%	7	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Woodcote Park, Epsom. KT18 7EN	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0											
Weighted base:	238		46		7		8		24		21		42		6		14		11		10		49
Sample:	226		27		17		21		21		23		17		17		29		12		11		31

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q35 Where do you go most regularly to visit for ten-pin bowling?																								
<i>Ten-pin bowling at Q31 AND Ex. Nulls & SFT</i>																								
Farnborough Bowl, Westmead, Farnborough, GU14 7LD	26.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.8%	17	80.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	69.1%	3	0.0%	0	0.0%	0	0.0%	
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	20.8%	49	0.0%	0	3.6%	0	0.0%	0	23.0%	9	0.0%	0	0.0%	0	89.9%	4	0.0%	0	30.5%	7	9.0%	1	100.0%	28
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	26.9%	64	17.4%	7	83.7%	7	58.2%	2	75.1%	30	16.9%	4	14.5%	8	10.1%	0	26.7%	1	19.5%	4	0.0%	0	0.0%	0
The Big Apple, Crown Square, Woking, GU21 6HR	11.8%	28	66.9%	26	2.0%	0	27.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	7.8%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	50.0%	11	91.0%	6	0.0%	0
AMF Bowling, Marine Parade, Worthing, BN11 3PZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	3.5%	8	15.7%	6	0.0%	0	13.9%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Birchett Road, Aldershot, GU11 1LZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pine Ridge Bow, Old Bisley Road, Frimley, GU16 9NX	0.4%	1	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	238	39		9		9		3		40		23		56		4		5		23		7		28
Sample:	158	18		18		8		18		20		25		10		10		10		10		6		15

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q36 Where do you go most regularly to eat out at restaurants?																								
<i>Restaurants at Q31 AND Ex. Nulls & SFT</i>																								
Aldershot Town Centre	4.7%	34	1.4%	2	0.0%	0	0.0%	0	0.0%	0	23.4%	14	13.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot Town Centre	1.7%	12	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	9	0.0%	0	0.0%	0	2.2%	2		
Ashford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bagshot Town Centre	1.2%	8	0.0%	0	12.5%	3	3.7%	1	1.5%	2	0.9%	1	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	2
Basingstoke Town Centre	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.5%	7	0.0%	0	27.5%	6	0.0%	0	0.0%	0	0.7%	1
Blackwater Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	18.5%	132	0.7%	1	1.6%	0	0.0%	0	11.5%	12	0.0%	0	0.0%	0	16.8%	4	0.0%	0	36.8%	20	5.3%	2	83.5%	93
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	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
Camberley Town Centre	17.2%	123	5.1%	6	31.1%	7	9.1%	2	66.9%	71	20.2%	12	17.8%	24	1.8%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.9%	7	0.0%	0	5.9%	1	21.3%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.0%	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	13.2%	7	0.0%	0	0.0%	0
Egham Town Centre	0.3%	2	1.2%	1	1.4%	0	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
Farnborough Town Centre	4.5%	32	0.0%	0	0.8%	0	1.2%	0	0.0%	0	7.0%	4	19.3%	26	1.8%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	3	6.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	18.6%	25	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.9%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	6.4%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.8%	34	12.1%	14	0.8%	0	9.0%	2	0.7%	1	3.8%	2	10.1%	14	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Knaphill Village Centre	1.5%	11	8.1%	10	0.0%	0	4.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.2%	1	0.0%	0	5.4%	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	0.0%	0
London City Centre	4.8%	34	5.8%	7	13.2%	3	2.4%	0	0.7%	1	9.0%	5	0.7%	1	3.8%	1	5.1%	1	21.2%	11	3.9%	2	1.3%	1
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.8%	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
Reading Town Centre	1.2%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.9%	0	1.6%	1	10.3%	4	0.7%	1
Sandhurst Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	1	0.7%	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	0.0%	0	0.0%	0
Sunninghill Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	1.4%	1	1.3%	1
West Byfleet Village Centre	0.3%	2	1.4%	2	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	0.0%	0
Windsor Village Centre	0.8%	5	0.0%	0	19.2%	4	2.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.7%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Woking Town Centre	11.1%	79	54.5%	64	0.0%	0	27.5%	5	5.4%	6	4.6%	3	0.0%	0	1.0%	0	1.7%	0	1.5%	1	0.0%	0	0.0%	0
Wokingham Town Centre	7.0%	50	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	8.8%	2	21.2%	11	70.7%	30	4.1%	5
Yateley Town Centre	0.5%	3	0.0%	0	0.0%	0	1.2%	0	2.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	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	1.6%	1	0.0%	0	0.0%	0
Alton Village Centre, ST10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4AQ																								
Ash Vale Village Centre, GU12 5JE	0.4%	3	0.0%	0	0.0%	0	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
Ash Village Centre, GU12 6LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10		
HU17 8AP														
Binfield Village Centre, RG42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bournemouth Town Centre, BH2 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, RG4 8TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	0
Charvil Village Centre, RG10 9TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Datchet Village Centre, SL3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Dogmersfield Village Centre, RG27 8TD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Eversley Village Centre, RG27 0PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Henley-on-Thames Town Centre, RG9 1FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3
Horsell Village Centre, GU21 4SS	0.7%	5	3.7%	4	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mytchett Village Centre, GU16 6AA	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Newnham Village Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
ME9 0LL												
Newport City Centre, NP20 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Odiham Town Centre, RG29 1LP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ottershaw Village Centre, KT16 0HL	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Pirbright Village Centre, GU24 0DA	0.3%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	2.6%	2
Pyrford Village Centre, GU22 8SU	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Swallowfield Villgae Centre, RG7 1QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Twyford Village Centre, RG10 9EU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
West End Village Centre, GU24 9LH	0.2%	1	0.0%	0	1.4%	0	5.6%	1	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Winchfield Village Centre, RG27 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	714	118	22	18	106	61	136	24	21	54	43	111
Sample:	697	75	71	61	70	66	69	64	62	38	43	78

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q37 When you go out, where do you go most regularly to socially drink?												
<i>Pubs / clubs at Q31 AND Ex. Nulls & SFT</i>												
Addlestone Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.9%	5	0.0%	0	18.3%	3	0.0%	0	1.1%	1	0.0%	0
Basingstoke Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Blackwater Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Bracknell Town Centre	8.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Brookwood Village Centre	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Camberley Town Centre	6.3%	31	0.0%	0	13.5%	2	0.0%	0	19.4%	14	12.4%	4
Chobham Village Centre	1.0%	5	0.0%	0	2.1%	0	19.9%	3	2.0%	1	0.0%	0
Crowthorne Village Centre	4.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	7.4%	37	0.0%	0	1.2%	0	0.0%	0	0.0%	0	35.0%	37
Farncombe Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Farnham Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Fleet Town Centre	5.0%	25	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.7%	1
Frimley Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Guildford Town Centre	3.4%	17	5.4%	5	0.0%	0	2.9%	0	1.1%	1	8.9%	3
Knaphill Village Centre	2.9%	14	12.9%	12	0.0%	0	10.7%	2	0.0%	0	0.0%	0
Lightwater Town Centre	0.5%	3	0.0%	0	16.0%	2	1.5%	0	0.0%	0	0.0%	0
London City Centre	2.3%	11	1.7%	2	8.9%	1	1.4%	0	0.0%	0	1.0%	1
North Camp Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Reading Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sandhurst Town Centre	5.5%	27	0.0%	0	0.0%	0	0.0%	0	37.9%	27	1.7%	1
Sunninghill Village Centre	0.8%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsesham Village Centre	1.3%	6	0.0%	0	29.5%	4	0.0%	0	3.1%	2	0.0%	0
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	13.8%	68	57.1%	55	1.2%	0	44.2%	7	8.2%	6	1.7%	1
Wokingham Town Centre	5.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	2.8%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	13	0.0%	0
Ash Vale Village Centre, GU12 5JE	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	9
Ash Village Centre, GU12 6LF	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Chertsey Town Centre, KT16 9BG	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre, GU52 6LH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cove Village Centre, TD13 5XD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dogmersfield Village Centre, RG27 8TD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Eversley Village Centre, RG27 0PL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Frimley Green Village Centre, GU16 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Hartley Wintney Village Centre, RG27 8PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Heatherside Local Centre, GU15 1AX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27 9DG	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsell Village Centre, GU21 4SS	2.8%	14	14.2%	14	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pirbright Village Centre, GU24 0DA	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Virginia Water Town Centre, GU25 4DW	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
West End Village Centre,	0.4%	2	0.0%	0	3.3%	0	8.3%	1	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GU24 9LH																								
Winchester City Centre, SO23 9LQ	0.2%	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
Winchfield Village Centre, RG27 8BF	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%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.8%	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	13.6%	4	0.0%	0
Weighted base:	494	96	14	15	70	35	104	15	14	43	28	59												
Sample:	465	60	50	41	46	38	54	30	44	25	29	48												

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?																								
<i>Art / cultural activities at Q31 AND Ex. Nulls & SFT</i>																								
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	1.5%	7	0.0%	0	4.1%	0	0.0%	0	4.7%	3	2.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	62.4%	274	51.7%	47	72.6%	8	21.1%	3	57.5%	38	66.6%	33	75.6%	57	53.4%	11	76.2%	10	64.7%	17	74.6%	20	66.9%	30
Novello Theatre, High Street, Sunninghill, Ascot, SL5 9NE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
The Hexagon, Queens Walk, Reading, RG1 7UA	0.9%	4	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	12.1%	3	0.0%	0
The Lightbox, Chobham Road, Woking, GU21 4AA	2.9%	13	11.7%	11	0.0%	0	2.8%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Queen's Royal Surrey Regiment Museum, Goldsworth Road, Woking, GU21 6ND	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.0%	5	0.9%	1	1.5%	0	3.1%	0	2.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	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	0.0%	0	0.0%	0
Aldershot Town Centre, GU11 1TW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1SJ	1.4%	6	6.6%	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	0.0%	0
Chichester City Centre, PO19 1YH	0.1%	0	0.0%	0	0.0%	0	1.5%	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
Coventry Transport Museum, Millennium Place, Hales Street, Coventry, CV1 1JD	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%	0
Dorking Town Centre, RH4 1UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Farnham Maltings, Farnham Maltings, Farnham, GU9 7QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G Live, London Road, Guildford, GU1 2AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre, GU1 3AJ	0.2%	1	0.9%	1	0.0%	0	1.5%	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
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
New Victoria Theatre, The	16.6%	73	25.8%	24	21.8%	3	68.5%	10	18.6%	12	18.8%	9	5.4%	4	13.6%	3	3.1%	0	19.8%	5	0.0%	0	6.7%	3

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Ambassadors, The Peacocks Centre, Woking																								
Norden Farm Centre, Altwood Road, Maidenhead, SL6 4PF	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4										
Orange Tree Theatre, Clarence Street, Richmond, TW9 2SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0										
Pirbright Village Centre, GU24 0DA	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Princes Hall, Princes Way, Aldershot, GU11 1NX	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.4%	2										
Reading Town Centre, RG1 1JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0										
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	8.5%	4								
St Ives Town Centre, TR26 1DB	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Stratford-upon-Avon Town Centre, CV37 6JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0								
The Anvil, Churchill Way East, Basingstoke, RG21 7QR	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	17.9%	2	0.0%	0	0.0%	0	1.8%	1		
The Harlington, Fleet Road, Fleet, GU51 4BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Mill, Sonning Eye, Reading, RG4 6TY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0		
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Theatre Royal, Thames Street, Windsor, SL4 1PS	3.1%	13	0.0%	0	0.0%	0	0.0%	0	9.8%	7	0.0%	0	0.0%	0	20.5%	4	0.0%	0	0.0%	0	2.2%	1	4.9%	2
West End Centre, Queens Road, Aldershot, GU11 3JD	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	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	3.1%	1	0.0%	0	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	439		92		12		14		66		50		75		20		13		27		27		45	
Sample:	441		59		39		43		49		49		38		47		43		19		22		33	

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Mean score [Times a year, those who visit]: Daily = 365, Twice a week = 104, Several times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Less often = 1												
Q39 How often do you visit Camberley town centre?												
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.9%	9	0.0%	0	4.9%	1	1.4%	0	3.1%	4	1.2%	1
Several times a week	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Once a week	5.0%	50	0.5%	1	17.1%	5	6.4%	2	19.6%	28	9.4%	9
Once a fortnight	7.6%	76	0.0%	0	22.6%	7	2.1%	1	19.1%	27	7.0%	7
Once every 3 weeks	1.8%	18	4.1%	6	1.2%	0	0.0%	0	1.6%	2	0.6%	1
Once a month	12.7%	127	4.6%	7	22.1%	7	12.7%	4	16.2%	23	14.8%	15
Less often	33.0%	331	21.2%	32	7.7%	2	20.4%	6	32.7%	47	32.2%	32
Never	36.8%	368	69.1%	103	19.0%	6	56.3%	18	6.1%	9	33.3%	33
(Don't know / varies)	0.6%	6	0.6%	1	5.4%	2	0.7%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>17.91</i>	<i>5.71</i>	<i>30.15</i>	<i>16.45</i>	<i>25.62</i>	<i>21.54</i>	<i>22.93</i>	<i>6.56</i>	<i>7.88</i>	<i>7.98</i>	<i>5.93</i>	<i>5.43</i>
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q40 What do you use Camberley town centre for? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Browsing / window shopping	28.9%	183	21.5%	10	28.6%	7	17.0%	2	23.0%	31	15.9%	11	45.9%	82	13.3%	3	26.0%	4	25.6%	12	39.9%	6	21.3%	14
Chemist / pharmacy	1.0%	6	0.0%	0	1.9%	0	0.0%	0	2.7%	4	2.6%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drinking / socialising (e.g. bars and public houses)	6.2%	39	0.0%	0	2.0%	0	0.0%	0	7.3%	10	6.3%	4	10.0%	18	2.4%	0	1.2%	0	0.0%	0	0.0%	0	8.7%	6
Eating (e.g. cafés, restaurants, public houses)	17.7%	112	1.8%	1	7.8%	2	12.1%	2	14.2%	19	23.5%	16	21.0%	38	16.1%	3	14.2%	2	23.6%	11	0.0%	0	26.9%	18
Entertainment (e.g. cinema, bingo, bowling)	16.3%	103	29.7%	14	17.6%	4	16.9%	2	14.8%	20	11.4%	8	15.2%	27	23.4%	5	28.2%	5	12.5%	6	3.9%	1	17.6%	12
Everything	2.2%	14	0.0%	0	5.5%	1	11.9%	2	2.2%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Financial services (e.g. bank, building societies)	4.5%	28	0.0%	0	17.7%	4	4.8%	1	12.0%	16	6.7%	4	0.6%	1	1.2%	0	2.5%	0	1.7%	1	0.0%	0	0.0%	0
Fitness / gym	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthcare (e.g. doctors, dentists)	1.8%	11	0.0%	0	1.9%	0	0.0%	0	4.5%	6	5.9%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.8%	5	0.0%	0	2.0%	0	0.0%	0	3.1%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main-food shopping	4.5%	29	3.5%	2	16.7%	4	0.0%	0	10.2%	14	5.9%	4	1.7%	3	1.2%	0	1.2%	0	0.0%	0	11.7%	2	0.0%	0
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%	0
Newsagent	0.0%	0	0.0%	0	0.7%	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
Non-food shopping	53.2%	337	69.6%	32	44.0%	11	47.0%	6	55.2%	75	67.2%	45	48.5%	87	64.6%	14	43.7%	7	43.2%	21	29.6%	5	52.2%	35
Personal services (e.g. hairdresser, launderette)	1.5%	10	0.0%	0	0.7%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	1
Pet supplies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Post office	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small-scale top-up food shopping	2.2%	14	0.0%	0	2.8%	1	5.7%	1	6.0%	8	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Work	4.4%	28	0.0%	0	0.0%	0	1.6%	0	7.0%	9	2.4%	2	7.7%	14	2.1%	0	0.0%	0	0.0%	0	3.9%	1	2.4%	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
Visit friends / family	2.0%	13	14.8%	7	1.4%	0	2.8%	0	0.6%	1	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	10.9%	2	1.2%	1
(Don't know / varies)	4.1%	26	1.8%	1	9.4%	2	9.2%	1	1.7%	2	1.7%	1	0.6%	1	1.2%	0	19.3%	3	15.6%	7	14.8%	2	5.6%	4
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q41 What do you most like about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Attractive environment	5.7%	36	0.0%	0	3.5%	1	3.2%	0	5.4%	7	2.6%	2	7.8%	14	7.5%	2	0.0%	0	9.4%	4	0.0%	0	8.7%	6
Cheap parking	2.6%	16	7.1%	3	0.7%	0	4.8%	1	8.0%	11	1.5%	1	0.0%	0	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	6.3%	40	3.5%	2	10.6%	3	15.3%	2	8.9%	12	5.0%	3	5.3%	9	10.1%	2	4.7%	1	3.5%	2	15.7%	2	2.1%	1
Can get everything I need there	2.0%	13	0.0%	0	1.3%	0	0.0%	0	4.2%	6	1.8%	1	1.7%	3	1.2%	0	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Cleanliness of streets	1.7%	11	0.0%	0	7.9%	2	1.6%	0	4.2%	6	1.5%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close to friends / relatives	0.7%	5	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1
Compact layout / easy to get around	10.8%	69	16.6%	8	14.6%	4	10.5%	1	16.6%	22	15.3%	10	2.2%	4	7.4%	2	11.7%	2	6.6%	3	11.8%	2	16.1%	11
Competitive prices	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Familiarity / know where everything is	2.2%	14	0.0%	0	1.4%	0	0.0%	0	5.4%	7	0.9%	1	0.0%	0	0.0%	0	2.2%	0	11.1%	5	0.0%	0	0.0%	0
Feels safe	0.3%	2	1.8%	1	1.4%	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
Financial services (banks / building societies, etc.)	0.2%	1	0.0%	0	1.9%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good evening entertainment	1.2%	8	1.8%	1	3.8%	1	11.9%	2	1.0%	1	0.0%	0	0.0%	0	1.2%	0	7.9%	1	1.8%	1	0.0%	0	1.2%	1
Good 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%	0
Good places to eat / drink	6.1%	39	1.8%	1	5.7%	1	15.1%	2	1.7%	2	12.3%	8	8.5%	15	2.1%	0	12.6%	2	3.5%	2	3.9%	1	5.6%	4
Good public transport links	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection / choice non-food shops	23.4%	148	16.6%	8	12.1%	3	22.0%	3	14.9%	20	19.5%	13	41.3%	74	11.9%	2	11.3%	2	19.5%	9	14.8%	2	16.6%	11
Good selection / choice of food shops	3.9%	25	1.8%	1	4.1%	1	0.0%	0	2.3%	3	6.4%	4	4.1%	7	1.2%	0	0.0%	0	4.8%	2	3.9%	1	7.5%	5
Good selection / choice of independent shops	3.0%	19	0.0%	0	0.0%	0	0.0%	0	6.4%	9	1.8%	1	1.0%	2	12.7%	3	0.0%	0	3.1%	1	3.9%	1	3.5%	2
Near / convenient	13.6%	86	0.0%	0	13.0%	3	1.6%	0	34.8%	47	19.1%	13	8.5%	15	10.7%	2	4.9%	1	5.2%	3	0.0%	0	3.3%	2
Nice atmosphere / friendly people	2.3%	15	1.8%	1	8.7%	2	1.6%	0	0.6%	1	0.9%	1	0.6%	1	4.5%	1	1.2%	0	14.2%	7	3.9%	1	1.2%	1
Offers undercover shopping	2.4%	15	0.0%	0	0.0%	0	1.6%	0	1.7%	2	0.9%	1	3.6%	6	1.2%	0	1.2%	0	4.8%	2	6.9%	1	2.4%	2
Pedestrian friendly environment	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including particular store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.6%	4	1.8%	1	0.7%	0	1.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.3%	2
House of Fraser	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	5	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	29.7%	188	41.3%	19	27.7%	7	33.1%	5	19.8%	27	26.8%	18	30.7%	55	29.7%	6	28.6%	5	26.0%	12	57.7%	9	38.7%	26
(Don't know)	7.2%	46	13.1%	6	7.3%	2	1.6%	0	2.2%	3	12.3%	8	3.0%	5	5.3%	1	34.1%	5	12.5%	6	0.0%	0	12.9%	9
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q42 What do you most dislike about Camberley town centre? [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Alternative facilities more accessible	0.5%	3	1.8%	1	5.2%	1	2.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better facilities elsewhere	0.6%	4	1.8%	1	0.0%	0	2.8%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Car parking - cost	5.6%	36	0.0%	0	4.9%	1	4.4%	1	10.2%	14	4.1%	3	3.4%	6	6.5%	1	6.7%	1	6.6%	3	6.9%	1	6.5%	4
Car parking - not enough spaces	9.1%	57	3.5%	2	3.4%	1	10.5%	1	8.1%	11	7.6%	5	12.1%	22	5.3%	1	4.7%	1	11.1%	5	3.9%	1	11.9%	8
Car parking - too far away from the shops	2.6%	17	9.5%	4	2.1%	1	2.8%	0	0.0%	0	0.0%	0	4.2%	7	1.2%	0	13.5%	2	0.0%	0	3.9%	1	1.2%	1
Doesn't have a bank / enough banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.4%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of choice of facilities	0.7%	5	0.0%	0	2.1%	1	13.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
No / not enough public 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%	0
No market / poor 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%	0
Not enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	1.5%	10	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.9%	1	4.2%	7	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of bars / restaurants	0.2%	1	0.0%	0	0.7%	0	1.6%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food / convenience stores	1.7%	11	0.0%	0	9.1%	2	1.6%	0	1.6%	2	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Poor range of independent shops	4.6%	29	0.0%	0	13.2%	3	16.7%	2	8.6%	12	3.5%	2	3.6%	6	3.3%	1	1.2%	0	0.0%	0	0.0%	0	3.3%	2
Poor range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of multiple shops (non-food shops)	10.3%	65	0.0%	0	17.7%	4	0.0%	0	23.0%	31	6.8%	5	11.3%	20	6.6%	1	1.2%	0	3.1%	1	3.9%	1	2.1%	1
Too busy	2.2%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	8.4%	6
Too expensive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	0.8%	5	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	0	0.0%	0	1.8%	1	0.0%	0	3.6%	2
Too many charity shops	1.3%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	4.7%	30	1.8%	1	7.4%	2	1.6%	0	10.5%	14	5.7%	4	4.1%	7	2.1%	0	2.2%	0	0.0%	0	0.0%	0	1.2%	1
Too many 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%	0
Too many takeaways	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	1	0.0%	0	0.7%	0	1.6%	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
Too spread out / shops too far apart	1.3%	8	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2
Traffic congestion	4.2%	26	0.0%	0	3.8%	1	1.6%	0	4.8%	7	3.3%	2	1.7%	3	0.0%	0	12.9%	2	19.5%	9	0.0%	0	3.3%	2
Unattractive environment	3.2%	21	0.0%	0	6.7%	2	3.2%	0	7.0%	9	0.9%	1	0.0%	0	7.7%	2	5.9%	1	0.0%	0	0.0%	0	8.7%	6
Unclean streets	0.3%	2	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	2.8%	18	0.0%	0	1.4%	0	2.8%	0	5.9%	8	0.0%	0	1.6%	3	4.2%	1	1.2%	0	11.1%	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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Parking spaces are too small	1.8%	11	9.5%	4	0.7%	0	1.6%	0	1.1%	2	1.8%	1	1.7%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just do not like it)	7.9%	50	16.6%	8	9.0%	2	0.0%	0	3.2%	4	12.3%	8	5.8%	10	3.5%	1	8.9%	1	5.2%	3	47.8%	7	7.5%	5
(Don't know)	4.2%	26	3.6%	2	2.8%	1	3.2%	0	0.6%	1	5.0%	3	6.4%	11	4.4%	1	24.3%	4	4.8%	2	0.0%	0	1.2%	1
(Nothing)	44.2%	280	48.8%	22	39.0%	10	52.6%	7	34.6%	47	55.0%	37	46.9%	84	60.4%	13	25.1%	4	35.0%	17	37.4%	6	50.8%	34
Weighted base:	633	46	25	14	135	67	179	21	16	48	15	68												
Sample:	585	29	91	43	95	70	77	50	37	30	16	47												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]																								
<i>Those who visit Camberley town centre at Q39</i>																								
Develop new shopping facilities	3.9%	25	0.0%	0	2.1%	1	13.5%	2	3.7%	5	7.3%	5	0.6%	1	7.5%	2	9.2%	1	4.8%	2	0.0%	0	8.7%	6
Encourage reduced shop prices	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Improve choice of national retailer chain shops	12.3%	78	11.3%	5	21.3%	5	12.1%	2	22.0%	30	12.4%	8	8.9%	16	5.6%	1	2.2%	0	8.3%	4	3.9%	1	8.6%	6
Improve market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve range of independent / specialist shops	9.2%	58	1.8%	1	16.0%	4	12.1%	2	7.9%	11	8.5%	6	16.0%	29	3.3%	1	3.4%	1	0.0%	0	0.0%	0	7.7%	5
Introduce a larger supermarket	1.1%	7	0.0%	0	0.0%	0	1.6%	0	4.7%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less empty shops	2.5%	16	1.8%	1	2.7%	1	0.0%	0	3.9%	5	3.3%	2	0.6%	1	1.2%	0	2.2%	0	0.0%	0	0.0%	0	7.5%	5
More foodstores / supermarkets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.6%	4	0.0%	0	0.0%	0	1.6%	0	1.0%	1	0.9%	1	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together / more compact	0.2%	1	1.8%	1	0.0%	0	1.6%	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
Enhanced range of health and fitness centres / gyms	0.8%	5	0.0%	0	0.7%	0	0.0%	0	1.6%	2	2.4%	2	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improved play areas for children	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 range of places to eat	1.4%	9	0.0%	0	2.1%	1	0.0%	0	3.1%	4	0.9%	1	0.6%	1	3.3%	1	6.7%	1	0.0%	0	0.0%	0	1.2%	1
Improved range of pubs and night clubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved cinema	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / improved ten pin bowling 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

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Attract less people / relieve over-crowding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.3%	8	0.0%	0	0.7%	0	6.1%	1	3.7%	5	0.0%	0	0.0%	0	2.3%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Create more open spaces	1.8%	11	0.0%	0	0.0%	0	2.8%	0	1.0%	1	6.4%	4	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve play areas for children	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%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.2%	1	0.0%	0	0.7%	0	2.8%	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
Improve street furniture / floral displays	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	1.8%	1	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Need more / better 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%	0
Needs a revamp	2.1%	14	0.0%	0	3.2%	1	0.0%	0	5.8%	8	0.0%	0	1.0%	2	6.3%	1	1.2%	0	1.8%	1	0.0%	0	1.2%	1
Enhance shophmobility service	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc.	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Improve directional signs to town centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	1.2%	8	9.5%	4	0.0%	0	11.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.8%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.6%	4	1.8%	1	5.9%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Improve pavements	0.3%	2	0.0%	0	0.0%	0	11.9%	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
Improve public transport links	3.0%	19	0.0%	0	4.2%	1	1.6%	0	1.0%	1	1.7%	1	5.8%	10	7.5%	2	10.4%	2	0.0%	0	0.0%	0	2.4%	2
Improve safety of 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 signage / routeways within centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.0%	0	0.0%	0	0.0%	0	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
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parking spaces - long stay	5.5%	35	0.0%	0	3.4%	1	0.0%	0	1.6%	2	0.0%	0	14.9%	27	0.0%	0	1.2%	0	9.4%	4	0.0%	0	1.2%	1
More parking spaces - short stay	2.8%	18	0.0%	0	4.5%	1	0.0%	0	2.2%	3	0.0%	0	3.6%	6	2.1%	0	3.4%	1	9.4%	4	0.0%	0	2.4%	2

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
More parking spaces - type unspecified	5.9%	37	3.5%	2	4.6%	1	8.9%	1	5.9%	8	3.4%	2	5.7%	10	5.3%	1	10.1%	2	11.1%	5	3.9%	1	6.3%	4
Reduce cost of parking	7.5%	47	0.0%	0	8.3%	2	8.9%	1	11.3%	15	3.3%	2	11.3%	20	3.3%	1	9.1%	1	1.8%	1	6.9%	1	3.3%	2
Offer free parking	5.1%	32	0.0%	0	3.5%	1	4.5%	1	4.8%	6	8.1%	5	6.8%	12	1.2%	0	0.0%	0	9.4%	4	6.9%	1	1.2%	1
More pedestrianisation	0.5%	3	0.0%	0	0.7%	0	0.0%	0	1.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	2.8%	18	0.0%	0	2.7%	1	0.0%	0	2.9%	4	0.9%	1	1.7%	3	0.0%	0	1.2%	0	17.7%	8	0.0%	0	1.2%	1
Improve road surfaces	0.5%	3	0.0%	0	1.4%	0	0.0%	0	1.1%	2	0.0%	0	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Other - Including a particular new store or leisure facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	10.7%	68	30.0%	14	6.1%	2	7.6%	1	4.8%	6	14.6%	10	5.3%	9	26.7%	6	20.2%	3	15.8%	8	36.8%	6	5.3%	4
(Nothing in particular)	33.7%	213	40.4%	19	34.2%	8	36.4%	5	26.2%	35	22.8%	15	41.5%	74	28.9%	6	22.2%	4	30.6%	15	52.3%	8	35.6%	24
(Don't know)	6.1%	39	11.3%	5	5.9%	1	4.8%	1	5.4%	7	6.4%	4	4.1%	7	3.3%	1	20.6%	3	3.5%	2	0.0%	0	9.9%	7
Weighted base:		633		46		25		14		135		67		179		21		16		48		15		68
Sample:		585		29		91		43		95		70		77		50		37		30		16		47

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?												
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls & SFT</i>												
Addlestone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	12.2%	3	13.9%	3
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Ashford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.2%	14	1.5%	1	0.0%	0	0.0%	0	8.2%	2	0.0%	0
Blackwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	25.1%	84	0.0%	0	0.0%	0	71.2%	6	0.0%	0	57.2%	9
Brookwood Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	6
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.9%	13	0.0%	0	0.0%	0	1.5%	1	20.7%	6	27.8%	6
Farncombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Felton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	12.0%	40	12.1%	12	88.0%	3	28.0%	4	9.5%	1	52.9%	15
Kingston upon Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.6%	2	1.5%	1	0.0%	0	1.4%	0	0.0%	0	1.6%	0
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Normandy Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	8.6%	29	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.3%	2
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Tanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
Weybridge Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Woking Town Centre	26.6%	89	81.4%	77	6.0%	0	59.8%	9	0.0%	0	4.1%	1
Wokingham Town Centre	4.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Forbury Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Retail Park, Oriental Road, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Reading Link Retail Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Estate Retail Park, Bath Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Sandhurst (Camberley)	2.2%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.3%	2
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Slough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Village Centre, ST10 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre, GU12 5JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Village Centre, GU12 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 2SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre, HU17 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre, RG42 4JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
Bisley Village Centre, GL6 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre, BH2 5LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City 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
Caversham Local Centre, RG4 8TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central 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
Charvil Village Centre, RG10 9TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey Town Centre, KT16 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre, RG24 8TR	0.1%	0	0.0%	0	0.0%	0	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
Church Crookham Village Centre, GU52 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cove Village Centre, TD13 5XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet Village Centre, SL3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dogmersfield Village Centre, RG27 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre, RG40 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Green Village Centre, GU16 6LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth, PO1 3TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Local Centre, TW12 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre, RG27 8PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherside Local Centre, GU15 1AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre, RG27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
9DG												
Horsell Village Centre, GU21 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow District Centre, TW4 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Hall, SN8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytchett Village Centre, GU16 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford Town Centre, SO24 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham Village Centre, ME9 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre, NP20 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre, RG29 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottershaw Village Centre, KT16 0HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pirbright Village Centre, GU24 0DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyrford Village Centre, GU22 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Village Centre, GU23 6BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherwick Village Centre, RG27 9BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Send Village Centre, GU23 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre, RG27 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Village Centre, GU21 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale Village Centre, SL5 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield Villgae Centre, RG7 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Village Centre, TW20 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, RG10 9EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water Town Centre, GU25 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield Village Centre, RG42 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
West End Village Centre, GU24 9LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Winchfield Village Centre, RG27 8BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not visit any other centre / retail park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	333	95	3	15	8	28	22	16	17	25	34	70
Sample:	379	68	5	52	4	28	20	44	53	19	33	53

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]

Visit another centre / retail park at Q44

Nearer to home / work	64.0%	226	79.6%	81	23.6%	1	49.8%	9	90.5%	7	33.9%	11	51.1%	11	47.0%	8	44.9%	9	66.6%	17	65.5%	22	71.0%	50
Accessibility - easier to access	9.2%	32	6.7%	7	0.0%	0	6.2%	1	0.0%	0	13.1%	4	17.5%	4	6.7%	1	21.6%	4	16.8%	4	12.9%	4	3.4%	2
Better facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	10.0%	2	0.0%	0	1.1%	1
Better choice of retailers	17.2%	61	11.4%	12	5.7%	0	9.1%	2	9.5%	1	24.4%	8	31.4%	7	29.9%	5	14.2%	3	16.8%	4	1.8%	1	26.8%	19
Better choice of independent shops	10.0%	35	2.2%	2	17.1%	1	8.8%	2	9.5%	1	18.0%	6	12.8%	3	28.5%	5	8.4%	2	6.7%	2	9.4%	3	13.7%	10
Better choice of leisure facilities	1.4%	5	0.8%	1	17.1%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Car parking costs	2.9%	10	1.6%	2	0.0%	0	1.3%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	14.6%	5	2.3%	2
Cheaper	0.5%	2	0.0%	0	17.1%	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
More attractive environment	5.0%	18	0.8%	1	0.0%	0	2.6%	0	9.5%	1	3.5%	1	4.7%	1	16.4%	3	6.8%	1	10.1%	2	4.8%	2	7.4%	5
Safer shopping environment	2.2%	8	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Including a particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 public transport links	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.0%	0	3.3%	1	0.0%	0	0.0%	0
Better quality of shops	0.3%	1	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	1.1%	1
Easier to park	2.3%	8	2.4%	2	3.2%	0	0.0%	0	0.0%	0	12.8%	3	1.4%	0	2.0%	0	3.4%	1	1.7%	1	1.7%	1	1.1%	1
Familiarity	4.2%	15	3.0%	3	0.0%	0	12.1%	2	0.0%	0	5.3%	2	4.7%	1	10.5%	2	8.2%	2	0.0%	0	1.8%	1	4.3%	3
To support local traders	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
(No particular reason - I just prefer it)	10.0%	35	10.6%	11	50.4%	3	23.2%	4	0.0%	0	14.9%	5	4.7%	1	18.8%	3	25.1%	5	3.3%	1	3.5%	1	2.3%	2
Weighted base:	353	101	5	17	8	33	22	18	20	25	34	70												
Sample:	389	69	7	54	4	29	20	45	56	19	33	53												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10												
GEN Gender of respondent:																								
Male	34.5%	346	29.0%	43	30.2%	9	31.8%	10	32.1%	46	32.6%	33	37.7%	78	28.1%	12	49.8%	19	54.5%	40	31.9%	16	29.5%	41
Female	65.5%	655	71.0%	106	69.9%	21	68.2%	22	67.9%	98	67.4%	67	62.3%	128	71.9%	30	50.2%	19	45.5%	33	68.1%	34	70.5%	97
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

AGE Could I ask how old you are please?

18 to 24	12.1%	121	20.3%	30	12.7%	4	5.2%	2	15.9%	23	8.6%	9	7.2%	15	8.8%	4	19.5%	7	0.0%	0	8.9%	4	17.0%	24
25 to 34	9.3%	93	4.1%	6	16.9%	5	10.4%	3	8.0%	11	17.2%	17	18.1%	37	8.8%	4	7.8%	3	8.4%	6	0.0%	0	0.0%	0
35 to 44	24.3%	243	23.5%	35	12.3%	4	7.6%	2	23.1%	33	15.6%	16	31.5%	65	12.8%	5	17.0%	6	36.6%	27	32.1%	16	24.7%	34
45 to 54	22.2%	222	23.7%	35	13.8%	4	14.2%	4	23.3%	34	21.0%	21	29.5%	61	6.6%	3	10.1%	4	22.9%	17	21.7%	11	20.9%	29
55 to 64	14.7%	147	11.6%	17	17.2%	5	23.6%	7	15.2%	22	16.4%	16	6.9%	14	34.7%	14	22.4%	8	14.1%	10	14.8%	7	17.3%	24
65 +	17.4%	174	16.8%	25	27.2%	8	39.0%	12	14.4%	21	21.3%	21	6.8%	14	28.3%	12	23.1%	9	18.0%	13	22.5%	11	20.0%	28
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

QUOTA Zone:

Zone 1	14.9%	149	100.0%	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
Zone 2	3.0%	30	0.0%	0	100.0%	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	0.0%	0
Zone 3	3.2%	32	0.0%	0	0.0%	0	100.0%	32	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 4	14.4%	144	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	20.5%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0
Zone 9A	7.3%	73	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%	73	0.0%	0	0.0%	0
Zone 9B	5.0%	50	0.0%	0	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%	50	0.0%	0
Zone 10	13.8%	138	0.0%	0	0.0%	0	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%	138
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138												
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100												

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
PC Postcode sector:												
GU11 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU11 3	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU12 6	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 7	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU14 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU15 1	1.5%	15	0.0%	0	0.0%	0	10.5%	15	0.0%	0	0.0%	0
GU15 2	0.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
GU15 3	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU15 4	0.7%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
GU16 6	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
GU16 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
GU16 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.7%	13	0.0%	0
GU16 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
GU17 0	0.8%	8	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0
GU17 9	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
GU18 5	1.5%	15	0.0%	0	48.5%	15	0.0%	0	0.0%	0	0.0%	0
GU19 5	0.6%	6	0.0%	0	19.4%	6	0.0%	0	0.0%	0	0.0%	0
GU20 6	1.0%	10	0.0%	0	32.1%	10	0.0%	0	0.0%	0	0.0%	0
GU21 2	3.7%	37	24.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 3	2.0%	20	13.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 4	1.4%	14	9.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 5	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 6	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 7	0.8%	8	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU21 8	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 0	1.2%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 7	1.4%	14	9.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 8	2.2%	22	15.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU22 9	1.8%	18	11.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU24 0	0.5%	5	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0
GU24 8	0.9%	9	0.0%	0	0.0%	0	27.2%	9	0.0%	0	0.0%	0
GU24 9	1.8%	18	0.0%	0	0.0%	0	57.7%	18	0.0%	0	0.0%	0
GU46 6	3.2%	32	0.0%	0	0.0%	0	22.3%	32	0.0%	0	0.0%	0
GU46 7	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
GU47 0	3.7%	37	0.0%	0	0.0%	0	25.6%	37	0.0%	0	0.0%	0
GU47 8	1.6%	16	0.0%	0	0.0%	0	11.1%	16	0.0%	0	0.0%	0
GU47 9	1.2%	12	0.0%	0	0.0%	0	8.5%	12	0.0%	0	0.0%	0
GU51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
GU51 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0

Surrey Heath Household Survey for Avison Young

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9a	Zone 9b	Zone 10
GU51 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 7	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG12 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 0	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 8	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG40 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG41 5	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 1	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 3	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG42 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 6	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG45 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 8	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	149	30	32	144	100	206	42	38	73	50	138
Sample:	1001	100	100	100	100	100	101	100	100	50	50	100

Appendix 7:

Data Tabulations

By Q44

Surrey Heath Household Survey for Avison Young

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham		
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?																		
<i>Those who do not visit Camberley town centre at Q39</i>																		
Aldershot Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ascot Town Centre	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%	
Basingstoke Town Centre	8.7%	36	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bracknell Town Centre	17.5%	73	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Brookwood Village Centre	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%	
Crowthorne Village Centre	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%	
Farnborough Town Centre	3.4%	14	0.0%	0	0.0%	0	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Farnham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fleet Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Guildford Town Centre	11.1%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kingston upon Thames Town Centre	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%	
Knaphill Village Centre	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%	
London City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newbury Town Centre	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%	
Reading Town Centre	7.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0	0.0%	
Richmond Town Centre	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%	
Sandhurst Town Centre	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%	
Staines-upon-Thames Town Centre	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%	
Sunninghill Village Centre	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%	
West Byfleet Village Centre	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%	
Weybridge Town Centre	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%	
Windsor Town Centre	3.4%	14	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	21.2%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88	0.0%	
Wokingham Town Centre	4.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	
Farnborough Gate Retail Park, Farnborough	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%	
Festival Park, Basingstoke	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%	
Ladymead Retail Park, Guildford	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%	
Reading Gate Retail Park, Reading	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%	
The Meadows, Sandhurst (Camberley)	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%	
The Peel Centre, Bracknell	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%	
Westgate Retail Park, Slough	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%	
Chineham Local Centre, RG24 8TR	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%	
Winchester City Centre, SO23 9LQ	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%	
Winnersh Village Centre, RG41 5DU	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%	
(Don't know / varies)	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
(Do not visit any other centre / retail park)	6.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Base:		416		36		73		14		46		32		11		88		19

Surrey Heath Household Survey for Avison Young

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham		
Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]																		
<i>Visit another centre / retail park at Q44</i>																		
Nearer to home / work	60.4%	235	80.6%	29	74.0%	54	78.6%	11	23.9%	11	25.0%	8	0.0%	0	79.5%	70	89.5%	17
Accessibility - easier to access	10.5%	41	22.2%	8	11.0%	8	14.3%	2	8.7%	4	18.8%	6	18.2%	2	5.7%	5	0.0%	0
Better facilities	1.3%	5	0.0%	0	4.1%	3	0.0%	0	0.0%	0	3.1%	1	9.1%	1	0.0%	0	0.0%	0
Better choice of retailers	16.5%	64	8.3%	3	24.7%	18	7.1%	1	23.9%	11	25.0%	8	54.5%	6	9.1%	8	0.0%	0
Better choice of independent shops	9.0%	35	2.8%	1	8.2%	6	7.1%	1	30.4%	14	12.5%	4	9.1%	1	0.0%	0	5.3%	1
Better choice of leisure facilities	1.5%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2	6.3%	2	0.0%	0	1.1%	1	0.0%	0
Car parking costs	3.3%	13	2.8%	1	4.1%	3	7.1%	1	4.3%	2	0.0%	0	18.2%	2	2.3%	2	10.5%	2
Cheaper	0.5%	2	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive environment	7.2%	28	8.3%	3	8.2%	6	0.0%	0	10.9%	5	9.4%	3	0.0%	0	1.1%	1	5.3%	1
Safer shopping environment	0.8%	3	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	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 - Including a particular store	0.0%	0	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 public transport links	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	1.1%	1	0.0%	0
Better quality of shops	0.5%	2	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to park	3.1%	12	5.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2	4.5%	4	5.3%	1
Familiarity	6.4%	25	5.6%	2	1.4%	1	0.0%	0	15.2%	7	12.5%	4	9.1%	1	2.3%	2	0.0%	0
To support local traders	1.0%	4	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just prefer it)	10.0%	39	2.8%	1	5.5%	4	0.0%	0	13.0%	6	12.5%	4	0.0%	0	10.2%	9	0.0%	0
Base:		389		36		73		14		46		32		11		88		19

QUOTA Zone:

Zone 1	10.0%	100	2.8%	1	0.0%	0	0.0%	0	19.6%	9	0.0%	0	0.0%	0	60.2%	53	0.0%	0
Zone 2	10.0%	100	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	7.1%	1	37.0%	17	0.0%	0	0.0%	0	35.2%	31	0.0%	0
Zone 4	10.0%	100	0.0%	0	1.4%	1	7.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	35.7%	5	21.7%	10	3.1%	1	9.1%	1	2.3%	2	0.0%	0
Zone 6	10.1%	101	2.8%	1	0.0%	0	42.9%	6	8.7%	4	6.3%	2	18.2%	2	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	30.1%	22	0.0%	0	2.2%	1	6.3%	2	9.1%	1	0.0%	0	0.0%	0
Zone 8	10.0%	100	91.7%	33	0.0%	0	7.1%	1	0.0%	0	15.6%	5	27.3%	3	0.0%	0	0.0%	0
Zone 9A	5.0%	50	0.0%	0	11.0%	8	0.0%	0	2.2%	1	15.6%	5	18.2%	2	1.1%	1	5.3%	1
Zone 9B	5.0%	50	0.0%	0	4.1%	3	0.0%	0	0.0%	0	34.4%	11	9.1%	1	0.0%	0	89.5%	17
Zone 10	10.0%	100	2.8%	1	53.4%	39	0.0%	0	0.0%	0	18.8%	6	9.1%	1	0.0%	0	5.3%	1
Base:		1001		36		73		14		46		32		11		88		19

Appendix 8:

Data Tabulations

By Q44

(Weighted)

	Total	Q44 - Basingstoke	Q44 - Bracknell	Q44 - Farnborough	Q44 - Guildford	Q44 - Reading	Q44 - The Meadows, Sandhurst	Q44 - Woking	Q44 - Wokingham
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?									
<i>Those who do not visit Camberley town centre at Q39</i>									
Aldershot Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	3.8%	14	100.0%	14	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	22.7%	84	0.0%	0	100.0%	84	0.0%	0	0.0%
Brookwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	3.6%	13	0.0%	0	0.0%	0	100.0%	13	0.0%
Farnham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	10.9%	40	0.0%	0	0.0%	0	100.0%	40	0.0%
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	7.8%	29	0.0%	0	0.0%	0	0.0%	0	100.0%
Richmond Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines-upon-Thames Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Byfleet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weybridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking Town Centre	24.1%	89	0.0%	0	0.0%	0	0.0%	0	100.0%
Wokingham Town Centre	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Gate Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ladymead Retail Park, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Gate Retail Park, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Meadows, Sandhurst (Camberley)	2.0%	7	0.0%	0	0.0%	0	0.0%	0	100.0%
The Peel Centre, Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Westgate Retail Park, Slough	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Chineham Local Centre, RG24 8TR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre, SO23 9LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winnersh Village Centre, RG41 5DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
(Do not visit any other centre / retail park)	4.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	368	14	84	13	40	29	7	89	16
Sample:	416	36	73	14	46	32	11	88	19

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham		
Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]																		
<i>Visit another centre / retail park at Q44</i>																		
Nearer to home / work	64.0%	226	68.9%	10	78.8%	66	64.3%	8	28.8%	12	28.0%	8	0.0%	0	88.5%	79	92.7%	15
Accessibility - easier to access	9.2%	32	14.8%	2	5.8%	5	25.4%	3	18.9%	8	25.2%	7	16.0%	1	2.8%	2	0.0%	0
Better facilities	1.1%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.9%	1	11.2%	1	0.0%	0	0.0%	0
Better choice of retailers	17.2%	61	16.8%	2	24.5%	20	7.6%	1	26.6%	11	18.5%	5	68.0%	5	11.2%	10	0.0%	0
Better choice of independent shops	10.0%	35	12.8%	2	13.0%	11	1.7%	0	26.0%	10	16.8%	5	11.2%	1	0.0%	0	8.6%	1
Better choice of leisure facilities	1.4%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	2	4.8%	1	0.0%	0	0.9%	1	0.0%	0
Car parking costs	2.9%	10	1.4%	0	5.7%	5	4.4%	1	2.0%	1	0.0%	0	12.8%	1	1.9%	2	7.3%	1
Cheaper	0.5%	2	0.0%	0	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive environment	5.0%	18	5.4%	1	6.7%	6	0.0%	0	8.5%	3	7.8%	2	0.0%	0	0.9%	1	6.5%	1
Safer shopping environment	2.2%	8	0.0%	0	1.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	6.8%	6	0.0%	0
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	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 - Including a particular store	0.0%	0	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 public transport links	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.9%	1	0.0%	0
Better quality of shops	0.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to park	2.3%	8	14.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	17.0%	1	2.9%	3	3.6%	1
Familiarity	4.2%	15	10.3%	1	0.3%	0	0.0%	0	8.2%	3	8.3%	2	19.0%	1	2.3%	2	0.0%	0
To support local traders	1.0%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just prefer it)	10.0%	35	2.6%	0	1.8%	2	0.0%	0	7.2%	3	12.2%	3	0.0%	0	6.2%	6	0.0%	0
Weighted base:		353		14		84		13		40		29		7		89		16
Sample:		389		36		73		14		46		32		11		88		19

QUOTA Zone:

Zone 1	14.9%	149	10.4%	1	0.0%	0	0.0%	0	28.9%	12	0.0%	0	0.0%	0	87.3%	77	0.0%	0
Zone 2	3.0%	30	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Zone 3	3.2%	32	0.0%	0	0.0%	0	1.7%	0	10.7%	4	0.0%	0	0.0%	0	10.3%	9	0.0%	0
Zone 4	14.4%	144	0.0%	0	6.9%	6	6.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	44.7%	6	37.5%	15	2.0%	1	7.8%	1	1.3%	1	0.0%	0
Zone 6	20.5%	206	12.8%	2	0.0%	0	46.1%	6	12.0%	5	7.1%	2	27.3%	2	0.0%	0	0.0%	0
Zone 7	4.1%	42	0.0%	0	10.8%	9	0.0%	0	0.6%	0	1.7%	0	3.3%	0	0.0%	0	0.0%	0
Zone 8	3.8%	38	71.1%	10	0.0%	0	1.5%	0	0.0%	0	7.9%	2	12.2%	1	0.0%	0	0.0%	0
Zone 9A	7.3%	73	0.0%	0	12.4%	10	0.0%	0	2.1%	1	14.5%	4	22.3%	2	0.9%	1	5.1%	1
Zone 9B	5.0%	50	0.0%	0	5.3%	4	0.0%	0	0.0%	0	50.1%	14	8.0%	1	0.0%	0	86.3%	14
Zone 10	13.8%	138	5.7%	1	64.7%	54	0.0%	0	0.0%	0	16.6%	5	19.0%	1	0.0%	0	8.6%	1
Weighted base:		1001		14		84		13		40		29		7		89		16
Sample:		1001		36		73		14		46		32		11		88		19

Appendix 9:

Data Tabulations

By Q44 – Filtered Nulls

Surrey Heath Household Survey for Avison Young

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham	
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?																	
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls</i>																	
Aldershot Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ascot Town Centre	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%
Basingstoke Town Centre	9.5%	36	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	19.3%	73	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookwood Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	3.7%	14	0.0%	0	0.0%	0	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	12.1%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	8.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0	0.0%
Richmond Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines-upon-Thames Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill Village Centre	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%
West Byfleet Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weybridge Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor Town Centre	3.7%	14	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	23.2%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88	0.0%
Wokingham Town Centre	5.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Park, Basingstoke	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%
Ladymead Retail Park, Guildford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Gate Retail Park, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Meadows, Sandhurst (Camberley)	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%
The Peel Centre, Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westgate Retail Park, Slough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chineham Local Centre, RG24 8TR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre, SO23 9LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winnersh Village Centre, RG41 5DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		379		36		73		14		46		32		11		88	19

Surrey Heath Household Survey for Avison Young

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham		
Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]																		
<i>Visit another centre / retail park at Q44</i>																		
Nearer to home / work	60.4%	235	80.6%	29	74.0%	54	78.6%	11	23.9%	11	25.0%	8	0.0%	0	79.5%	70	89.5%	17
Accessibility - easier to access	10.5%	41	22.2%	8	11.0%	8	14.3%	2	8.7%	4	18.8%	6	18.2%	2	5.7%	5	0.0%	0
Better facilities	1.3%	5	0.0%	0	4.1%	3	0.0%	0	0.0%	0	3.1%	1	9.1%	1	0.0%	0	0.0%	0
Better choice of retailers	16.5%	64	8.3%	3	24.7%	18	7.1%	1	23.9%	11	25.0%	8	54.5%	6	9.1%	8	0.0%	0
Better choice of independent shops	9.0%	35	2.8%	1	8.2%	6	7.1%	1	30.4%	14	12.5%	4	9.1%	1	0.0%	0	5.3%	1
Better choice of leisure facilities	1.5%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2	6.3%	2	0.0%	0	1.1%	1	0.0%	0
Car parking costs	3.3%	13	2.8%	1	4.1%	3	7.1%	1	4.3%	2	0.0%	0	18.2%	2	2.3%	2	10.5%	2
Cheaper	0.5%	2	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive environment	7.2%	28	8.3%	3	8.2%	6	0.0%	0	10.9%	5	9.4%	3	0.0%	0	1.1%	1	5.3%	1
Safer shopping environment	0.8%	3	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	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 - Including a particular store	0.0%	0	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 public transport links	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	1.1%	1	0.0%	0
Better quality of shops	0.5%	2	0.0%	0	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to park	3.1%	12	5.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2	4.5%	4	5.3%	1
Familiarity	6.4%	25	5.6%	2	1.4%	1	0.0%	0	15.2%	7	12.5%	4	9.1%	1	2.3%	2	0.0%	0
To support local traders	1.0%	4	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just prefer it)	10.0%	39	2.8%	1	5.5%	4	0.0%	0	13.0%	6	12.5%	4	0.0%	0	10.2%	9	0.0%	0
Base:		389		36		73		14		46		32		11		88		19

QUOTA Zone:

Zone 1	10.0%	100	2.8%	1	0.0%	0	0.0%	0	19.6%	9	0.0%	0	0.0%	0	60.2%	53	0.0%	0
Zone 2	10.0%	100	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	7.1%	1	37.0%	17	0.0%	0	0.0%	0	35.2%	31	0.0%	0
Zone 4	10.0%	100	0.0%	0	1.4%	1	7.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	35.7%	5	21.7%	10	3.1%	1	9.1%	1	2.3%	2	0.0%	0
Zone 6	10.1%	101	2.8%	1	0.0%	0	42.9%	6	8.7%	4	6.3%	2	18.2%	2	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	30.1%	22	0.0%	0	2.2%	1	6.3%	2	9.1%	1	0.0%	0	0.0%	0
Zone 8	10.0%	100	91.7%	33	0.0%	0	7.1%	1	0.0%	0	15.6%	5	27.3%	3	0.0%	0	0.0%	0
Zone 9A	5.0%	50	0.0%	0	11.0%	8	0.0%	0	2.2%	1	15.6%	5	18.2%	2	1.1%	1	5.3%	1
Zone 9B	5.0%	50	0.0%	0	4.1%	3	0.0%	0	0.0%	0	34.4%	11	9.1%	1	0.0%	0	89.5%	17
Zone 10	10.0%	100	2.8%	1	53.4%	39	0.0%	0	0.0%	0	18.8%	6	9.1%	1	0.0%	0	5.3%	1
Base:		1001		36		73		14		46		32		11		88		19

Appendix 10:

Data Tabulations

By Q44 – Filtered Nulls

(Weighted)

Surrey Heath Household Survey for Avison Young

Weighted:

May 2019

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham	
Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?																	
<i>Those who do not visit Camberley town centre at Q39 AND Ex. Nulls</i>																	
Aldershot Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ascot Town Centre	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%
Basingstoke Town Centre	4.2%	14	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	25.1%	84	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookwood Village Centre	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%
Crowthorne Village Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	3.9%	13	0.0%	0	0.0%	0	100.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Town Centre	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%
Fleet Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	12.0%	40	0.0%	0	0.0%	0	0.0%	0	100.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston upon Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaphill Village Centre	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%
London City Centre	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%
Newbury Town Centre	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 Town Centre	8.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%
Richmond Town Centre	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%
Sandhurst Town Centre	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%
Staines-upon-Thames Town Centre	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%
Sunninghill Village Centre	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%
West Byfleet Village Centre	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%
Weybridge Town Centre	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%
Windsor Town Centre	2.1%	7	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	26.6%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	89	0.0%
Wokingham Town Centre	4.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Farnborough Gate Retail Park, Farnborough	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%
Festival Park, Basingstoke	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%
Ladymead Retail Park, Guildford	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%
Reading Gate Retail Park, Reading	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%
The Meadows, Sandhurst (Camberley)	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	7	0.0%	0	0.0%
The Peel Centre, Bracknell	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%
Westgate Retail Park, Slough	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chineham Local Centre, RG24 8TR	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%
Winchester City Centre, SO23 9LQ	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%
Winnersh Village Centre, RG41 5DU	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%
Weighted base:	333			14		84		13		40		29		7		89	16
Sample:	379			36		73		14		46		32		11		88	19

	Total	Q44 - Basingstoke		Q44 - Bracknell		Q44 - Farnborough		Q44 - Guildford		Q44 - Reading		Q44 - The Meadows, Sandhurst		Q44 - Woking		Q44 - Wokingham		
Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre? [MR]																		
<i>Visit another centre / retail park at Q44</i>																		
Nearer to home / work	64.0%	226	68.9%	10	78.8%	66	64.3%	8	28.8%	12	28.0%	8	0.0%	0	88.5%	79	92.7%	15
Accessibility - easier to access	9.2%	32	14.8%	2	5.8%	5	25.4%	3	18.9%	8	25.2%	7	16.0%	1	2.8%	2	0.0%	0
Better facilities	1.1%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.9%	1	11.2%	1	0.0%	0	0.0%	0
Better choice of retailers	17.2%	61	16.8%	2	24.5%	20	7.6%	1	26.6%	11	18.5%	5	68.0%	5	11.2%	10	0.0%	0
Better choice of independent shops	10.0%	35	12.8%	2	13.0%	11	1.7%	0	26.0%	10	16.8%	5	11.2%	1	0.0%	0	8.6%	1
Better choice of leisure facilities	1.4%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	2	4.8%	1	0.0%	0	0.9%	1	0.0%	0
Car parking costs	2.9%	10	1.4%	0	5.7%	5	4.4%	1	2.0%	1	0.0%	0	12.8%	1	1.9%	2	7.3%	1
Cheaper	0.5%	2	0.0%	0	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive environment	5.0%	18	5.4%	1	6.7%	6	0.0%	0	8.5%	3	7.8%	2	0.0%	0	0.9%	1	6.5%	1
Safer shopping environment	2.2%	8	0.0%	0	1.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	6.8%	6	0.0%	0
Cleaner shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later shopping hours	0.0%	0	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 - Including a particular store	0.0%	0	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 public transport links	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.9%	1	0.0%	0
Better quality of shops	0.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to park	2.3%	8	14.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	17.0%	1	2.9%	3	3.6%	1
Familiarity	4.2%	15	10.3%	1	0.3%	0	0.0%	0	8.2%	3	8.3%	2	19.0%	1	2.3%	2	0.0%	0
To support local traders	1.0%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason - I just prefer it)	10.0%	35	2.6%	0	1.8%	2	0.0%	0	7.2%	3	12.2%	3	0.0%	0	6.2%	6	0.0%	0
Weighted base:		353		14		84		13		40		29		7		89		16
Sample:		389		36		73		14		46		32		11		88		19

QUOTA Zone:

Zone 1	14.9%	149	10.4%	1	0.0%	0	0.0%	0	28.9%	12	0.0%	0	0.0%	0	87.3%	77	0.0%	0
Zone 2	3.0%	30	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Zone 3	3.2%	32	0.0%	0	0.0%	0	1.7%	0	10.7%	4	0.0%	0	0.0%	0	10.3%	9	0.0%	0
Zone 4	14.4%	144	0.0%	0	6.9%	6	6.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	44.7%	6	37.5%	15	2.0%	1	7.8%	1	1.3%	1	0.0%	0
Zone 6	20.5%	206	12.8%	2	0.0%	0	46.1%	6	12.0%	5	7.1%	2	27.3%	2	0.0%	0	0.0%	0
Zone 7	4.1%	42	0.0%	0	10.8%	9	0.0%	0	0.6%	0	1.7%	0	3.3%	0	0.0%	0	0.0%	0
Zone 8	3.8%	38	71.1%	10	0.0%	0	1.5%	0	0.0%	0	7.9%	2	12.2%	1	0.0%	0	0.0%	0
Zone 9A	7.3%	73	0.0%	0	12.4%	10	0.0%	0	2.1%	1	14.5%	4	22.3%	2	0.9%	1	5.1%	1
Zone 9B	5.0%	50	0.0%	0	5.3%	4	0.0%	0	0.0%	0	50.1%	14	8.0%	1	0.0%	0	86.3%	14
Zone 10	13.8%	138	5.7%	1	64.7%	54	0.0%	0	0.0%	0	16.6%	5	19.0%	1	0.0%	0	8.6%	1
Weighted base:		1001		14		84		13		40		29		7		89		16
Sample:		1001		36		73		14		46		32		11		88		19

Appendix 11:

Sample Questionnaire

Job No: 090519
Surrey Heath Household Survey

Good morning / afternoon / evening, I am from NEMS Market Research, an independent market research company, and we are conducting a short survey on behalf of Surrey Heath Borough Council in relation to shopping and leisure activities. Do you have time to answer some questions, which will assist the Council with planning future retail and leisure development in the main towns in the Borough? It will take about 5 minutes.

QA Can I ask, are you the person responsible, or jointly responsible, for food shopping and other types of non-food shopping?

- 1 Yes
- 2 No

Q01 Where do you do most of your household's main food shopping?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Conv Convenience List

GO TO Q03

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Iceland
- 3 Morrisons
- 4 Ocado
- 5 Sainsbury's
- 6 Tesco
- 7 Waitrose
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / varies)

Q03 Where else do you do your household's main food shopping?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Conv Convenience List

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

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Conv Convenience List

Those who do top-up shopping at a specific location at Q08:

Q05 Where else do you do your household's top-up food shopping?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Conv Convenience List

Q06 Now thinking about non-food shopping, have you bought any of these goods in the last 10 years?

READ OUT. CODE ALL THAT APPLY.

- | | | |
|---|---|-----------|
| 1 | Clothes, footwear and other fashion goods | ASK Q07 |
| 2 | Furniture and floor coverings | ASK Q09 |
| 3 | Household textiles and soft furnishings | ASK Q11 |
| 4 | Domestic electrical appliances such as fridges, freezers, cookers and washing machines | ASK Q13 |
| 5 | Audio-visual electrical goods such as TVs, computers and cameras | ASK Q15 |
| 6 | Glassware, china, tableware and kitchen utensils | ASK Q17 |
| 7 | DIY and decorating goods | ASK Q19 |
| 8 | Jewellery, watches and clocks | ASK Q21 |
| 9 | Books, CDs and DVDs | ASK Q23 |
| A | Chemist goods including health and beauty products | ASK Q25 |
| B | Recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments | ASK Q27 |
| C | Garden products, plants and flowers | ASK Q29 |
| D | (Haven't bought any of these goods within the last 10 years) | GO TO Q31 |

Q07 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q07:

Q08 Where else do you do your household's shopping for clothes, footwear and other fashion goods?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q09 Where do you do most of your household's shopping for furniture and floor coverings?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q09:

Q10 Where else do you do your household's shopping for furniture and floor coverings?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q11 Where do you do most of your household's shopping for household textiles and soft furnishings?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q11:

Q12 Where else do you do your household's shopping for household textiles and soft furnishings
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q13 Where do you do most of your household's shopping for domestic appliances such as fridges, freezers, cookers and washing machines?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q13:

Q14 Where else do you do your household's shopping for domestic appliances goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q15 Where do you do most of your household's shopping for audio-visual electrical goods such as TVs, computers and cameras?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q15:

Q16 Where else do you do your household's shopping for audio-visual electrical goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q17 Where do you do most of your household's shopping for glassware, china, tableware and kitchen utensil goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q17:

Q18 Where else do you do your household's shopping for glassware, china, tableware and kitchen utensil goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q19 Where do you do most of your household's shopping for DIY & decorating goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q19:

Q20 Where else do you do your household's shopping for DIT & decorating goods?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q21 Where do you do most of your household's shopping for things like jewellery, watches and clocks?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q21:

Q22 Where else do you do your household's shopping for jewellery, watches and clocks?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q23 Where do you do most of your household's shopping for books, CDs and DVDs?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q23:

Q24 Where else do you do your household's shopping for books, CDs and DVDs?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q25 Where do you do most of your household's shopping for chemist goods and health and beauty products?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q25:

Q26 Where else do you do your household's shopping for chemist goods and health and beauty products?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q27 Where do you do most of your household's shopping for things such as recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?
DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q27:

Q28 Where else do you do your household's shopping for recreational goods and pet-related products including bicycles, games, toys, sports and camping equipment and musical instruments?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q29 Where do you do most of your household's shopping for garden products, plants and flowers?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Those who mentioned a specific location at Q29:

Q30 Where else do you do your household's shopping for garden products, plants and flowers?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / LOCATION. INCLUDE AS MUCH DETAIL AS POSSIBLE.

#Comp Comparison List

Q31 Do you take part in any of the following leisure activities?

READ OUT. CODE ALL THAT APPLY.

- | | | |
|---|---|------------------|
| 1 | Cinema | ASK Q32 |
| 2 | Bingo | ASK Q33 |
| 3 | Gym / health & fitness club | ASK Q34 |
| 4 | Ten-pin bowling | ASK Q35 |
| 5 | Restaurants | ASK Q36 |
| 6 | Pubs / clubs | ASK Q37 |
| 7 | Art / cultural activities (theatres / galleries and museums etc.) | ASK Q38 |
| 8 | (None of these) | GO TO Q39 |

Q32 Where do you go most regularly to visit the cinema?

DO NOT PROMPT. ONE ANSWER ONLY.

#Cinem Cinema List

Q33 Where do you go most regularly to play bingo?

DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

Q34 Where do you go most regularly to visit for indoor sports or health and fitness activities?

DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health & Fitness List

Q35 Where do you go most regularly to visit for ten-pin bowling?

DO NOT PROMPT. ONE ANSWER ONLY.

#Tenpin Tenpin Bowling List

Q36 Where do you go most regularly to eat out at restaurants?

DO NOT PROMPT. ONE ANSWER ONLY.

#Centre Centres & retail parks List

Q37 When you go out, where do you go most regularly to socially drink?

DO NOT PROMPT. ONE ANSWER ONLY.

#Centre Centres & retail parks List

Q38 Where do you go mostly regularly to visit art and cultural facilities such as theatres, galleries and museums?

DO NOT PROMPT. ONE ANSWER ONLY.

#Cultur Cultural Facilities List

Q39 How often do you visit Camberley town centre?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-----------------------|------------------|
| 1 | Daily | GO TO Q40 |
| 2 | Twice a week | GO TO Q40 |
| 3 | Several times a week | GO TO Q40 |
| 4 | Once a week | GO TO Q40 |
| 5 | Once a fortnight | GO TO Q40 |
| 6 | Once every 3 weeks | GO TO Q40 |
| 7 | Once a month | GO TO Q40 |
| 8 | Less often | GO TO Q40 |
| 9 | Never | GO TO Q44 |
| A | (Don't know / varies) | GO TO Q40 |

Q40 What do you use Camberley town centre for?
DO NOT PROMPT. CAN BE MULTI-CODED

- 1 Browsing / window shopping
- 2 Chemist / pharmacy
- 3 Drinking / socialising (e.g. bars and public houses)
- 4 Eating (e.g. cafés, restaurants, public houses)
- 5 Entertainment (e.g. cinema, bingo, bowling)
- 6 Everything
- 7 Financial services (e.g. bank, building societies)
- 8 Fitness / gym
- 9 Healthcare (e.g. doctors, dentists)
- A Library
- B Main-food shopping
- C Market
- D Newsagent
- E Non-Food shopping
- F Personal services (e.g. hairdresser, launderette)
- G Pet supplies
- H Post office
- I Small-scale top-up food shopping
- J Work
- K Other (PLEASE WRITE IN)
- L (Don't know / varies)

Q41 What do you most like about Camberley town centre?
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY.
IF 'MOST LIKED' IS NEW STORE / FACILITY, PROBE FULLY FOR STORE / FACILITY.

- 1 Attractive environment
- 2 Cheap parking
- 3 Easy parking
- 4 Can get everything I need there
- 5 Cleanliness of streets
- 6 Close to friends / relatives
- 7 Compact layout / easy to get around
- 8 Competitive prices
- 9 Familiarity / know where everything is
- A Feels safe
- B Financial services (banks / building societies, etc.)
- C Good evening entertainment
- E Good market
- F Good places to eat / drink
- G Good public transport links
- H Good selection / choice non-food shops
- I Good selection / choice of food shops
- J Good selection / choice of independent shops
- L Near / convenient
- M Nice atmosphere / friendly people
- N Offers undercover shopping
- O Pedestrian friendly environment
- P Other - Including particular store or leisure facility (PLEASE WRITE IN)
- Q (Nothing at all)
- R (Don't know)

Q42 What do you most dislike about Camberley town centre?
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY.
PROBE FULLY.

- 1 Alternative facilities more accessible
- 2 Better facilities elsewhere
- 3 Car parking - cost
- 4 Car parking - not enough spaces
- 5 Car parking - too far away from the shops
- 6 Doesn't have a bank / enough banks
- 7 It does not cater for the disabled
- 8 Lack of choice of facilities
- 9 No / not enough public toilets
- A No market / poor market
- B Not enough seats
- C Perception of safety
- D Poor quality pavements
- E Poor range of bars / restaurants
- F Poor range of food / convenience stores
- G Poor range of independent shops
- H Poor range of leisure facilities
- I Poor range of multiple shops (non-food shops)
- J Too busy
- K Too expensive
- L Too far away
- M Too many charity shops
- N Too many empty shops
- O Too many roadworks
- P Too many takeaways
- Q Too small
- R Too spread out / shops too far apart
- S Traffic congestion
- T Unattractive environment
- U Unclean streets
- V Rundown / needs a revamp
- W Other (PLEASE WRITE IN)
- X (No particular reason - I just do not like it)
- Y (Don't know)
- Z (Nothing)

Q43 What general improvements to the quality of the shopping, transport, leisure or environment in Camberley town centre would persuade your household to visit it more often? Please name up to THREE improvements.
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY.
PROBE FULLY.

- 001 Develop new shopping facilities
- 002 Encourage reduced shop prices
- 003 Improve choice of national retailer chain shops
- 004 Improve market stalls
- 005 Improve range of independent / specialist shops
- 006 Introduce a larger supermarket
- 007 Less charity shops
- 008 Less empty shops
- 009 More foodstores / supermarkets
- 011 Refurbish / improve existing shopping facilities
- 012 Shops closer together / more compact
- 013 Enhanced range of health and fitness centres / gyms
- 014 Improved music / theatre provision
- 015 Improved play areas for children
- 016 Improved policing / enhance security / CCTV
- 017 Improved public transport facilities during the evenings
- 018 Improved range of places to eat
- 019 Improved range of pubs and night clubs
- 020 Less pubs and clubs
- 021 New / improved bingo facility
- 022 New / improved cinema
- 023 New / improved museum or art gallery
- 025 New / improved ten pin bowling centre
- 026 Attract less people / relieve over-crowding
- 027 Attract more people / make more lively
- 028 Clean shopping streets
- 029 Create more open spaces
- 030 Improve number and attractiveness of meeting places
- 031 Improve play areas for children
- 032 Improve policing / other security measures
- 033 Improve street furniture / floral displays
- 034 Increase soft / hard landscaping
- 035 Need more / better toilets
- 036 Needs a revamp
- 037 Enhance shopmobility service
- 038 Improve access for pushchairs / wheelchairs, etc.
- 039 Improve directional signs to town centre
- 040 Improve layout of car parks
- 041 Improve location of bus stops / bus station
- 042 Reduce the cost of public transport
- 043 Improve pavements
- 044 Improve public transport links
- 045 Improve safety of pedestrians
- 046 Improve signage / routeways within centre
- 047 Improve transport interchange
- 048 Increase frequency of public transport in the evenings
- 049 Increase number of taxis
- 050 More parking spaces - long stay
- 051 More parking spaces - short stay
- 052 More parking spaces - type unspecified
- 053 Reduce cost of parking
- 054 Offer free parking
- 055 More pedestrianisation
- 056 Reduce road congestion
- 057 Improve road surfaces
- 058 Other - Including a particular new store or leisure facility (PLEASE WRITE IN)
- 059 (No opinion)
- 060 (Nothing in particular)
- 061 (Don't know)

Go to classification

Q44 Which centre / retail park do you visit most regularly instead of Camberley town centre?
DO NOT READ OUT. ONE ANSWER ONLY.

#Centre Centres & retail parks List

GO TO Q45

Q45 Why do you prefer to visit (CENTRE / RETAIL PARK MENTIONED IN Q44) in preference to Camberley town centre?
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Nearer to home
- 2 Accessibility - easier to access
- 3 Better facilities
- 4 Better choice of retailers
- 5 Better choice of independent shops
- 6 Better choice of leisure facilities
- 7 A particular retailer (PLEASE WRITE IN)
- 8 Car parking costs
- 9 Cheaper
- A More attractive environment
- B Safer shopping environment
- C Cleaner shopping environment
- D Later shopping hours
- E Other (PLEASE WRITE IN)
- F (No particular reason - I just prefer it)

GEN Gender of respondent:
DO NOT PROMPT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE Could I ask how old you are please?
DO NOT PROMPT. ONE ANSWER ONLY.

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

Thank & close.

Appendix 12:

Map

2019 survey area DRAFTv1.1



